

FREE OPERATIONAL TEMPLATE

Apparel Fixture and Zoning Checklist

Use this 60-point checklist to verify fixture safety, department zoning, customer flow, product density, presentation, pricing, recovery, evidence, and approval.

Store / location

Review date

Floor / department

VM owner / approver

1. Fixture and zoning brief, store scope, ownership, and approval

1

Confirm the store, floor or department, review date, campaign or season, visual merchandising owner, store manager, and planned review period.

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign



Execution tip: Set the store scope, approved floor plan, customer missions, campaign priorities, evidence rules, and approval owner before any fixture is moved.

2

Verify the latest floor plan, zoning map, fixture inventory, planogram, campaign directive, and approved reference images are available.

RECORD TABLE

Record

Current

Owner

Evidence

Action



Execution tip: Set the store scope, approved floor plan, customer missions, campaign priorities, evidence rules, and approval owner before any fixture is moved.

3

Define the customer missions, priority categories, hero stories, promotional zones, and commercial objectives for the floor.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Set the store scope, approved floor plan, customer missions, campaign priorities, evidence rules, and approval owner before any fixture is moved.

4

Confirm the store format, floor size, traffic pattern, climate, stock depth, and accessibility needs are reflected in the zoning plan.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Set the store scope, approved floor plan, customer missions, campaign priorities, evidence rules, and approval owner before any fixture is moved.

5

Review previous audit findings, fixture damage, stock gaps, customer feedback, sales performance, and approved local adaptations.

RECORD TABLE

Record

Current

Owner

Evidence

Action



Execution tip: Set the store scope, approved floor plan, customer missions, campaign priorities, evidence rules, and approval owner before any fixture is moved.

6

Define critical safety, accessibility, pricing, brand, evidence, correction, escalation, and approval rules before merchandising starts.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Set the store scope, approved floor plan, customer missions, campaign priorities, evidence rules, and approval owner before any fixture is moved.

2. Fixture condition, safety, stability, and accessibility

7 Inspect every fixture for stability, anchoring, levelness, damage, sharp edges, loose shelves, and missing components.

CRITICAL

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Physically test fixtures, shelves, rails, castors, brackets, and clearances instead of relying only on visual inspection.

8 Verify fixture types, dimensions, load ratings, finishes, and accessories match the approved fixture register and store format.

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Physically test fixtures, shelves, rails, castors, brackets, and clearances instead of relying only on visual inspection.

9 Confirm shelves, rails, arms, hooks, brackets, castors, locks, and adjustable components are correctly installed and secured.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Physically test fixtures, shelves, rails, castors, brackets, and clearances instead of relying only on visual inspection.

10 Measure customer routes, turning spaces, queues, emergency access, and accessibility clearances against approved minimums.

CRITICAL

MEASUREMENT

MEASURED

Enter

MINIMUM

Enter

UNIT / AREA

Enter



Execution tip: Physically test fixtures, shelves, rails, castors, brackets, and clearances instead of relying only on visual inspection.

11 Verify freestanding units, tables, gondolas, wall bays, and display forms cannot tip, roll, collapse, or snag customers.

CRITICAL

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Physically test fixtures, shelves, rails, castors, brackets, and clearances instead of relying only on visual inspection.

12 Confirm heavy, fragile, high-value, and child-accessible products use approved placement, load, and safety controls.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Physically test fixtures, shelves, rails, castors, brackets, and clearances instead of relying only on visual inspection.

3. Department zoning, category allocation, and customer missions

- 13 Verify departments and product categories occupy the approved zones shown on the current floor plan or zoning map.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Start with customer missions and commercial priorities, then confirm that each department and category occupies the intended zone.

- 14 Confirm entrance, decompression, newness, seasonal, destination, service, fitting-room, and checkout zones have a clear purpose.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Start with customer missions and commercial priorities, then confirm that each department and category occupies the intended zone.

- 15 Place high-demand, high-margin, launch, promotional, and traffic-driving categories in their approved priority locations.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Start with customer missions and commercial priorities, then confirm that each department and category occupies the intended zone.

- 16 Confirm category space allocation reflects sales potential, stock depth, replenishment frequency, and commercial priority.

ACTUAL VS TARGET

ACTUAL

Enter

TARGET

Enter

VARIANCE

Enter



Execution tip: Start with customer missions and commercial priorities, then confirm that each department and category occupies the intended zone.

- 17 Check adjacent categories support customer missions without creating duplication, confusion, or competing visual stories.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Start with customer missions and commercial priorities, then confirm that each department and category occupies the intended zone.

- 18 Record approved local zoning adaptations, business reasons, owner, review date, and return-to-standard plan.

RECORD TABLE

Record

Current

Owner

Evidence

Action



Execution tip: Start with customer missions and commercial priorities, then confirm that each department and category occupies the intended zone.

4. Fixture placement, circulation, sightlines, and navigation

- 19 Position fixtures to create clear customer flow, natural pause points, and direct routes to priority departments and products. SCORED + PHOTO

Meets standard
Needs correction
Non-compliant
Add live photo

 **Execution tip:** Walk the floor from every priority customer approach and measure routes where fixture placement could affect access or safety.

- 20 Measure aisle, turning, queue, fitting-room, service, and emergency access widths against approved minimums. CRITICAL MEASUREMENT

MEASURED Enter
MINIMUM Enter
UNIT / AREA Enter

 **Execution tip:** Walk the floor from every priority customer approach and measure routes where fixture placement could affect access or safety.

- 21 Check fixtures do not block storefront views, navigation signs, lighting, CCTV, sprinklers, vents, or key sightlines. CRITICAL SCORED RESPONSE

Compliant
Partial
Non-compliant
N/A

 **Execution tip:** Walk the floor from every priority customer approach and measure routes where fixture placement could affect access or safety.

- 22 Confirm fixture heights step appropriately from entrance to perimeter and do not create unnecessary visual barriers. SCORED + PHOTO

Meets standard
Needs correction
Non-compliant
Add live photo

 **Execution tip:** Walk the floor from every priority customer approach and measure routes where fixture placement could affect access or safety.

- 23 Verify focal points and feature fixtures are visible from the main approach and supported by uncluttered negative space. SCORED RESPONSE

Compliant
Partial
Non-compliant
N/A

 **Execution tip:** Walk the floor from every priority customer approach and measure routes where fixture placement could affect access or safety.

- 24 Walk the full customer journey and record dead zones, bottlenecks, collisions, blind spots, or inaccessible products. RECORD TABLE

Record	Current	Owner	Evidence	Action

 **Execution tip:** Walk the floor from every priority customer approach and measure routes where fixture placement could affect access or safety.

5. Product capacity, density, size curve, and availability

25 Confirm product quantity on each fixture stays within the approved capacity and presentation density for the category. SCORED RESPONSE

Compliant Partial Non-compliant N/A

 **Execution tip:** Balance visual density with real stock availability and make sure customers can browse, remove, compare, and return products easily.

26 Check hanging rails, arms, shelves, tables, and bins are neither overcrowded nor visibly underfilled. SCORED + PHOTO

Meets standard Needs correction Non-compliant [Add live photo](#)

 **Execution tip:** Balance visual density with real stock availability and make sure customers can browse, remove, compare, and return products easily.

27 Verify complete size curves, color options, styles, and product variants are represented according to the category standard. RECORD TABLE

Record	Current	Owner	Evidence	Action

 **Execution tip:** Balance visual density with real stock availability and make sure customers can browse, remove, compare, and return products easily.

28 Confirm best sellers, hero products, and promoted items have sufficient stock depth and practical replenishment access. ACTUAL VS TARGET

ACTUAL Enter TARGET Enter VARIANCE Enter

 **Execution tip:** Balance visual density with real stock availability and make sure customers can browse, remove, compare, and return products easily.

29 Check fixtures allow customers to browse, remove, compare, and return products without disturbing the full presentation. SCORED RESPONSE

Compliant Partial Non-compliant N/A

 **Execution tip:** Balance visual density with real stock availability and make sure customers can browse, remove, compare, and return products easily.

30 Identify sold-out, low-stock, substituted, or delisted products and follow the approved substitution or display-reduction rule. RECORD TABLE

Record	Current	Owner	Evidence	Action

 **Execution tip:** Balance visual density with real stock availability and make sure customers can browse, remove, compare, and return products easily.

6. Wall bays, rails, racks, tables, shelves, and folding standards

31 Verify garments hang with the approved hanger type, orientation, spacing, facing direction, and size order.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Audit every fixture type against its own execution standard, including hanger direction, spacing, folding, stack height, and component placement.

32 Confirm folded products follow the approved fold, stack height, alignment, size sequence, and edge presentation.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Audit every fixture type against its own execution standard, including hanger direction, spacing, folding, stack height, and component placement.

33 Check wall bays and shelves use the approved vertical or horizontal blocking, spacing, and product hierarchy.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Audit every fixture type against its own execution standard, including hanger direction, spacing, folding, stack height, and component placement.

34 Verify tables, nesting tables, rails, racks, and gondolas use the approved mix of folded, hanging, and styled product.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Audit every fixture type against its own execution standard, including hanger direction, spacing, folding, stack height, and component placement.

35 Confirm dividers, size markers, shelf strips, face-outs, pegs, rails, and fixture accessories are correctly positioned.

RECORD TABLE

Record	Current	Owner	Evidence	Action
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Execution tip: Audit every fixture type against its own execution standard, including hanger direction, spacing, folding, stack height, and component placement.

36 Check every fixture is clean, dust-free, free from tape residue, and visually consistent in height, spacing, and finish.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Audit every fixture type against its own execution standard, including hanger direction, spacing, folding, stack height, and component placement.

7. Product adjacency, color flow, outfit building, and cross-merchandising

37 Group products by the approved category, collection, story, color, outfit, gender, age, activity, or customer need. SCORED RESPONSE

Compliant Partial Non-compliant N/A

 **Execution tip:** Review the story from a distance first, then verify individual products, color transitions, adjacencies, and available purchase options.

38 Verify color flow is intentional, balanced, and easy to understand from the main customer approach. SCORED + PHOTO

Meets standard Needs correction Non-compliant [Add live photo](#)

 **Execution tip:** Review the story from a distance first, then verify individual products, color transitions, adjacencies, and available purchase options.

39 Build complete looks and cross-merchandising stories without mixing unrelated products or creating misleading availability. SCORED RESPONSE

Compliant Partial Non-compliant N/A

 **Execution tip:** Review the story from a distance first, then verify individual products, color transitions, adjacencies, and available purchase options.

40 Place coordinating accessories and add-on products close enough to support discovery without hiding the core category. SCORED + PHOTO

Meets standard Needs correction Non-compliant [Add live photo](#)

 **Execution tip:** Review the story from a distance first, then verify individual products, color transitions, adjacencies, and available purchase options.

41 Check product adjacencies support customer missions, attachment selling, replenishment, and clear category ownership. RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------

 **Execution tip:** Review the story from a distance first, then verify individual products, color transitions, adjacencies, and available purchase options.

42 Verify premium, promotional, clearance, and full-price products are separated and presented according to approved brand rules. CRITICAL SCORED RESPONSE

Compliant Partial Non-compliant N/A

 **Execution tip:** Review the story from a distance first, then verify individual products, color transitions, adjacencies, and available purchase options.

8. Signage, pricing, promotion, and campaign accuracy

43 Confirm department names, category signs, campaign graphics, wayfinding, price points, and promotional messages are current.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Validate every sign, price, offer, and digital message against the current campaign brief and the live POS or approved price source.

44 Verify signs are positioned at the correct fixture, height, orientation, and viewing distance without obscuring products.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Validate every sign, price, offer, and digital message against the current campaign brief and the live POS or approved price source.

45 Check every displayed price, promotion, product description, size message, and offer condition matches POS and approved content.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Validate every sign, price, offer, and digital message against the current campaign brief and the live POS or approved price source.

46 Confirm branded blocks, vendor areas, and campaign zones use approved artwork, fixtures, color, and product selection.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Validate every sign, price, offer, and digital message against the current campaign brief and the live POS or approved price source.

47 Remove expired, duplicated, handwritten, damaged, unapproved, or misleading communication immediately.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Validate every sign, price, offer, and digital message against the current campaign brief and the live POS or approved price source.

48 Verify digital screens, lightboxes, shelf labels, QR codes, and navigation tools are working and showing correct content.

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Validate every sign, price, offer, and digital message against the current campaign brief and the live POS or approved price source.

9. Recovery, replenishment, housekeeping, and loss-prevention controls

49 Confirm opening recovery restores folding, hanging, spacing, facing, sizing, replenishment, and cleanliness before customers arrive.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Inspect at opening and again after a peak trading period to confirm the fixture and zoning standard can be sustained during normal operations.

50 Check peak-period and closing recovery responsibilities, frequency, owners, handover, and escalation are clearly assigned.

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign



Execution tip: Inspect at opening and again after a peak trading period to confirm the fixture and zoning standard can be sustained during normal operations.

51 Verify replenishment stock reaches the sales floor without blocking customer routes or creating overfilled fixtures.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Inspect at opening and again after a peak trading period to confirm the fixture and zoning standard can be sustained during normal operations.

52 Inspect fixture tops, bases, under-table areas, shelves, rails, mirrors, and surrounding floors for dust, debris, packaging, and damage.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Inspect at opening and again after a peak trading period to confirm the fixture and zoning standard can be sustained during normal operations.

53 Confirm security tags, locks, tethering, CCTV sightlines, and high-value controls do not weaken presentation or customer access.

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Inspect at opening and again after a peak trading period to confirm the fixture and zoning standard can be sustained during normal operations.

54 Review recurring stock gaps, fixture damage, recovery failures, shrink risks, and zones needing layout or replenishment changes.

RECORD TABLE

Record

Current

Owner

Evidence

Action



Execution tip: Inspect at opening and again after a peak trading period to confirm the fixture and zoning standard can be sustained during normal operations.

10. Evidence, deviations, corrective actions, verification, and sign-off

55 Capture wide-angle photos of every department and detail images of fixtures, zoning, density, signage, pricing, and safety controls.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Approve the floor only after wide-angle and detail evidence confirms zoning, safety, access, pricing, density, and visual standards are controlled.

56 Compare the completed floor with the approved map and references, and record every zoning or fixture variance.

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Approve the floor only after wide-angle and detail evidence confirms zoning, safety, access, pricing, density, and visual standards are controlled.

57 Classify deviations by safety, accessibility, brand, customer impact, commercial risk, and urgency using approved scoring rules.

CRITICAL

SCORED RESPONSE

Compliant

Partial

Non-compliant

N/A



Execution tip: Approve the floor only after wide-angle and detail evidence confirms zoning, safety, access, pricing, density, and visual standards are controlled.

58 Assign every correction to a named owner with due date, required evidence, escalation route, and temporary control where needed.

CRITICAL

RECORD TABLE

Record	Current	Owner	Evidence	Action
--------	---------	-------	----------	--------



Execution tip: Approve the floor only after wide-angle and detail evidence confirms zoning, safety, access, pricing, density, and visual standards are controlled.

59 Verify corrections through repeat inspection and new live evidence, and keep actions open until the approved standard is restored.

SCORED + PHOTO

Meets standard

Needs correction

Non-compliant

Add live photo



Execution tip: Approve the floor only after wide-angle and detail evidence confirms zoning, safety, access, pricing, density, and visual standards are controlled.

60 Record the final score, critical failures, unresolved exceptions, next review date, store manager, visual merchandiser, and approval signatures.

CRITICAL

APPROVAL

NAME	Enter	DATE / TIME	Enter	APPROVAL	Sign
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Execution tip: Approve the floor only after wide-angle and detail evidence confirms zoning, safety, access, pricing, density, and visual standards are controlled.

RUN THIS CHECKLIST DIGITALLY

Turn fixture and zoning reviews into verified visual execution

Schedule reviews, compare approved floor plans, capture live evidence, assign corrections, verify closure, and compare fixture and zoning performance across every store.

Reference-led reviews

Live floor evidence

Critical safety alerts

Corrective-action tracking

Try the Apparel Fixture and Zoning Checklist in Taqtics