



Independent of the Year

Professional Beauty GCC Awards

Who can enter?

This category recognises a salon that operates independently and is not part of a larger group. The salon must consistently impress customers and deliver an exceptional end-to-end experience. Eligible entries must be located within the GCC and have been operating for at least one year.

Below is a short summary of the questions asked in the Independent Salon of the Year categories in the Professional Beauty Awards GCC

About the Submitter

Here the person entering the form should enter their contact details. They may differ from those of the salon's primary contact. You will be asked: Full Name/Job Title/Company/Telephone/Email How did you hear about the Awards?

About the Property

We ask for the following information to check the eligibility of your property in this category:

- Salon Name;
- Only salons that have been open and operating for one year are eligible to enter this award.
- Number of treatment rooms
- Web Address;
- Social Media links;
- Salon Address in full



About the Property: Main Questions

This section asks for longer answers on various elements of your Property;

- Which brands do you use/stock? 50 words max.
- Please outline your salon's philosophy and point of difference from the competition. 200 words max.
- Explain how your Salon excels at customer service. Give examples; 200 words max.
- Outline your key marketing and operational initiatives over the last 12 months and give evidence/examples of how these have helped business. 400 words max.
- What is your retail strategy, and how do you measure its success? 400 words max.
- Outline your therapists' qualifications and your ongoing training & development policy including dates of most recent CPD. 400 words max.

Supporting Documents: Pictures of Salon

You should upload images of both the interior and exterior of your Salon, and then a smiling shot of your team.

Supporting documents: Menu

You must upload a current treatment menu to be eligible to enter.

Supporting documents: Marketing Material and Additional Items

Finally, you can upload any marketing material or additional items you feel will support your entry.