✅ ChecklistGuro

Seasonal Display Checklist: Retail Theme & Sales Performance Audit

Theme Implementation

Assess the visual accuracy and completeness of the seasonal theme throughout the display.

Theme Elements Present

- ☐ Color Palette
- ☐ Props
- ☐ Lighting
- ☐ Music/Sound Effects
- ☐ Decorations

Theme Accuracy

- ☐ Fully Accurate
- ☐ Mostly Accurate
- ☐ Partially Accurate
- ☐ Not Accurate

Detailed Observations on Theme Consistency

Write something...

Photos of Display

⬆ Upload File

Overall Theme Impression

☐ Excellent

☐ Good

☐ Fair

☐ Needs Improvement

Merchandise Selection & Placement

Evaluate product choices and their strategic positioning to maximize appeal and sales.

Product Categories Represented

☐ Apparel

☐ Home Goods

☐ Electronics

☐ Toys

☐ Food & Beverage

Number of Featured Products

Enter a number...

Product Placement Strategy (e.g., Focal Point, Layered)

☐ Focal Point

☐ Layered

☐ Themed Grouping

Quantity of Top-Selling Item Displayed

Enter a number...

Notes on Product Rotation and Replenishment

Write something...

Product Mix Alignment with Theme

☐ Fully Aligned

☐ Mostly Aligned

☐ Partially Aligned

☐ Not Aligned

Visual Appeal & Aesthetics

Review the overall presentation, including color coordination, lighting, and props.

Lighting Intensity (Scale of 1-10)

Enter a number...

Color Palette Harmony

☐ Excellent

☐ Good

☐ Fair

☐ Needs Improvement

Overall Visual Clutter (Scale of 1-5)

Enter a number...

Prop Integration

☐ Seamless & Effective

☐ Well Integrated

☐ Acceptable

☐ Unnecessary/Distracting

Notes on Overall Aesthetic Impression

Write something...

Signage & Pricing

Verify accurate pricing, promotional messaging, and clear communication to customers.

Price Accuracy Check

Enter a number...

Promotion Signage Present?

☐ Yes

☐ No

Promotion Details (e.g., % off, BOGO)

Write something...

Signage Placement Correct?

☐ Yes

☐ No

Signage Notes (clarity, condition)

Write something...

Price Tags Visible?

☐ Yes

☐ No

Accessibility & Safety

Ensure the display is accessible to all customers and poses no safety hazards.

Minimum Clearance from Aisle Edge (inches)

Enter a number...

Clear Pathways?

☐ Yes

☐ No

Securely Anchored?

☐ Yes

☐ No

Potential Hazards Present?

☐ Sharp Edges

☐ Tripping Hazards

☐ Unstable Structures

☐ Blocked Exits

Notes on Accessibility & Safety Concerns

Write something...

Sales Performance Metrics

Track and analyze key sales data related to the seasonal display.

Total Sales Revenue (Seasonal)

Enter a number...

Units Sold (Key Products)

Enter a number...

Average Transaction Value

Enter a number...

Sales Trend Compared to Last Year

☐ Increased

☐ Decreased

☐ Remained the Same

Conversion Rate (Impression to Purchase)

Enter a number...

Date of Sales Data Recorded

Enter date...

Customer Feedback & Observations

Gather and document customer responses and observations regarding the display.

General Comments on Display

Write something...

Estimated Number of Customers Stopped by Display

Enter a number...

Overall Impression (Positive, Neutral, Negative)

☐ Positive

☐ Neutral

☐ Negative

What aspects did customers find most appealing?

- [ ] Color Scheme
- [ ] Product Selection
- [ ] Theme Representation
- [ ] Overall Design
- [ ] Other

Specific Product Feedback (if any)

Write something...