

# Visual Merchandising Checklist: Retail Display & Sales Optimization

 Show only Checklist

Display Style  
Default 

## Storefront Appeal & Accessibility

Assess curb appeal, window displays, signage, and ease of access for customers.

### Overall Storefront Cleanliness Rating (1-10)

Enter a number...

### Signage Visibility

- Excellent
- Good
- Fair
- Poor



### Accessibility Ramp Condition

- Excellent
- Good
- Fair
- Needs Repair

### Number of Broken or Missing Signage Items

Enter a number...

### Door/Entryway Obstructions

- None
- Minor
- Significant

### Last Landscaping/Exterior Maintenance Date

Enter date...

## Window Display Execution

Evaluate window display themes, product placement, lighting, and overall visual impact.

### Number of Mannequins Used

Enter a number...

### Theme Alignment (e.g., Seasonal, Brand)

- Seasonal
- Brand
- Promotional
- Other

### Brief Description of Display Theme

Write something...

### Elements Included (Select All That Apply)

- Props
- Lighting
- Signage
- Graphics
- Plants/Florals

### Number of Featured Products

Enter a number...

### Product Facing (Front/Back/Other)

- Front
- Back
- Other

### Notes on Overall Visual Impact

Write something...

# In-Store Layout & Flow

Review store layout, product adjacencies, and customer traffic patterns for optimal flow.

## Average Customer Traffic Count (hourly)

## Primary Customer Flow Direction

- Clockwise
- Counter-Clockwise
- Free Flow

## Describe any observed bottlenecks or congested areas.

## Accessibility - Are aisles wide enough for wheelchair access?

- Yes
- No
- N/A

**Average Dwell Time (minutes) in key areas (e.g., near promotions)**

Enter a number...

**Notes on customer flow and any suggestions for improvement.**

Write something...

## Product Grouping & Placement

Check product groupings, signage, and placement to highlight key items and encourage sales.

**Are related items grouped together logically?**

- Yes
- No
- Partially

**Average distance (feet) between related product groupings:**

Enter a number...

**Check all product categories with questionable placement:**

- Apparel
- Footwear
- Accessories
- Home Goods
- Beauty Products

**Specific examples of misplaced items (if any):**

Write something...

**Are impulse buy items strategically placed near checkout?**

- Yes
- No
- N/A

**Number of impulse buy items visible at checkout:**

Enter a number...

## Fixture & Display Maintenance

Inspect fixtures, displays, and mannequins for cleanliness, damage, and proper functionality.

**Fixture Condition Score (1-5, 5 being excellent)**

Enter a number...

### Damaged Fixtures?

- Scratches
- Chips
- Bends
- Missing Parts
- None

### Describe any damage or repairs needed

Write something...

### Last Maintenance Date

Enter date...

### Number of Mannequins

Enter a number...

### Mannequin Condition

- Excellent
- Good
- Fair
- Poor

### Attach Photos of Fixtures (if damaged)

 Upload File

# Signage & Pricing Accuracy

Verify signage clarity, pricing accuracy, and consistency with promotional materials.

## Number of Price Tags Missing/Incorrect

## Signage Consistency with Online Promotions?

 Yes No N/A

## Description of any Pricing Discrepancies Found

## Number of Incorrect Promotional Signage

## Pricing Accuracy Verification (Spot Check)

 Accurate Inaccurate N/A

## Notes on Signage Visibility & Legibility

# Lighting & Ambiance

Assess lighting levels, color temperature, and overall store ambiance for customer comfort and product presentation.

## Overall Light Level (Foot-candles)

## Spotlight Intensity (Lumens)

## Color Temperature (Kelvin)

- 2700K (Warm White)
- 3000K (Soft White)
- 4000K (Neutral White)
- 5000K (Cool White)

### Music Genre (If Applicable)

- Pop
- Classical
- Jazz
- Ambient
- None

### Aroma/Scent (If Applicable)

- Vanilla
- Citrus
- Floral
- Woodsy
- None

### Notes on Ambiance (e.g., noise levels, comfort)

Write something...

## Seasonal & Promotional Updates

Confirm timely and accurate implementation of seasonal and promotional displays.

### Promotion Start Date

Enter date...

### Promotion End Date

Enter date...

### Current Promotion Theme

- Summer Savings
- Back to School
- Holiday Season
- Clearance Event

### Affected Product Categories

- Clothing
- Shoes
- Accessories
- Home Goods

### Discount Percentage

Enter a number...

### Promotional Image(s)

 Upload File

### Detailed Promotion Description

Write something...

### Signage Placement Status

- Not Started
- In Progress
- Completed

## Cleanliness & Organization

Evaluate overall store cleanliness, organization, and tidiness.

### Dust Level (1-5, 1=minimal, 5=significant)

Enter a number...

### Floor Spot Cleaning Frequency (per day)

Enter a number...

### Areas Needing Attention (Check all that apply)

- Fitting Rooms
- Checkout Counters
- Sales Floor
- Entrance/Exit
- Backstock Area

### Specific Cleaning Notes/Observations

Write something...

### Last Deep Cleaning Date

Enter date...

### Overall Cleanliness Assessment

- Excellent
- Good
- Fair
- Poor

## Compliance & Safety

Check for compliance with safety regulations and accessibility standards.

### Fire Extinguisher Inspection Date

Enter a number...

### Last Safety Training Session

### Hazardous Material Storage Compliance

- Proper Labeling
- Secure Containment
- Spill Response Kit Available
- Employee Training
- SDS Access

### Emergency Exit Route Clarity

- Clearly Marked
- Obstructed
- Adequately Lit

### Safety Inspection Report (Upload)

 Upload File

### ADA Compliance - Accessibility

- Compliant
- Minor Adjustments Needed
- Significant Modifications Needed