



Retail Store Opening Project Checklist Template

 Show only Checklist

Display Style
Default 

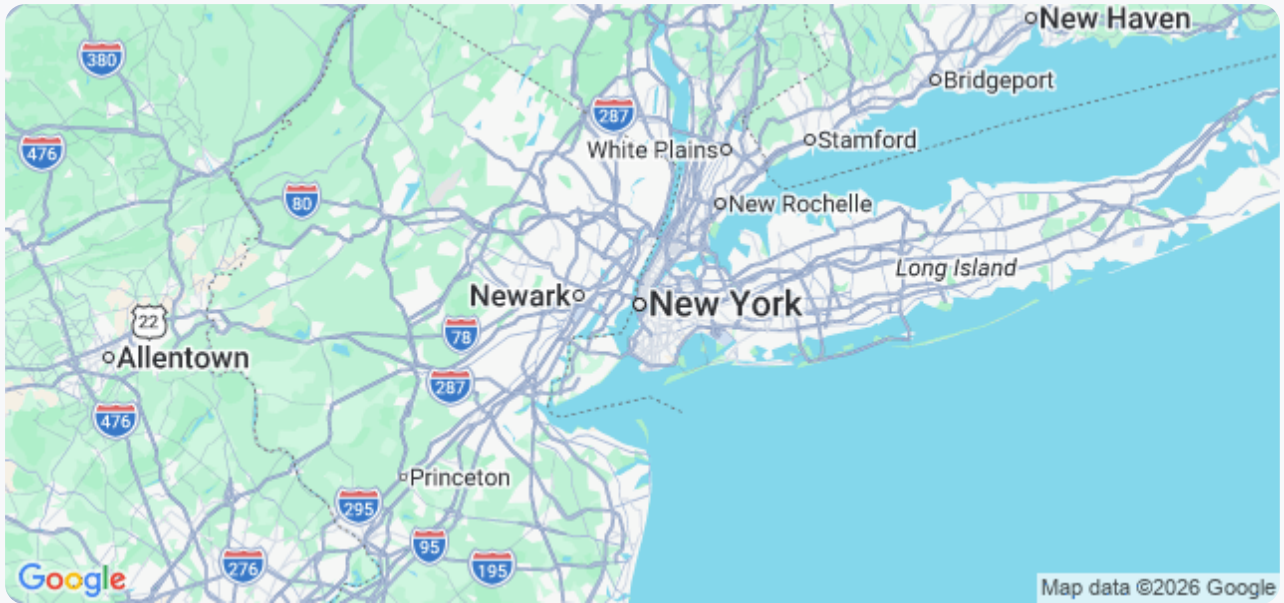
Site Selection & Lease Negotiation

Tasks related to finding and securing the retail location.



Potential Site Address

 [Set My Current Location](#)



Estimated Foot Traffic (Daily)

Enter a number...

Square Footage of Site

Enter a number...

Zoning Compliance

- ☐ Compliant
- ☐ Requires Modification
- ☐ Not Compliant

Lease Expiration Date

Enter date...

Summary of Lease Terms

Write something...

Landlord Approval Status

- ☐ Approved
- ☐ Pending
- ☐ Rejected

Design & Buildout

Activities concerning store design, construction, and renovation.

Store Design Concept Description

Write something...

Store Layout Plan

 Upload File

Square Footage of Store

Enter a number...

Flooring Type

- ☐ Tile
- ☐ Wood
- ☐ Concrete
- ☐ Vinyl

Start Date for Buildout

Enter date...

Number of Interior Walls

Enter a number...

Detailed Finishes Schedule (Paint colors, tile selections etc.)

Write something...

Permitting & Legal

Ensuring all necessary permits, licenses, and legal compliance are secured.

Business License Type

☐ General Business License

☐ Retail Sales License

☐ Other (Specify in Long Text)

Specify Other License Type (if applicable)

Write something...

License Application Date

Enter date...

License Application Fee Paid (USD)

Enter a number...

Copy of Business License

 Upload File

Zoning Compliance Confirmed?

- ☐ Yes
- ☐ No
- ☐ Pending

Details Regarding Zoning Compliance (if applicable)

Write something...

Legal Review Signature

Inventory & Ordering

Planning and executing the procurement of initial merchandise.

Initial Order Quantity - Core Products

Enter a number...

Initial Order Quantity - Seasonal Items

Enter a number...

Supplier for Core Products

- ☐ Supplier A
- ☐ Supplier B
- ☐ Supplier C

Supplier for Seasonal Items

- ☐ Supplier X
- ☐ Supplier Y
- ☐ Supplier Z

Order Placement Date - Core Products

Enter date...

Order Placement Date - Seasonal Items

Enter date...

Estimated Delivery Lead Time (Days)

Notes on Initial Order (e.g., specific requests, color preferences)

Fixtures, Equipment & Technology

Installation and setup of shelves, displays, POS systems, and other essential equipment.

Number of Shelving Units

Number of Display Cases

POS System Vendor

- ☐ Vendor A
- ☐ Vendor B
- ☐ Vendor C

POS System Installation Date

Enter date...

Fixture Layout Plan

 Upload File

Security System Type

- ☐ Cameras
- ☐ Alarm System
- ☐ Both

Number of Security Cameras

Enter a number...

Staffing & Training

Recruitment, hiring, onboarding, and training of store personnel.

Number of Employees to Hire

Enter a number...

Initial Training Program Type

- ☐ On-the-Job
- ☐ Classroom
- ☐ Online

Training Program Start Date

Enter date...

Daily Training Shift Start Time

Enter time...

Training Modules Required (select all that apply)

- ☐ Product Knowledge
- ☐ Customer Service
- ☐ Point of Sale System
- ☐ Loss Prevention
- ☐ Store Policies

Training Program Outline

Write something...

Employee Handbook (for review)

 Upload File

Training Evaluation Method

- ☐ Written Exam
- ☐ Practical Assessment
- ☐ Observation

Marketing & Pre-Launch Promotion

Activities to generate awareness and excitement before the store's opening.

Social Media Ad Spend

Enter a number...

First Social Media Post Date

Enter date...

Marketing Channels Used

- ☐ Facebook
- ☐ Instagram
- ☐ Local Newspaper
- ☐ Email Marketing
- ☐ Radio Advertising
- ☐ Flyers/Posters

Press Release Draft

Write something...

Promotional Flyer Design

 Upload File

Influencer Outreach Status

- ☐ Not Started
- ☐ In Progress
- ☐ Completed

Grand Opening Announcement Date

Enter date...

Grand Opening Execution

Tasks for the successful launch day and initial weeks.

Grand Opening Date

Enter date...

Grand Opening Start Time

Enter time...

Estimated Guest Count

Enter a number...

Marketing Activities for Launch Day

☐ Social Media Promotion

☐ Local Press Release

☐ Flyer Distribution

☐ Radio Advertising

☐ In-Store Promotions

Grand Opening Day Script/Run of Show

Write something...

Grand Opening Promotional Materials (Flyers, Banners)

 Upload File

Signature Confirmation - Grand Opening Execution

Post-Opening Operations

Ongoing tasks related to daily store operations and performance monitoring.

Daily Sales Revenue

Enter a number...

Customer Count

Enter a number...

Weekly Inventory Audit Date

Enter date...

Daily Closing Procedures Completion Time

Enter time...

Top 3 Customer Complaints (Weekly)

- ☐ Pricing
- ☐ Product Availability
- ☐ Staff Friendliness
- ☐ Store Cleanliness
- ☐ Checkout Speed

Notes on Customer Feedback & Areas for Improvement

Write something...

Overall Store Performance (Weekly)

- ☐ Excellent
- ☐ Good
- ☐ Needs Improvement
- ☐ Poor