



Flower Shop Workshop Interior Merchandising & Display Checklist 2026

Entrance & Window Display Inspection

Audit the storefront window, seasonal floral arrangements, and curb appeal to ensure an inviting entrance for passersby.

Inspection Date

Window Display Theme Status

- ☐ Seasonal Theme Active
- ☐ Promotional Theme Active
- ☐ Standard/Evergreen Theme
- ☐ Needs Update

Window Display Checklist Items

- ☐ Glass is clean and streak-free
- ☐ Floral arrangements are hydrated and vibrant
- ☐ Promotional signage is clearly visible
- ☐ Lighting/Spotlights are functioning correctly
- ☐ No visible debris or dead leaves in the display

Observations & Required Repairs

Write something...

Upload Window Display Photo

 Upload File

Manager Verification

Main Floor Merchandising & Product Placement

Verify the strategic positioning of ready-to-go bouquets, potted plants, and impulse-buy items to maximize customer flow and sales.

Primary Display Focus

- ☐ Seasonal Bouquets
- ☐ Potted Plants & Succulents
- ☐ Dried Flower Arrangements
- ☐ Gift Baskets

Merchandising Tasks Completed

- ☐ Price tags updated and visible
- ☐ Empty spaces refilled
- ☐ Products color-coordinated
- ☐ Promotional signage placed

Missing or Low-Stock Items

Write something...

Total Number of Displays Reorganized

Enter a number...

Merchandising Notes & Observations

Write something...

Point of Sale (POS) Impulse Zone Optimization

Organize small add-ons such as greeting cards, chocolates, vases, and ribbons near the checkout area to increase average order value.

Impulse Items Restocked

- ☐ Greeting Cards
- ☐ Vases & Containers
- ☐ Floral Preservatives & Care Kits
- ☐ Chocolates & Confectionery
- ☐ Gift Bags & Ribbons

Missing Items/Low Stock Alert

Write something...

Current Impulse Zone Revenue (Today)

Enter a number...

Display Neatness Rating

- ☐ Excellent
- ☐ Good
- ☐ Needs Immediate Attention

Floral Cooler Organization & Visibility

Ensure the refrigerated display is clean, properly organized by variety, and that all price tags are visible and accurate.

Cooler Temperature Status

- ☐ Optimal (34-38°F / 1-3°C)
- ☐ Too Cold
- ☐ Too Warm
- ☐ Urgent Maintenance Required

Organized Categories Present

- ☐ Cut Flowers
- ☐ Greenery & Foliage
- ☐ Potted Plants
- ☐ Floral Preservatives/Treatments

Missing or Damaged Items

Write something...

Restocking Notes & Observations

Write something...

Cooler Organization Photo Proof

 Upload File

Last Inspection Date

Enter date...

Signage & Promotional Collateral Audit

Check that all price tags, seasonal signage, and promotional posters are up-to-date, legible, and aligned with 2026 marketing themes.

Promotional Items to Audit

- ☐ Seasonal Event Posters
- ☐ Price Tags & Product Labels
- ☐ Business Cards & Loyalty Cards
- ☐ Gift Voucher Displays
- ☐ Social Media QR Code Stands

Signage Condition Status

- ☐ Excellent (New/Clean)
- ☐ Good (Needs minor cleaning)
- ☐ Poor (Needs replacement/reprint)

Discrepancies or Missing Signage Notes

Write something...

Audit Completion Date

Enter date...

Manager Verification

Lighting & Ambience Assessment

Evaluate the lighting levels, scent profile, and background music to create a premium and relaxing shopping atmosphere.

Lighting Functionality Check

- ☐ All lights functioning correctly
- ☐ Some bulbs need replacement
- ☐ Critical lighting failure detected

Ambient Music Volume Level

- ☐ Perfect (Immersive but quiet)
- ☐ Too Loud (Distracting)
- ☐ Too Quiet (Uninviting)

Scent Profile Elements

- ☐ Natural Floral Scent
- ☐ Aromatherapy/Diffuser Active
- ☐ Neutral/Clean Scent
- ☐ Unpleasant/Stale Odors Detected

Ambience Improvement Notes

Write something...

Photo of Current Display Lighting

 Upload File

Supervisor Verification

Inventory Restocking & Stock Rotation

Confirm that all shelves and displays are fully stocked and that older stock is moved to the front to maintain freshness.

Restocking Date

Enter date...

Items Restocked

- ☐ Fresh Cut Flowers
- ☐ Potted Plants
- ☐ Floral Preservatives & Food
- ☐ Vases & Containers
- ☐ Gift Items (Candles, Chocolates)
- ☐ Floral Foam & Tools

Quantity of New Stock Added

Enter a number...

Low Stock Alert Notes

Write something...

Disposal/Waste Report (Expired Items)

Write something...

Inventory Manager Verification

Cleanliness & Visual Maintenance

Perform a deep sweep of floor cleanliness, dusting of non-floral merchandise, and removal of any debris or fallen petals.

Completed Cleaning Tasks

- ☐ Floors swept and mopped
- ☐ Display shelves dusted
- ☐ Glass surfaces/Windows cleaned
- ☐ Workstations sanitized
- ☐ Trash and organic waste removed

Identified Maintenance Issues

Write something...

Before/After Cleaning Photo Proof

 Upload File

Staff Member Verification

Cleaning Completion Date

Enter date...

< Previous

> Next

✓ Finish

 Generate Sample Report