

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