



Visual Merchandising Checklist: Retail Display & Sales Optimization

Storefront Appeal & Accessibility

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

Overall Storefront Cleanliness Rating (1-10)

Signage Visibility

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Poor

Accessibility Ramp Condition

- ☐ Excellent
- ☐ Good
- ☐ Fair
- ☐ Needs Repair

Number of Broken or Missing Signage Items

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)

Enter a number...

Primary Customer Flow Direction

- ☐ Clockwise
- ☐ Counter-Clockwise
- ☐ Free Flow

Describe any observed bottlenecks or congested areas.

Write something...

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

Enter a number...

Signage Consistency with Online Promotions?

- ☐ Yes
- ☐ No
- ☐ N/A

Description of any Pricing Discrepancies Found

Write something...

Number of Incorrect Promotional Signage

Enter a number...

Pricing Accuracy Verification (Spot Check)

- ☐ Accurate
- ☐ Inaccurate
- ☐ N/A

Notes on Signage Visibility & Legibility

Write something...

Lighting & Ambiance

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

Overall Light Level (Foot-candles)

Enter a number...

Spotlight Intensity (Lumens)

Enter a number...

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

Enter date...

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