

FREE OPERATIONAL TEMPLATE

Footwear Store Audit Checklist

Use this 60-point checklist to audit category execution, footwear condition, pair integrity, sizing, pricing, try-on service, inventory, transactions, people, safety, security, and corrective-action closure.

STORE / LOCATION

AUDIT DATE

AUDITOR

STORE MANAGER

1. Audit setup, store scope, governance, and trading context

1

Confirm the store, location, audit date, trading period, auditor, store manager, reviewer, and operational owner.

FOOTWEAR AUDIT

Zone	Finding	Owner	Due	Evidence

Execution tip: Confirm the store scope, current standards, scoring, critical controls, and ownership before beginning the audit.

2

Define the departments, footwear categories, sales-floor zones, try-on areas, stockroom locations, checkout points, and support spaces included in the audit.

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Confirm the store scope, current standards, scoring, critical controls, and ownership before beginning the audit.

3

Review previous audit findings, customer complaints, pair mismatches, inventory variances, safety incidents, maintenance issues, and overdue actions.

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Confirm the store scope, current standards, scoring, critical controls, and ownership before beginning the audit.

4

Confirm the current brand standards, campaign instructions, footwear-care guidance, pricing rules, returns policy, safety controls, and local compliance requirements.

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Confirm the store scope, current standards, scoring, critical controls, and ownership before beginning the audit.

5

Set scoring, critical-failure thresholds, evidence requirements, escalation routes, action owners, and measurable closure expectations before starting.

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Confirm the store scope, current standards, scoring, critical controls, and ownership before beginning the audit.

6

Record staffing, footfall, deliveries, launches, promotions, markdowns, stock counts, online orders, and other trading conditions affecting the visit.

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Confirm the store scope, current standards, scoring, critical controls, and ownership before beginning the audit.

2. Exterior, storefront, entrance, and first impression

- 7
Inspect the facade, windows, logo, opening-hours display, entrance signage, and exterior lighting for condition and brand consistency.
FOOTWEAR AUDIT

Meets standard
Needs attention
Critical failure
Add photo

🔍 Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the current approved brief.

- 8
Verify window footwear, props, risers, campaign graphics, and pricing messages match the current visual-merchandising brief.
FOOTWEAR AUDIT

Meets standard
Needs attention
Critical failure
Add photo

🔍 Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the current approved brief.

- 9
Check entrance doors, mats, thresholds, ramps, handles, and automatic-door functions for safe and accessible use.
CRITICAL
FOOTWEAR AUDIT

Meets standard
Needs attention
Critical failure
Add photo

🔍 Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the current approved brief.

- 10
Confirm promotional, payment, returns, fitting, care, and customer-information signage at the entrance is current and accurate.
FOOTWEAR AUDIT

TICKET | Enter

POS | Enter

Match
Mismatch

🔍 Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the current approved brief.

- 11
Inspect the customer approach for trip hazards, water ingress, damaged surfaces, blocked visibility, waste, or unauthorized materials.
FOOTWEAR AUDIT

Compliant
Partially compliant
Non-compliant
Add evidence

🔍 Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the current approved brief.

- 12
Assess whether the overall first impression communicates a clean, organized, welcoming, and fully trading-ready footwear store.
FOOTWEAR AUDIT

Current
Incomplete
Missing / incorrect
Attach record

🔍 Execution tip: Review the storefront from normal customer approaches and compare every campaign element with the current approved brief.

3. Sales floor, layout, fixtures, safety, and accessibility

- 13** Verify floors, aisles, customer routes, emergency exits, category zones, and access to seating remain clean, dry, unobstructed, and easy to navigate. CRITICAL FOOTWEAR AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Walk normal customer routes and test seating and fixtures from a safe position instead of relying only on visual observation.

- 14** Inspect shelves, wall bays, display tables, shoe stands, mirrors, benches, stools, size towers, and other fixtures for stability, damage, and safe loading. CRITICAL FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical

 Execution tip: Walk normal customer routes and test seating and fixtures from a safe position instead of relying only on visual observation.

- 15** Check loose laces, empty boxes, packaging, display shoes, cleaning materials, and stock do not create slip, trip, or obstruction risks. FOOTWEAR AUDIT

Meets standard Needs attention Critical failure Add photo

 Execution tip: Walk normal customer routes and test seating and fixtures from a safe position instead of relying only on visual observation.

- 16** Confirm lighting, temperature, ventilation, music, scent, and general ambience support customer comfort and accurate product viewing. FOOTWEAR AUDIT

Compliant Partially compliant Non-compliant Add evidence

 Execution tip: Walk normal customer routes and test seating and fixtures from a safe position instead of relying only on visual observation.

- 17** Inspect mirrors, seating, fitting aids, baskets, counters, customer touchpoints, and shared areas for cleanliness, condition, and readiness. CRITICAL FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical

 Execution tip: Walk normal customer routes and test seating and fixtures from a safe position instead of relying only on visual observation.

- 18** Verify accessible routes, turning space, seating, counter access, and service practices support customers with mobility, balance, or sensory needs. CRITICAL FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical

 Execution tip: Walk normal customer routes and test seating and fixtures from a safe position instead of relying only on visual observation.

4. Visual merchandising, campaigns, category flow, and product presentation

- 19 Compare windows, focal points, wall bays, category tables, mannequins, and promotional zones with the current visual-merchandising brief.

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Compare category execution with the latest visual brief and record clear photo evidence for material deviations.

- 20 Verify displayed footwear matches the approved style, color, size, orientation, lacing, stuffing, fastening, and presentation method.

FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical

 Execution tip: Compare category execution with the latest visual brief and record clear photo evidence for material deviations.

- 21 Check category flow, gender or age zoning, sport or occasion grouping, brand adjacencies, color stories, and customer navigation match the approved layout.

CRITICAL

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Compare category execution with the latest visual brief and record clear photo evidence for material deviations.

- 22 Confirm campaign graphics, digital screens, offer messages, launch dates, price points, and product callouts are current and accurately installed.

FOOTWEAR AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch

 Execution tip: Compare category execution with the latest visual brief and record clear photo evidence for material deviations.

- 23 Inspect plinths, risers, shelves, hooks, signage holders, mirrors, and display equipment for cleanliness, alignment, stability, and premium finish.

FOOTWEAR AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Compare category execution with the latest visual brief and record clear photo evidence for material deviations.

- 24 Verify display shoes are paired with the correct mate in stock, obsolete collateral is removed, and material deviations have approved photo evidence.

CRITICAL

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Compare category execution with the latest visual brief and record clear photo evidence for material deviations.

5. Footwear condition, pair integrity, sizing, labeling, and pricing

- 25 Inspect uppers, soles, heels, stitching, bonding, eyelets, fasteners, laces, insoles, embellishments, and finishes for damage, defects, stains, or wear.

CRITICAL

FOOTWEAR AUDIT

Compliant

Containment needed

Critical failure

Add evidence



Execution tip: Handle each sampled pair carefully and verify both shoes, labels, packaging, price, and system information together.

- 26 Confirm the left and right shoes form a true pair with matching style, color, size, width, material, construction, and production details.

FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical



Execution tip: Handle each sampled pair carefully and verify both shoes, labels, packaging, price, and system information together.

- 27 Verify SKU, style code, color, size, width, barcode, box label, product ticket, care information, and system record match the physical pair.

CRITICAL

FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical



Execution tip: Handle each sampled pair carefully and verify both shoes, labels, packaging, price, and system information together.

- 28 Check the display shoe, stock mate, inner packaging, tissue, inserts, accessories, spare laces, and original box are complete and correctly associated.

CRITICAL

FOOTWEAR AUDIT

Meets standard

Needs attention

Critical failure

Add photo



Execution tip: Handle each sampled pair carefully and verify both shoes, labels, packaging, price, and system information together.

- 29 Verify ticketed price, shelf or display price, promotion, markdown, bundle offer, and point-of-sale price are accurate and consistent.

CRITICAL

FOOTWEAR AUDIT

TICKET | | Enter

POS | | Enter

Match

Mismatch



Execution tip: Handle each sampled pair carefully and verify both shoes, labels, packaging, price, and system information together.

- 30 Check security tags or RFID devices are applied in the approved position, function correctly, and do not damage the footwear or obstruct product information.

FOOTWEAR AUDIT

Meets standard

Needs attention

Critical failure

Add photo



Execution tip: Handle each sampled pair carefully and verify both shoes, labels, packaging, price, and system information together.

6. Try-on experience, try-on support, customer service, and omnichannel

31

Inspect try-on seating, mirrors, foot-measuring devices, shoe horns, disposable socks, fitting aids, and customer areas for cleanliness and readiness.

Meets standard

Needs attention

Critical failure

Add photo

Execution tip: Observe complete fitting interactions and confirm shared tools are clean, accurate, and ready for customer use.

32

Verify fitting tools and shared try-on items are cleaned, stored, and replaced according to the required hygiene routine.

Meets standard

Needs attention

Critical failure

Add photo

Execution tip: Observe complete fitting interactions and confirm shared tools are clean, accurate, and ready for customer use.

33

Observe whether staff identify customer needs, measure or confirm size where appropriate, and explain fit, width, support, material, and care clearly.

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Observe complete fitting interactions and confirm shared tools are clean, accurate, and ready for customer use.

34

Check staff bring the correct pair and size, verify both shoes before handover, and offer suitable alternatives without leaving open boxes unmanaged.

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Observe complete fitting interactions and confirm shared tools are clean, accurate, and ready for customer use.

35

Confirm unavailable sizes, widths, colors, or styles are searched across the floor, stockroom, nearby stores, and digital inventory before the sale is lost.

SKU / pair	Color	Size / width	System	Physical

Execution tip: Observe complete fitting interactions and confirm shared tools are clean, accurate, and ready for customer use.

36

Assess checkout assistance, reservations, click-and-collect, ship-from-store, remote enquiries, delivery commitments, and after-sales support for speed and ownership.

Current

Incomplete

Missing / incorrect

Attach record

Execution tip: Observe complete fitting interactions and confirm shared tools are clean, accurate, and ready for customer use.

Taqtics | Digitize footwear audits, pair evidence, corrective actions, approvals, and reporting.

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7. Inventory, stockroom, replenishment, pair control, and product movement

37

Verify stockroom shelves, bays, size runs, brand zones, box labels, and temporary holding locations are clear, accurate, and consistently used.

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

🔍

Execution tip: Trace representative pairs through receiving, storage, replenishment, reservation, transfer, return, and investigation statuses.

38

Check footwear boxes are stacked within safe height and weight limits, remain readable and undamaged, and do not block aisles, doors, utilities, or fire equipment.

FOOTWEAR AUDIT

Meets standard

Needs attention

Critical failure

Add photo

🔍

Execution tip: Trace representative pairs through receiving, storage, replenishment, reservation, transfer, return, and investigation statuses.

39

Review replenishment routines to confirm key sizes, widths, colors, styles, launches, and promotional products reach the sales floor promptly.

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

🔍

Execution tip: Trace representative pairs through receiving, storage, replenishment, reservation, transfer, return, and investigation statuses.

40

Test a representative sample of pairs against system quantity, physical quantity, box label, actual shoe size, color, location, and saleable condition.

CRITICAL FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical

🔍

Execution tip: Trace representative pairs through receiving, storage, replenishment, reservation, transfer, return, and investigation statuses.

41

Identify single shoes, mismatched pairs, empty boxes, swapped boxes, missing accessories, damaged packaging, and unlocated display mates for immediate investigation.

FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical

🔍

Execution tip: Trace representative pairs through receiving, storage, replenishment, reservation, transfer, return, and investigation statuses.

42

Confirm deliveries, transfers, reservations, online orders, customer holds, returns, damaged goods, and investigation stock are separated and fully traceable.

CRITICAL FOOTWEAR AUDIT

Controlled

Exception

Control failure

Attach reference

🔍

Execution tip: Trace representative pairs through receiving, storage, replenishment, reservation, transfer, return, and investigation statuses.

8. Checkout, POS, cash, returns, exchanges, warranties, and transaction control

- 43 Test POS terminals, scanners, printers, payment devices, cash drawers, network connections, and backup procedures for operational readiness.

FOOTWEAR AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions, pair condition, approvals, and records rather than confirming that a written policy exists.

- 44 Verify prices, promotions, markdowns, loyalty offers, employee discounts, manual discounts, and manager approvals are applied correctly.

CRITICAL

FOOTWEAR AUDIT

TICKET | Enter

POS | Enter

Match

Mismatch

 Execution tip: Review actual transactions, pair condition, approvals, and records rather than confirming that a written policy exists.

- 45 Review returns and exchanges to confirm the pair, box, SKU, size, condition, accessories, receipt, approval, and resale decision are properly documented.

CRITICAL

FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical

 Execution tip: Review actual transactions, pair condition, approvals, and records rather than confirming that a written policy exists.

- 46 Check worn, damaged, hygiene-sensitive, warranty, defect, and no-receipt returns are assessed and segregated according to policy.

FOOTWEAR AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions, pair condition, approvals, and records rather than confirming that a written policy exists.

- 47 Confirm opening floats, cash counts, safe drops, tender reconciliation, variance reporting, refunds, voids, and handovers follow approved controls.

FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical

 Execution tip: Review actual transactions, pair condition, approvals, and records rather than confirming that a written policy exists.

- 48 Verify receipts, warranties, care advice, delivery records, reservations, customer commitments, and personal data are accurate and protected.

CRITICAL

FOOTWEAR AUDIT

Controlled

Exception

Control failure

Attach reference

 Execution tip: Review actual transactions, pair condition, approvals, and records rather than confirming that a written policy exists.

9. People, product knowledge, security, loss prevention, and readiness

49 Confirm staffing levels, category coverage, try-on support, checkout support, replenishment ownership, breaks, and peak-hour plans match trading needs.

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Test staff knowledge through practical footwear scenarios and verify security and emergency controls are operational.

50 Verify uniforms, grooming, footwear, name badges, hygiene, posture, and personal presentation meet the current brand standard.

FOOTWEAR AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Test staff knowledge through practical footwear scenarios and verify security and emergency controls are operational.

51 Test staff knowledge of sizing, widths, fit, materials, construction, care, performance features, promotions, returns, warranties, and escalation routes.

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Test staff knowledge through practical footwear scenarios and verify security and emergency controls are operational.

52 Check CCTV coverage, alarm status, electronic-article-surveillance gates, panic devices, keys, codes, and restricted-area access controls.

CRITICAL

FOOTWEAR AUDIT

Compliant

Containment needed

Critical failure

Add evidence

 Execution tip: Test staff knowledge through practical footwear scenarios and verify security and emergency controls are operational.

53 Verify opening, closing, cash movement, high-value footwear, display-mate, delivery, stockroom, fitting, and suspected-theft procedures are followed.

CRITICAL

FOOTWEAR AUDIT

Meets standard

Needs attention

Critical failure

Add photo

 Execution tip: Test staff knowledge through practical footwear scenarios and verify security and emergency controls are operational.

54 Confirm employees know how to report injuries, threats, theft, missing children, fire, evacuation, suspicious activity, and other urgent incidents.

CRITICAL

FOOTWEAR AUDIT

Current

Incomplete

Missing / incorrect

Attach record

 Execution tip: Test staff knowledge through practical footwear scenarios and verify security and emergency controls are operational.

10. Findings, corrective actions, verification, and sign-off

55 Summarize findings by store zone, category, campaign, pair-control issue, customer journey, stock process, transaction control, safety risk, and recurring theme.

FOOTWEAR AUDIT

Zone	Finding	Owner	Due	Evidence

 Execution tip: Keep findings open until corrections, pair recounts, transaction checks, or other closure evidence have been independently verified.

56 Contain critical issues immediately, including blocked exits, unsafe fixtures, material pricing errors, mismatched pairs, missing stock, exposed customer data, or saleable defective footwear.

CRITICAL

FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical

 Execution tip: Keep findings open until corrections, pair recounts, transaction checks, or other closure evidence have been independently verified.

57 Assign every finding a priority, owner, due date, required evidence, reviewer, escalation path, and measurable closure criteria.

CRITICAL

FOOTWEAR AUDIT

Zone	Finding	Owner	Due	Evidence

 Execution tip: Keep findings open until corrections, pair recounts, transaction checks, or other closure evidence have been independently verified.

58 Complete root-cause analysis for repeat or material failures and define changes to training, staffing, layout, process, systems, stock handling, or supervision.

FOOTWEAR AUDIT

Current Incomplete Missing / incorrect Attach record

 Execution tip: Keep findings open until corrections, pair recounts, transaction checks, or other closure evidence have been independently verified.

59 Verify closure through a revisit, pair recount, transaction review, system record, corrected display, approved photo, manager confirmation, or customer follow-up.

CRITICAL

FOOTWEAR AUDIT

SKU / pair	Color	Size / width	System	Physical

 Execution tip: Keep findings open until corrections, pair recounts, transaction checks, or other closure evidence have been independently verified.

60 Record the final score, unresolved risks, accepted exceptions, next review date, auditor, store manager, reviewer, date, time, and signatures.

CRITICAL

FOOTWEAR AUDIT

NAME | Enter

TIME | _:_

SIGNATURE | Sign

 Execution tip: Keep findings open until corrections, pair recounts, transaction checks, or other closure evidence have been independently verified.

RUN THIS CHECKLIST DIGITALLY

Turn footwear store findings into verified corrective action

Use Taqtics to schedule footwear audits, capture pair and store evidence, contain critical risks, assign corrections, verify closure, and compare recurring execution gaps across every location.

Scheduled store audits Category-based scoring Pair, photo, and record evidence Critical containment
Corrective-action tracking Retail dashboards

Try the Footwear Store Audit Checklist in Taqtics