

FREE PLANOGRAM AUDIT TEMPLATE

Planogram Audit Checklist

Use this 60-point checklist to audit planogram version control, fixture readiness, assortment, SKU sequence, facings, shelf share, labels, pricing, availability, presentation, approved exceptions, corrective actions, and final sign-off.

Store / location

Audit date

Category / fixture

Auditor / reviewer

1. Audit setup, planogram version, store applicability, scope, and ownership

- 1** Confirm the store, audit date, auditor, department or category, fixture or bay ID, store format, and planogram scope included in the audit.

PLANOGRAM AUDIT

AUDITOR / REVIEWER

Enter

DATE / TIME

Enter

SIGN-OFF

Sign

● Execution tip: Always confirm the planogram version and store applicability before scoring the shelf. A perfect reset against the wrong plan is still a failed audit.

- 2** Verify the planogram version, issue date, effective date, store cluster, format, fixture type, and category assignment match the location being audited.

CRITICAL

PLANOGRAM AUDIT

Fixture / SKU	Expected	Actual	Owner	Action
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● Execution tip: Always confirm the planogram version and store applicability before scoring the shelf. A perfect reset against the wrong plan is still a failed audit.

- 3** Confirm the auditor has the latest approved planogram, product list, shelf dimensions, fixture map, pricing reference, promotional overlay, and exception notes required for comparison.

CRITICAL

PLANOGRAM AUDIT

Fixture / SKU	Expected	Actual	Owner	Action
---------------	----------	--------	-------	--------

● Execution tip: Always confirm the planogram version and store applicability before scoring the shelf. A perfect reset against the wrong plan is still a failed audit.

- 4** Check superseded planograms, outdated printouts, old shelf maps, and local versions have been removed from operational use.

CRITICAL

PLANOGRAM AUDIT

Compliant

Partial

Deviation

N/A

● Execution tip: Always confirm the planogram version and store applicability before scoring the shelf. A perfect reset against the wrong plan is still a failed audit.

- 5** Review previous planogram findings, unresolved corrective actions, recurring SKU placement issues, availability gaps, fixture constraints, and approved deviations before starting.

CRITICAL

PLANOGRAM AUDIT

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Always confirm the planogram version and store applicability before scoring the shelf. A perfect reset against the wrong plan is still a failed audit.

- 6** Assign ownership for shelf reset, product movement, replenishment, pricing labels, fixture repair, assortment correction, exception approval, and final validation.

PLANOGRAM AUDIT

Fixture / SKU	Expected	Actual	Owner	Action
---------------	----------	--------	-------	--------

● Execution tip: Always confirm the planogram version and store applicability before scoring the shelf. A perfect reset against the wrong plan is still a failed audit.

2. Fixture readiness, bay dimensions, shelf positions, equipment, and physical constraints

- 7** Verify the audited fixture, gondola, wall bay, rack, shelf, pegboard, counter, chilled unit, or display matches the fixture type specified in the planogram.

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Measure the fixture before assuming the store executed incorrectly. Physical dimensions and missing hardware can make an approved layout impossible to reproduce.

- 8** Check fixture width, height, shelf count, shelf spacing, peg positions, hooks, dividers, risers, trays, and other physical elements support the approved layout.

PLANOGRAM AUDIT

CRITICAL

ACTUAL

Enter

APPROVED

Enter

VARIANCE

Record

● Execution tip: Measure the fixture before assuming the store executed incorrectly. Physical dimensions and missing hardware can make an approved layout impossible to reproduce.

- 9** Confirm shelves, hooks, brackets, dividers, trays, rails, label holders, and other fixture components are installed in the correct positions.

PLANOGRAM AUDIT

CRITICAL

ACTUAL

Enter

APPROVED

Enter

VARIANCE

Record

● Execution tip: Measure the fixture before assuming the store executed incorrectly. Physical dimensions and missing hardware can make an approved layout impossible to reproduce.

- 10** Inspect the fixture for damage, instability, missing hardware, bent shelving, broken label strips, poor lighting, or other conditions that can prevent correct execution.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Measure the fixture before assuming the store executed incorrectly. Physical dimensions and missing hardware can make an approved layout impossible to reproduce.

- 11** Verify locally added shelves, baskets, hooks, clip strips, stands, overflow displays, or temporary equipment have approval and do not alter the intended layout.

PLANOGRAM AUDIT

Compliant

Partial

Deviation

N/A

● Execution tip: Measure the fixture before assuming the store executed incorrectly. Physical dimensions and missing hardware can make an approved layout impossible to reproduce.

- 12** Record fixture-size mismatch, missing components, incorrect shelf height, damaged equipment, unapproved modifications, or other physical constraints requiring action.

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Measure the fixture before assuming the store executed incorrectly. Physical dimensions and missing hardware can make an approved layout impossible to reproduce.

3. Assortment accuracy, SKU identity, active range, discontinued items, and unauthorized products

13 Verify every SKU required by the planogram is active for the store and available in the approved assortment list.

CRITICAL

PLANOGRAM AUDIT

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Use SKU identifiers, not only packaging appearance. Similar products, pack sizes, and variants can look correct while the actual assortment is wrong.

14 Check product identity using SKU, barcode, product name, size, flavor, color, pack count, variant, or other relevant identifier rather than visual similarity alone.

CRITICAL

PLANOGRAM AUDIT

Compliant

Partial

Deviation

N/A

● Execution tip: Use SKU identifiers, not only packaging appearance. Similar products, pack sizes, and variants can look correct while the actual assortment is wrong.

15 Confirm discontinued, delisted, obsolete, duplicate, wrong-size, wrong-variant, or unauthorized products are not occupying positions reserved for active planogram SKUs.

CRITICAL

PLANOGRAM AUDIT

Compliant

Partial

Deviation

N/A

● Execution tip: Use SKU identifiers, not only packaging appearance. Similar products, pack sizes, and variants can look correct while the actual assortment is wrong.

16 Verify new launches, hero products, priority SKUs, private-label products, or category-critical items are included where specified.

CRITICAL

PLANOGRAM AUDIT

Compliant

Partial

Deviation

N/A

● Execution tip: Use SKU identifiers, not only packaging appearance. Similar products, pack sizes, and variants can look correct while the actual assortment is wrong.

17 Check locally added products, vendor additions, excess inventory, or substitute SKUs do not displace required assortment without approval.

CRITICAL

PLANOGRAM AUDIT

Compliant

Partial

Deviation

N/A

● Execution tip: Use SKU identifiers, not only packaging appearance. Similar products, pack sizes, and variants can look correct while the actual assortment is wrong.

18 Record missing active SKUs, unauthorized products, wrong variants, discontinued items, assortment mismatch, or other range-compliance failures.

CRITICAL

PLANOGRAM AUDIT

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Use SKU identifiers, not only packaging appearance. Similar products, pack sizes, and variants can look correct while the actual assortment is wrong.

4. SKU sequence, shelf position, vertical or horizontal blocking, adjacency, and category flow

- 19** Verify sampled SKUs appear in the exact sequence shown on the approved planogram from left to right, top to bottom, or other specified direction.

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Audit sequence and adjacency from a consistent direction. This makes shelf-position errors easier to identify and compare across stores.

- 20** Check each product is placed on the correct shelf, peg, hook, tray, bay, block, or fixture segment and not shifted into a neighboring position.

PLANOGRAM AUDIT

CRITICAL

ACTUAL

Enter

APPROVED

Enter

VARIANCE

Record

● Execution tip: Audit sequence and adjacency from a consistent direction. This makes shelf-position errors easier to identify and compare across stores.

- 21** Confirm vertical blocking, horizontal blocking, brand blocking, size progression, flavor grouping, price ladder, or other category logic follows the approved plan.

PLANOGRAM AUDIT

CRITICAL

ACTUAL

Enter

APPROVED

Enter

VARIANCE

Record

● Execution tip: Audit sequence and adjacency from a consistent direction. This makes shelf-position errors easier to identify and compare across stores.

- 22** Verify required adjacencies between brands, variants, complementary products, subcategories, or promotional items are maintained.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Audit sequence and adjacency from a consistent direction. This makes shelf-position errors easier to identify and compare across stores.

- 23** Check premium, value, bestseller, eye-level, children's, impulse, accessibility, or other designated positions are executed as intended where applicable.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Audit sequence and adjacency from a consistent direction. This makes shelf-position errors easier to identify and compare across stores.

- 24** Record wrong sequence, shifted SKU position, broken blocking, incorrect adjacency, misplaced hero product, or other layout deviations.

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Audit sequence and adjacency from a consistent direction. This makes shelf-position errors easier to identify and compare across stores.

5. Facings, shelf share, product density, capacity, depth, and display quantity

25 Verify the number of facings for sampled SKUs matches the approved planogram or documented exception.

CRITICAL

PLANOGRAM AUDIT

ACTUAL	Enter	APPROVED	Enter	VARIANCE	Record
--------	-------	----------	-------	----------	--------

● Execution tip: Count facings on a representative sample of high-priority SKUs. Repeated over- or under-facing can reveal both execution gaps and plan-capacity problems.

26 Check shelf share by brand, SKU, segment, or subcategory is consistent with the intended plan and is not reduced by neighboring products.

CRITICAL

PLANOGRAM AUDIT

ACTUAL	Enter	APPROVED	Enter	VARIANCE	Record
--------	-------	----------	-------	----------	--------

● Execution tip: Count facings on a representative sample of high-priority SKUs. Repeated over- or under-facing can reveal both execution gaps and plan-capacity problems.

27 Confirm products are front-faced and displayed with the required orientation, depth, stack height, peg quantity, or minimum presentation quantity where defined.

CRITICAL

PLANOGRAM AUDIT

ACTUAL	Enter	APPROVED	Enter	VARIANCE	Record
--------	-------	----------	-------	----------	--------

● Execution tip: Count facings on a representative sample of high-priority SKUs. Repeated over- or under-facing can reveal both execution gaps and plan-capacity problems.

28 Assess whether shelf capacity is practical for current demand and whether repeated stockouts are linked to insufficient facings or physical capacity.

CRITICAL

PLANOGRAM AUDIT

Compliant	Partial	Deviation	N/A
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● Execution tip: Count facings on a representative sample of high-priority SKUs. Repeated over- or under-facing can reveal both execution gaps and plan-capacity problems.

29 Check overstock, double stacking, excessive depth, extra facings, or overflow product does not distort the intended assortment or block neighboring SKUs.

CRITICAL

PLANOGRAM AUDIT

Compliant	Partial	Deviation	N/A
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● Execution tip: Count facings on a representative sample of high-priority SKUs. Repeated over- or under-facing can reveal both execution gaps and plan-capacity problems.

30 Record missing facings, excess facings, incorrect shelf share, poor orientation, capacity mismatch, or density issues affecting compliance.

CRITICAL

PLANOGRAM AUDIT

Fixture / SKU	Expected	Actual	Owner	Action
---------------	----------	--------	-------	--------

● Execution tip: Count facings on a representative sample of high-priority SKUs. Repeated over- or under-facing can reveal both execution gaps and plan-capacity problems.

6. Shelf labels, pricing, product information, promotional overlays, and communication

- 31 Verify shelf labels, price tickets, electronic shelf labels, product cards, or other shelf-edge information are positioned beneath or beside the correct SKU.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Trace price and product together. A correctly placed SKU with the wrong shelf label still creates a customer-facing planogram failure.

- 32 Check product description, size, barcode reference, price, unit price, promotional price, or other required information matches the product and current system or approved reference.**

PLANOGRAM AUDIT

CRITICAL

ACTUAL

Enter

APPROVED

Enter

VARIANCE

Record

● Execution tip: Trace price and product together. A correctly placed SKU with the wrong shelf label still creates a customer-facing planogram failure.

- 33 Confirm promotional shelf strips, wobblers, talkers, flags, tags, or overlays are applied only to the intended products and do not cover critical shelf information.**

PLANOGRAM AUDIT

CRITICAL

ACTUAL

Enter

APPROVED

Enter

VARIANCE

Record

● Execution tip: Trace price and product together. A correctly placed SKU with the wrong shelf label still creates a customer-facing planogram failure.

- 34 Verify old, duplicate, damaged, missing, misaligned, or incorrect labels and promotional materials are removed or replaced.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Trace price and product together. A correctly placed SKU with the wrong shelf label still creates a customer-facing planogram failure.

- 35 Check label holders, shelf strips, clips, electronic labels, and pricing hardware are clean, secure, readable, and aligned across the fixture.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Trace price and product together. A correctly placed SKU with the wrong shelf label still creates a customer-facing planogram failure.

- 36 Record label mismatch, wrong price, missing product information, incorrect promotion marker, unreadable shelf edge, or other communication gaps.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Trace price and product together. A correctly placed SKU with the wrong shelf label still creates a customer-facing planogram failure.

7. On-shelf availability, stockouts, replenishment, substitutions, and gap management

37 Verify required planogram SKUs are physically available on the shelf or display during the audit.

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Do not hide stockouts by filling the gap with unrelated products. Record the real availability problem and follow the approved gap-management rule.

38 Check shelf gaps against backroom and system inventory to distinguish true stockouts from delayed replenishment, hidden stock, or phantom inventory.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Do not hide stockouts by filling the gap with unrelated products. Record the real availability problem and follow the approved gap-management rule.

39 Confirm backroom stock for missing shelf items is replenished promptly and that planogram positions are restored rather than filled with unrelated products.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Do not hide stockouts by filling the gap with unrelated products. Record the real availability problem and follow the approved gap-management rule.

40 Verify approved substitute, gap-management, out-of-stock marker, or temporary presentation rules are followed when required products are unavailable.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Do not hide stockouts by filling the gap with unrelated products. Record the real availability problem and follow the approved gap-management rule.

41 Check promoted, hero, launch, or high-demand SKUs receive appropriate replenishment priority when availability is below the intended display quantity.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Do not hide stockouts by filling the gap with unrelated products. Record the real availability problem and follow the approved gap-management rule.

42 Record out-of-stock SKUs, hidden backroom stock, unauthorized gap filling, poor replenishment, phantom inventory, or other availability issues affecting the plan.

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Do not hide stockouts by filling the gap with unrelated products. Record the real availability problem and follow the approved gap-management rule.

8. Presentation quality, facing alignment, product condition, shelf cleanliness, and execution detail

- 43 Check products are front-faced, aligned, upright, evenly spaced, and presented consistently across the audited fixture.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Look beyond product placement. Shelf cleanliness, damaged packs, poor facing, and visible transport packaging can weaken an otherwise compliant plan.

- 44 Verify product orientation, label visibility, pack direction, cap direction, hanging alignment, folding, stacking, or other presentation detail follows the category standard.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Look beyond product placement. Shelf cleanliness, damaged packs, poor facing, and visible transport packaging can weaken an otherwise compliant plan.

- 45 Inspect products for damaged packaging, crushed packs, leaks, dust, opened units, poor condition, or other issues that weaken shelf presentation.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Look beyond product placement. Shelf cleanliness, damaged packs, poor facing, and visible transport packaging can weaken an otherwise compliant plan.

- 46 Check shelves, rails, label strips, trays, dividers, hooks, risers, lighting, and visible fixture surfaces are clean and maintained.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Look beyond product placement. Shelf cleanliness, damaged packs, poor facing, and visible transport packaging can weaken an otherwise compliant plan.

- 47 Confirm shelf-ready packaging, outer cartons, transport packaging, replenishment tools, or loose stock are not left visible in ways that reduce presentation quality.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Look beyond product placement. Shelf cleanliness, damaged packs, poor facing, and visible transport packaging can weaken an otherwise compliant plan.

- 48 Record poor facing, inconsistent alignment, damaged product, dirty shelves, visible packaging, clutter, or other execution-quality gaps.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Look beyond product placement. Shelf cleanliness, damaged packs, poor facing, and visible transport packaging can weaken an otherwise compliant plan.

9. Approved deviations, local exceptions, change control, evidence, and audit traceability

- 49 Identify any deliberate deviation from the approved planogram and confirm a valid documented exception, local range decision, fixture constraint, or temporary instruction exists.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Treat exceptions as controlled changes. Every approved deviation should be traceable, time-bound where appropriate, and clear to the next auditor.

- 50 Verify approved exceptions include the affected store, category, fixture, SKU or position, reason, approver, effective date, and expiry or review date.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Treat exceptions as controlled changes. Every approved deviation should be traceable, time-bound where appropriate, and clear to the next auditor.

- 51 Check local teams have not created undocumented workarounds because of stock pressure, fixture constraints, vendor requests, or previous informal direction.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Treat exceptions as controlled changes. Every approved deviation should be traceable, time-bound where appropriate, and clear to the next auditor.

- 52 Capture clear audit evidence including wide-angle fixture photos, close-up SKU positions, labels, facings, stockouts, fixture constraints, and approved exception references.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Treat exceptions as controlled changes. Every approved deviation should be traceable, time-bound where appropriate, and clear to the next auditor.

- 53 Record enough detail for another reviewer to identify the exact bay, shelf, product, expected position, actual condition, and reason for non-compliance without revisiting the store.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Treat exceptions as controlled changes. Every approved deviation should be traceable, time-bound where appropriate, and clear to the next auditor.

- 54 Escalate repeated exception requests or recurring deviations that indicate the official planogram may no longer fit the store, fixture, assortment, or demand.**

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Treat exceptions as controlled changes. Every approved deviation should be traceable, time-bound where appropriate, and clear to the next auditor.

10. Scoring, corrective actions, verification, repeat deviations, reporting, and final sign-off

- 55** Score planogram compliance consistently across version control, fixture readiness, assortment, position, facings, labels, availability, presentation, and exceptions.

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Use repeat deviations as feedback on both stores and plan design. Persistent failures may indicate training, replenishment, fixture, assortment, or planogram-design problems.

- 56** Classify findings by severity and identify critical deviations such as wrong hero-product placement, major assortment failure, severe price mismatch, or extensive non-compliant shelf execution.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Use repeat deviations as feedback on both stores and plan design. Persistent failures may indicate training, replenishment, fixture, assortment, or planogram-design problems.

- 57** Assign each failed check to a named store, VM, merchandising, category, pricing, inventory, facilities, or operations owner with priority, due date, and evidence requirement.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Use repeat deviations as feedback on both stores and plan design. Persistent failures may indicate training, replenishment, fixture, assortment, or planogram-design problems.

- 58** Verify corrective action using updated shelf photos, corrected product sequence, restored facings, replaced labels, replenishment proof, approved exception, or repaired fixture evidence.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Use repeat deviations as feedback on both stores and plan design. Persistent failures may indicate training, replenishment, fixture, assortment, or planogram-design problems.

- 59** Review repeated deviations by store, category, fixture, SKU, planogram version, region, and root cause to identify systemic execution or plan-design issues.

PLANOGRAM AUDIT

CRITICAL

Compliant

Partial

Deviation

N/A

● Execution tip: Use repeat deviations as feedback on both stores and plan design. Persistent failures may indicate training, replenishment, fixture, assortment, or planogram-design problems.

- 60** Record the final planogram audit score, unresolved critical deviations, open actions, next review date, auditor, store manager, merchandising owner, approver, date, time, and sign-off.

PLANOGRAM AUDIT

CRITICAL

Compliant

Needs action

Critical

PHOTO

Add

● Execution tip: Use repeat deviations as feedback on both stores and plan design. Persistent failures may indicate training, replenishment, fixture, assortment, or planogram-design problems.

RUN THIS AUDIT DIGITALLY

Turn shelf deviations into verified corrective action

Use Taqtics to share store-specific planograms, schedule audits, capture SKU-level shelf evidence, assign corrective actions, verify closure, and compare planogram performance across every location.