



# SMALL SHOP 2023 JUDGING CRITERIA

## 1. External Look/Signage etc:

### POINTS:

- 1a.** Is it clear that it is a Locksmith shop? (5 POINTS)
- 1b.** Visual appeal and attraction (5 POINTS)
- 1c.** Variety of product/services represented (5 POINTS)  
For example:
- Keys
  - Door Hardware
  - Auto
  - Safes
  - Electronic Security
- 1d.** Attention-grabbing branding & graphic display (1 POINT)
- 1e.** Customer experience i.e. parking, disability access, location (1 POINT)
- 1f.** Does the shop clearly display the MLAA Trust Badge? (1 POINT)

## 2. Internal Fit Out:

- 2a.** Use of space and design of retail showroom (5 POINTS)
- 2b.** Variety of product categories represented (5 POINTS)  
For example:
- Domestic
  - Commercial
  - Automotive
  - Safes
  - Electronic Security
- 2c.** Use of space and design of workshop (5 POINTS)
- 2d.** Office, common space & staff amenities (5 POINTS)
- 2e.** Customer experience i.e. waiting area, customer amenities (1 POINT)

## 3. Innovation – Bonus Points

- 3a.** Extra points awarded for innovative/creative ideas (1 POINT for each innovation)

**TOTAL:**

**39 POINTS**

**+ Bonus Points for Innovation**