



Pop-Up Shop Launch Checklist Template 2026: Inventory Setup, Merchandising & Foot Traffic Management

Pre-Launch Strategy & Concept Development

Define the pop-up theme, target demographic, location scouting, and overall brand messaging for the 2026 launch.

Pop-up Shop Theme Name

Write something...

Target Audience Description

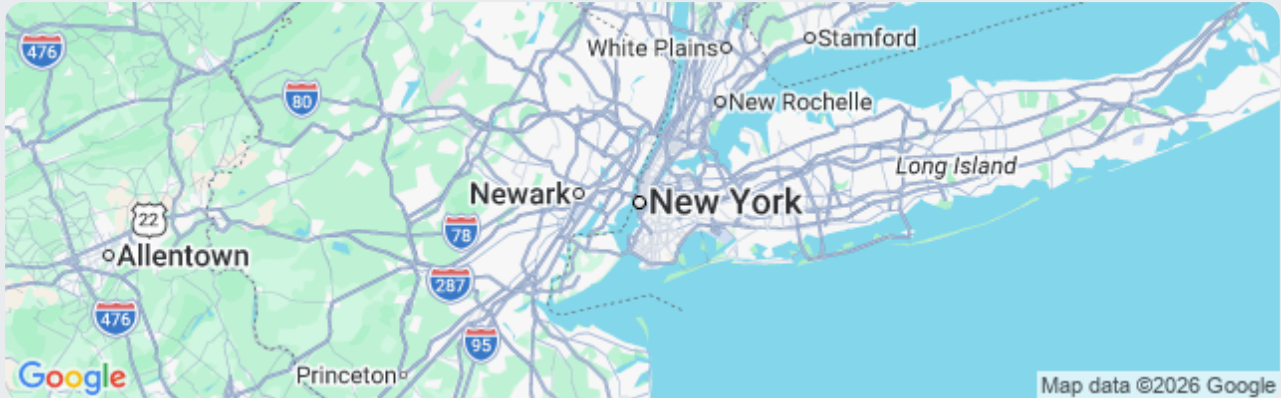
Write something...

Proposed Launch Date

Enter date...

Planned Venue/Site Location

 [Set My Current Location](#)



Primary Marketing Channel

- ☐ Social Media (Instagram/TikTok)
- ☐ Email Marketing
- ☐ Influencer Partnerships
- ☐ In-Person Guerilla Marketing

Estimated Budget Allocation

Enter a number...

Mood Board or Concept Deck

 [Upload File](#)

Inventory Procurement & Stock Management

Managing product sourcing, SKU organization, stock replenishment workflows, and inventory auditing before opening.

SKU or Product Name

Write something...

Initial Stock Quantity

Enter a number...

Inventory Delivery Deadline

Enter date...

Stock Condition Status

- ☐ In Transit
- ☐ Received & Inspected
- ☐ Damaged/Returned
- ☐ Shelved/Ready for Sale

Packing Slip or Invoice

 Upload File

Discrepancy Notes

Write something...

Visual Merchandising & Store Layout

Designing the floor plan, window displays, product placement strategies, and signage for maximum aesthetic impact.

Display Theme Name

Write something...

Required Display Elements

- ☐ Mannequins
- ☐ Product Shelving
- ☐ Window Decals
- ☐ Lighting Fixtures
- ☐ Signage & Posters
- ☐ Props & Decor

Floor Plan Description

Write something...

Visual Mood Board

 Upload File

Setup Completion Deadline

Enter date...

Display Lighting Type

- ☐ Natural Light
- ☐ LED Spotlights
- ☐ Ambient Warm Lighting
- ☐ Neon/Accent Lighting

Point of Sale (POS) & Tech Infrastructure

Setting up payment processors, mobile checkout systems, Wi-Fi connectivity, and inventory tracking software.

POS System Provider Name

Payment Method Configuration

- ☐ Credit/Debit Card
- ☐
- ☐ Cash
- ☐ Buy Now, Pay Later (BNPL)

Hardware Requirements

- ☐ Tablet/iPad
- ☐ Card Reader
- ☐ Receipt Printer
- ☐ Barcode Scanner
- ☐ Cash Drawer

System Testing Completion Date

Enter date...

Wi-Fi Network Credentials & Setup Guide

 Upload File

Troubleshooting Protocol & IT Support Contact Info

Write something...

Staffing, Training & Uniforms

Recruiting brand ambassadors, training on product knowledge, scheduling shifts, and preparing staff presentation.

Staff Roles Needed

- ☐ Store Manager
- ☐
- ☐ Brand Ambassador
- ☐ Inventory Specialist
- ☐ Security/Greeter

Training Completion Deadline

Enter date...

Uniform Requirement Status

- ☐ All Staff Equipped
- ☐ Partial Delivery Received
- ☐ Pending Order

Staff Training Checklist Details

Write something...

Staff Training Manual/SOP

 Upload File

Manager Approval of Staff Readiness

Marketing, Promotion & Grand Opening Hype

Executing social media countdowns, influencer partnerships, local PR, and email marketing campaigns.

Campaign Theme Name

Write something...

Grand Opening Date

Enter date...

Marketing Channels to Utilize

- ☐ Instagram
- ☐ TikTok
- ☐ Email Marketing
- ☐ Influencer Partnerships
- ☐ Local PR/Press Release
- ☐ SMS/Text Marketing
- ☐ Paid Social Ads

Influencer Outreach Strategy

Write something...

Promotional Creative Assets (Graphics/Videos)

 Upload File

Total Marketing Budget Allocation

Enter a number...

Foot Traffic & Customer Flow Management

Implementing queue management systems, entrance/exit logistics, and optimizing movement within the retail space.

Estimated Peak Hours Identification

Write something...

Queue Management Methods

- ☐ Physical Barrier/Stanchions
- ☐ Digital Queueing App
- ☐ Numbered Token System
- ☐ Staff-led Line Organization

Entry/Exit Flow Strategy

- ☐ One-Way Circulation
- ☐ Free-Flow Access
- ☐ Controlled Entry Points

Peak Traffic Monitoring Start Date

Enter date...

Congestion Mitigation Plan

Write something...

Store Floor Plan & Traffic Map

 Upload File

Logistics, Setup & Breakdown

Coordinating delivery schedules, booth/fixture assembly, and the end-of-event teardown and storage plan.

Setup Start Date

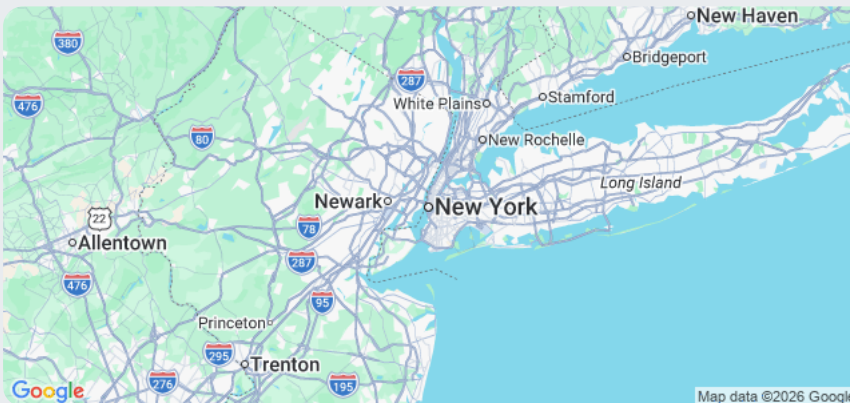
Enter date...

Breakdown/Teardown Date

Enter date...

Warehouse or Storage Site

 [Set My Current Location](#)



Equipment Checklist

- ☐ Display Shelving & Racks
- ☐ Mannequins & Props
- ☐ Lighting Fixtures
- ☐ Signage & Branding Decals
- ☐ Point of Sale Hardware
- ☐ Packaging & Shopping Bags

Delivery & Logistics Documentation

 Upload File

Vendor Contact Directory

Write something...

Site Manager Approval

Customer Experience & Engagement

Planning in-store activations, loyalty program sign-ups, and sensory elements like music and scent.

Planned In-Store Activations

- ☐ Live Product Demonstrations
- ☐ Gift with Purchase (GWP) Station
- ☐ Photo Booth / Instagrammable Moment
- ☐ Sampling/Tasting Station
- ☐ Personalized Engraving/Customization

Staff Greeting Script/Protocol

Write something...

Music & Atmosphere Vibe

- ☐ Upbeat & Energetic
- ☐ Lo-fi & Chill
- ☐ Luxury & Sophisticated
- ☐ Seasonal/Thematic

Customer Loyalty/Data Capture Strategy

Write something...

Visual Moodboard for Store Atmosphere

 Upload File

Post-Launch Analysis & Performance Review

Analyzing sales data, customer feedback collection, and calculating ROI against the initial launch budget.

Review Completion Date

Enter date...

Total Revenue Generated

Enter a number...

Total Number of New Customers Acquired

Enter a number...

Key Performance Indicators (KPIs) Achieved

- ☐ Sales Target Met
- ☐ High Social Media Engagement
- ☐ Low Customer Acquisition Cost
- ☐ High Inventory Turnover

Post-Event Retrospective & Lessons Learned

Write something...

Final Sales & Inventory Report

 Upload File

Manager Approval

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🏆 Finish

🔗 Generate Sample Report