



## JENDI SETS THE BENCHMARK FOR RETAILERS

Jendi, a boutique owned and operated by Karen Evans, has twice been awarded first place in the 'Best Retail' category of Norfolk's Tourism Awards. Karen entered the competition to "*...better my own outlook on my business.*" Winning the gold award in 2007 and 2008 was pleasing, but she feels the "*...biggest thing was putting down on paper who you're targeting and whether you're reaching and satisfying a niche market.*"

The entry process enabled Karen to really look at what she'd achieved and where she could improve her boutique. She believes putting in a good submission, which can be demonstrated when the judging panel assess all the competitors, is the key to success. The awards are prominently displayed in Jendi's stylish and striking interior, and Karen says they attract a lot of comments from customers browsing for fashionable clothes and accessories.

She features the awards in her advertising and website and is sure the competition is a positive thing for Norfolk businesses, "*...because it shows the whole Island is striving to achieve a high standard in the provision of goods and services.*" Karen is sure, too, that the Tourism Awards encourage businesses to really judge themselves – "*...above everything else, trophies and so on, the main benefit is to see if you are doing the best you can realistically do...*"

Burnt Pine Travel is happy to support the retail award and their General Manager, Bart Murray, says: "*We're proud to be a sponsor of the Norfolk Island Tourism Awards for the third year. We have a special interest in the retail category as Burnt Pine Travel, like so many other businesses on Norfolk, is reliant on a successful retail sector. In difficult economic times, with the focus on cost cutting, it's a positive step to provide encouragement for retailers to look at their presentation and customer service.*"

*(Jenny Jauczius, Norfolk Online)*