

JEWELLERY RETAIL COMPLIANCE, SECURITY, STOCK, SERVICE, AND PRESENTATION TEMPLATE

Jewellery Store Audit Checklist

Audit storefront presentation, product identification, pricing, inventory, vault security, CCTV, customer service, repairs, cash, people, safety, and corrective actions.

STORE / LOCATION

AUDIT DATE

AUDITOR

STORE MANAGER

1. Audit setup, store profile, and governance

- 1 Confirm the store, location, audit date, trading status, auditor, store manager, reviewer, and escalation contacts.

SCORED STORE CONTROL

NAME | | Enter

TIME | | :_

SIGNATURE | | Sign



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 2 Define the sales floor, showcases, vault, stockroom, receiving, repair desk, cash desk, office, and staff areas included in the audit.

SCORED STORE CONTROL

☐ Included

☐ Counted

☐ Reconciled

☐ Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 3 Verify current SOPs for opening, closing, stock handling, customer service, security, cash, repairs, returns, and emergency response.

SCORED STORE CONTROL

Current

Incomplete

Missing / incorrect

Attach record



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 4 Review previous audit findings, unresolved stock variances, security incidents, customer complaints, repair delays, and overdue actions.

SCORED STORE CONTROL

Current

Incomplete

Missing / incorrect

Attach record



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 5 Confirm the audit scope, sample sizes, stock cut-off, evidence rules, privacy restrictions, and approval thresholds before starting.

CRITICAL

SCORED STORE CONTROL

Compliant

Partial

Non-compliant

N/A / evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 6 Capture the audit start time, geo-location, store condition, trading context, and approved opening evidence.

SCORED STORE CONTROL

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

2. Exterior, storefront, entrance, and brand presentation

- 7 Check exterior signage, lighting, fascia, windows, doors, and surrounding areas are clean, intact, and on brand.

SCORED STORE CONTROL

Compliant Partial Non-compliant N/A / evidence

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 8 Verify window displays match current campaign guidelines, product stories, pricing rules, and visual merchandising standards.

SCORED STORE CONTROL

Compliant Monitor Action required Add evidence

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 9 Confirm entrance doors, locks, shutters, access controls, and opening mechanisms operate correctly.

CRITICAL

SCORED STORE CONTROL

Current Incomplete Missing / incorrect Attach record

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 10 Check customer approach, parking, pathways, ramps, and entrance areas are safe, accessible, and free from obstruction.

SCORED STORE CONTROL

Current Incomplete Missing / incorrect Attach record

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 11 Verify opening hours, customer notices, security warnings, and mandatory legal information are current and clearly displayed.

SCORED STORE CONTROL

Current Incomplete Missing / incorrect Attach record

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 12 Inspect the first customer view for cleanliness, lighting, scent, music, temperature, and overall premium presentation.

SCORED STORE CONTROL

Current Incomplete Missing / incorrect Attach record

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

3. Sales floor, showcases, merchandising, and product presentation

- 13 Verify showcases, counters, mirrors, trays, props, risers, and display materials are clean, secure, undamaged, and well arranged.

SCORED STORE CONTROL

Current

Incomplete

Missing / incorrect

Attach record



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 14 Check products follow approved planograms, category grouping, collection stories, spacing, facing, and hero-product placement.

SCORED STORE CONTROL

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 15 Confirm jewellery is polished, untangled, correctly paired, free from visible damage, and presented with suitable supports.

SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 16 Verify display stock, tags, labels, certificates, and product identifiers match the correct item without exposing sensitive stock information.

CRITICAL

SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 17 Check promotional materials, campaign graphics, price communication, and digital screens are current, accurate, and professionally presented.

SCORED STORE CONTROL

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 18 Inspect lighting levels, spotlight direction, colour rendering, reflections, glare, and failed lamps across every display zone.

SCORED STORE CONTROL

Current

Incomplete

Missing / incorrect

Attach record



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

4. Product identification, pricing, certificates, and compliance

- 19 Match sampled product tags to SKU, description, metal type, purity, weight, size, stone details, barcode, and system record. CRITICAL SCORED STORE CONTROL

Compliant Monitor Action required Add evidence

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 20 Verify displayed prices, offers, taxes, making charges, discounts, and promotional conditions are accurate and authorized. SCORED STORE CONTROL

Compliant Monitor Action required Add evidence

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 21 Check hallmarking, fineness, assay, diamond grading, gemstone, origin, warranty, and authenticity documentation where applicable. CRITICAL SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 22 Confirm certificates and product documents are linked to the correct item, protected from substitution, and available when required. SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 23 Review sampled custom, consignment, repaired, reserved, returned, and customer-owned items for clear status and ownership identification. CRITICAL SCORED STORE CONTROL

Compliant Monitor Action required Add evidence

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 24 Verify legal notices, trade licences, weights and measures controls, consumer disclosures, and local jewellery requirements are current. SCORED STORE CONTROL

Compliant Monitor Action required Add evidence

Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

5. Inventory, stock counts, transfers, and loss control

- 25 Count sampled high-value, fast-moving, display, vault, repair, reserved, and consignment items against the approved system balance.

CRITICAL

COUNT AND RECONCILIATION

Medicine	Physical	System	Variance	Value



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 26 Reconcile each sampled item by SKU, serial, tag, weight, quantity, location, status, and value.

COUNT AND RECONCILIATION

Medicine	Physical	System	Variance	Value



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 27 Verify opening, closing, cycle-count, and handover counts are completed, witnessed, recorded, and approved as required.

COUNT AND RECONCILIATION

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 28 Trace sampled receipts, transfers, sales, returns, exchanges, repairs, write-offs, and adjustments from source record to system posting.

COUNT AND RECONCILIATION

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 29 Investigate every stock variance, tag mismatch, location mismatch, weight difference, or unexplained status promptly.

CRITICAL

COUNT AND RECONCILIATION

Medicine	Physical	System	Variance	Value



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 30 Review shrink, variance, cancelled sale, manual adjustment, discount, return, and transfer trends for unusual patterns or repeat risk.

COUNT AND RECONCILIATION

Medicine	Physical	System	Variance	Value



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

6. Vault, keys, access control, CCTV, and physical security

31 Verify vaults, safes, high-security cabinets, time locks, alarms, and dual-control procedures operate as required.

CRITICAL

SECURITY AND EVIDENCE CHECK

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

32 Check keys, access cards, alarm codes, biometric rights, and emergency credentials are issued, logged, restricted, and reviewed.

CRITICAL

SECURITY AND EVIDENCE CHECK

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

33 Confirm opening and closing security checks include perimeter, shutters, showcases, vault, panic devices, and intrusion alarms.

CRITICAL

SECURITY AND EVIDENCE CHECK

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

34 Review CCTV coverage, recording status, date and time, retention, blind spots, camera obstruction, and authorized access.

CRITICAL

SECURITY AND EVIDENCE CHECK

Medicine	Batch	Source	System	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

35 Test panic buttons, duress procedures, silent alarms, emergency contacts, and response escalation according to policy.

CRITICAL

SECURITY AND EVIDENCE CHECK

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

36 Verify high-value item movement, customer viewing, tray control, unattended showcases, and staff positioning reduce theft and substitution risk.

CRITICAL

SECURITY AND EVIDENCE CHECK

Medicine	Physical	System	Variance	Value



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

7. Sales process, customer service, and transaction controls

- 37 Observe customer greeting, needs assessment, product knowledge, presentation etiquette, and secure handling during assisted selling.

SCORED STORE CONTROL

Medicine	Physical	System	Variance	Value



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 38 Verify staff count products before and after customer viewing and maintain control of trays, keys, and open showcases.

CRITICAL

SCORED STORE CONTROL

Compliant Monitor Action required Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 39 Check quotations, reservations, deposits, special orders, financing, discounts, and approvals are accurately documented.

SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 40 Review sampled sales for correct SKU, price, discount, tax, payment, certificate, warranty, invoice, and customer acknowledgment.

SCORED STORE CONTROL

Compliant Monitor Action required Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 41 Verify returns, exchanges, refunds, buyback, resizing, repair intake, and cancellation processes follow approved authorization rules.

SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 42 Check customer privacy, identity information, payment data, valuation documents, and high-value purchase records are protected.

CRITICAL

SCORED STORE CONTROL

Current Incomplete Missing / incorrect Attach record



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

8. Repairs, custom orders, customer property, and after-sales service

43 Verify repair and custom-order intake records include customer details, item description, condition, images, weight, stones, defects, and requested work.

CRITICAL

SCORED STORE CONTROL

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

44 Confirm customer-owned items receive a unique receipt, tamper-evident packaging or secure storage, status tracking, and controlled handover.

CRITICAL

SCORED STORE CONTROL

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

45 Trace sampled repairs through technician or vendor assignment, dispatch, receipt, quality check, charges, approval, and customer collection.

CRITICAL

SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

46 Check repair, resizing, engraving, polishing, and custom-order timelines are monitored and overdue items are escalated.

SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

47 Verify completed items are quality checked for workmanship, dimensions, stones, finish, weight, and match to the original intake record.

SCORED STORE CONTROL

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

48 Review uncollected items, disputed condition, missing stones, damage claims, vendor liability, and customer complaints for documented resolution.

SCORED STORE CONTROL

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

9. People, cash, safety, housekeeping, and operational readiness

49 Verify staff attendance, grooming, uniforms, identification, role coverage, and opening readiness meet store standards.

CRITICAL

SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

50 Check required training for product knowledge, security, fraud awareness, customer service, fire safety, first aid, and emergency response.

SCORED STORE CONTROL

Compliant

Monitor

Action required

Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

51 Review cash counts, till access, safe drops, card terminals, high-value payment verification, refunds, and end-of-day reconciliation.

SCORED STORE CONTROL

Current

Incomplete

Missing / incorrect

Attach record



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

52 Inspect floors, aisles, counters, ladders, electrical points, fire exits, extinguishers, first-aid supplies, and emergency lighting.

SCORED STORE CONTROL

Current

Incomplete

Missing / incorrect

Attach record



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

53 Check housekeeping, waste handling, pest control, washrooms, pantry, stockroom, and staff areas are clean, secure, and orderly.

SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

54 Verify IT, POS, internet, printers, scanners, tag equipment, scales, and backup procedures are operational and supported.

SCORED STORE CONTROL

Medicine	Physical	System	Variance	Value



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

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

- 55 Summarize findings by brand presentation, product compliance, stock accuracy, security, customer service, repairs, cash, people, and safety.

SCORED STORE CONTROL

Medicine	Batch	Source	System	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 56 Immediately secure exposed stock, isolate mismatched items, correct unsafe conditions, preserve evidence, and escalate suspected theft or fraud.

SCORED STORE CONTROL

Compliant Monitor Action required Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 57 Assign every finding an owner, priority, due date, escalation route, required evidence, reviewer, and closure criteria.

CRITICAL

SCORED STORE CONTROL

Finding	Owner	Priority	Due	Evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 58 Complete root-cause review for repeat or material issues and define preventive changes to process, staffing, layout, systems, training, or supervision.

SCORED STORE CONTROL

Current Incomplete Missing / incorrect Attach record



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 59 Verify closure through recount, transaction review, physical inspection, CCTV or system evidence, document checks, and authorized approval.

CRITICAL

SCORED STORE CONTROL

Compliant Monitor Action required Add evidence



Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

- 60 Record the final audit result, unresolved restrictions, next review date, auditor, store manager, reviewer, date, time, and signatures.

CRITICAL

SCORED STORE CONTROL

NAME Enter	TIME __:__	SIGNATURE Sign
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Execution tip: Record the exact item or area, evidence, risk, immediate action, owner, and closure requirement.

RUN THIS CHECKLIST DIGITALLY

Turn every jewellery store finding into accountable action and verified closure

Use Taqtics to schedule audits, verify stock and security, capture approved evidence, assign corrective actions, and compare performance across every jewellery store.

Try the Jewellery Store Audit Checklist in Taqtics

Scheduled counts Physical and system stock Batch and expiry evidence Medicine containment Adjustment approvals Inventory dashboards