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RECOMMENDED PLATINUM AWARD CRITERIA

For consideration by FDFA Supplier Members

Please note the following criteria to assist you in identifying your choices for the two Platinum Categories. This has been created simply as a tool/resource to assist in your decision-making. We recognize that not all of our supplier members have visited each of the duty free stores. Therefore, when choosing your top 3 stores within each of the categories, you may want to consider other factors such as quality of contact with the stores and their understanding of your products, etc.

Does this store/operator communicate ideas i.e. marketing initiatives on an ongoing basis?

Do you find that this store promotes your brand and understands your new and existing products well?

Do you find that this store no matter how large or small is willing to think 'outside the box' to take their sales to the next level?

Does this store offer the travelling public clearly marked pricing and savings messages?

Do you feel that this store's overall employee base has been adequately trained? Do their employees have a good understanding of the products?

If you have had an opportunity to visit this store, do you feel it is "neat and tidy" and provides customers with an overall positive environment?

Do you feel that you have a good working relationship with this store/operator? Are they respectful and professional to work with?

Does this store advertise and market their store properly – in your opinion?

If you have been in their store, you may want to consider:

- 🍁 Customers are greeted and staff are accessible to answer questions
- 🍁 Employees understand & communicate duty free allowance structures and savings to customers?
- 🍁 Customers have a "WOW" experience while shopping at this duty free store
- 🍁 In your opinion, does this store represent Canada well?
- 🍁 Do you feel that this store is an active participant in their local community?
- 🍁 Do they have any National Brand imagery or integration in-store or online? i.e. is the National logo and/or tagline (Do Better at the Border), on any store signage, brochures, receipts or on their store website?