

– pursue excellence,  
Ignore success –



The MUMAYIZAT EXCELLENCE AWARDS aims to recognize and celebrate excellence in various trade categories within Oman's retail sector. The awards will be granted based on a comprehensive set of criteria evaluated by a panel of expert judges, marketing professionals, and mystery shoppers.

## CATEGORIES

24 WINNERS  
1<sup>ST</sup> PLACE ONLY

## JUDGING

PANEL OF EXPERTS  
MYSTERY SHOPPERS

[www.mumayizat.om](http://www.mumayizat.om)

## CRITERIA

PRODUCTS/SERVICES  
CUSTOMER SERVICE  
PROMOTIONS  
STORE AMBIANCE  
LOCATION  
SOCIAL STRENGTH  
BRAND POSITIONING  
NUMBER OF OUTLETS

The selection process will involve a combination of quantitative data analysis, expert opinions from the panel of judges, and insights gathered from mystery shoppers. The awards aim to encourage businesses to focus on excellence rather than just success, fostering a culture of continuous improvement within Oman's retail sector.



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# KEY CRITERIA FOR ASSESSMENT

## **PRODUCTS/SERVICES:**

- Quality and diversity of products or services offered.
- Innovation and uniqueness in the menu or service offerings.
- Consistency in maintaining high standards.

## **CUSTOMER SERVICE:**

- Excellence in addressing customer needs and concerns.
- Friendliness, responsiveness, and overall customer satisfaction.
- Employee training programs and initiatives for customer service improvement.

## **PROMOTIONS:**

- Creativity and effectiveness of promotional campaigns.
- Impact on customer engagement and sales.
- Alignment with brand identity and overall marketing strategy.

## **STORE AMBIANCE:**

- Cleanliness, aesthetics, and overall atmosphere of the retail space.
- Utilization of space to enhance customer experience.
- Innovative design elements contributing to the overall ambiance.

## **LOCATION:**

- Accessibility and convenience of the retail outlet.
- Compatibility with the target market.
- Contribution of location to the overall success of the business.

## **SOCIAL STRENGTH:**

- Engagement and presence on social media platforms.
- Community involvement and social responsibility initiatives.
- Online reviews and ratings.

## **BRAND POSITIONING:**

- Clarity and consistency in communicating brand values.
- Differentiation from competitors.
- Perceived image and reputation in the market.

## **NUMBER OF OUTLETS:**

- Expansion and growth strategy.
- Geographic coverage and market penetration.
- Overall impact of the retail chain in the industry.