

## FREE OPERATIONAL TEMPLATE

# Pricing and Shelf Label Checklist

Use this 60-point checklist to verify shelf labels, POS prices, promotions, unit pricing, product information, customer protection, evidence, and corrective-action closure.

Store / location

Review date

Category / bay

Reviewer / manager

## 1. Pricing scope, store profile, rules, and ownership

1

**Confirm the store, location, department, review date, reviewer, store manager, trading period, and pricing channels included.**

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign



**Execution tip:** Use one controlled price source, clear channel scope, named owners, and critical-failure rules before the review begins.

2

**Verify the current price file, promotion calendar, planogram, label standards, tax rules, and unit-pricing rules are available.**

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|        |          |          |       |        |



**Execution tip:** Use one controlled price source, clear channel scope, named owners, and critical-failure rules before the review begins.

3

**Define whether the review covers shelf labels, promotional tickets, POS, self-checkout, kiosks, apps, websites, and marketplaces.**

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Use one controlled price source, clear channel scope, named owners, and critical-failure rules before the review begins.

4

**Confirm named owners for price uploads, label printing, shelf changes, promotion setup, discrepancy correction, and approval.**

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Use one controlled price source, clear channel scope, named owners, and critical-failure rules before the review begins.

5

**Review previous price mismatches, customer complaints, overrides, refund claims, and repeated problem categories.**

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|        |          |          |       |        |



**Execution tip:** Use one controlled price source, clear channel scope, named owners, and critical-failure rules before the review begins.

6

**Define critical failures and escalation rules for customer overcharges, missing mandatory information, expired offers, and regulated-price errors.**

CRITICAL

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Use one controlled price source, clear channel scope, named owners, and critical-failure rules before the review begins.

## 2. SKU mapping, shelf position, label placement, and product identification

7

Match each shelf label to the correct SKU, barcode or GTIN, description, variant, pack size, and selling unit.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Follow the product sequence and verify each label against the exact SKU, pack, barcode, and selling unit.

8

Confirm every label sits directly below or beside the correct product without creating an ambiguous customer choice.

LIVE EVIDENCE

Clear

Needs action

Misleading

LIVE PHOTO | Add



**Execution tip:** Follow the product sequence and verify each label against the exact SKU, pack, barcode, and selling unit.

9

Check labels for multiple facings, similar variants, and different pack sizes remain clearly separated and correctly sequenced.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Follow the product sequence and verify each label against the exact SKU, pack, barcode, and selling unit.

10

Verify loose, weighed, variable-weight, and multi-pack products use the correct reference quantity and unit of measure.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Follow the product sequence and verify each label against the exact SKU, pack, barcode, and selling unit.

11

Remove orphan, duplicate, hidden, shifted, or misplaced labels that no longer correspond to the product above them.

LIVE EVIDENCE

Clear

Needs action

Misleading

LIVE PHOTO | Add



**Execution tip:** Follow the product sequence and verify each label against the exact SKU, pack, barcode, and selling unit.

12

Capture clear shelf evidence for complex bays, repeated mapping failures, or any placement that may mislead customers.

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|        |          |          |       |        |



**Execution tip:** Follow the product sequence and verify each label against the exact SKU, pack, barcode, and selling unit.

### 3. Shelf, POS, self-checkout, and digital price accuracy

13

Compare the displayed shelf price with the current POS price for every sampled SKU before the store opens or the change goes live.

CRITICAL

PRICE CHECK

DISPLAYED

Enter

POS / SOURCE

Enter

VARIANCE

Enter



**Execution tip:** Test the same item from shelf to checkout and digital channels at the time the customer would buy it.

14

Compare promotional shelf prices with the POS promotion logic, qualifying products, start time, and end time.

CRITICAL

PRICE CHECK

DISPLAYED

Enter

POS / SOURCE

Enter

VARIANCE

Enter



**Execution tip:** Test the same item from shelf to checkout and digital channels at the time the customer would buy it.

15

Verify app, website, kiosk, and marketplace prices match the approved channel price where central consistency is required.

PRICE CHECK

DISPLAYED

Enter

POS / SOURCE

Enter

VARIANCE

Enter



**Execution tip:** Test the same item from shelf to checkout and digital channels at the time the customer would buy it.

16

Check taxes, deposits, service charges, environmental fees, and other mandatory amounts are included or displayed correctly where applicable.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Test the same item from shelf to checkout and digital channels at the time the customer would buy it.

17

Confirm member, loyalty, subscription, or cardholder prices state the eligibility condition and apply correctly at checkout.

PRICE CHECK

DISPLAYED

Enter

POS / SOURCE

Enter

VARIANCE

Enter



**Execution tip:** Test the same item from shelf to checkout and digital channels at the time the customer would buy it.

18

Contain any customer overcharge immediately, correct the affected channel, and record the likely period and transactions affected.

CRITICAL

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Test the same item from shelf to checkout and digital channels at the time the customer would buy it.

## 4. Promotions, discounts, multibuy mechanics, and unit pricing

19

Verify promotion start and end dates, offer mechanics, qualifying quantity, variants, and channels match the approved campaign brief.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Review the full offer mechanics, dates, eligibility, unit price, and checkout calculation, not only the headline discount.

20

Confirm percentage, amount-off, was-now, introductory, clearance, and member discounts use the approved base price and wording.

CRITICAL

PRICE CHECK

DISPLAYED

Enter

POS / SOURCE

Enter

VARIANCE

Enter



**Execution tip:** Review the full offer mechanics, dates, eligibility, unit price, and checkout calculation, not only the headline discount.

21

Check multibuy, mix-and-match, bundle, buy-one-get-one, and threshold offers calculate correctly at checkout.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Review the full offer mechanics, dates, eligibility, unit price, and checkout calculation, not only the headline discount.

22

Verify unit prices use the correct quantity, measure, conversion, rounding method, and displayed comparison unit.

CRITICAL

PRICE CHECK

DISPLAYED

Enter

POS / SOURCE

Enter

VARIANCE

Enter



**Execution tip:** Review the full offer mechanics, dates, eligibility, unit price, and checkout calculation, not only the headline discount.

23

Remove expired promotional labels, shelf strips, wobblers, digital messages, and price cards as soon as the offer ends.

CRITICAL

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Review the full offer mechanics, dates, eligibility, unit price, and checkout calculation, not only the headline discount.

24

Display exclusions, stock limits, membership conditions, regional restrictions, and other material offer conditions clearly.

PRICE CHECK

DISPLAYED

Enter

POS / SOURCE

Enter

VARIANCE

Enter



**Execution tip:** Review the full offer mechanics, dates, eligibility, unit price, and checkout calculation, not only the headline discount.

## 5. Label condition, legibility, customer visibility, and accessibility

25

Inspect shelf labels, price tickets, strips, holders, clips, and electronic labels for cleanliness, damage, stability, and readability.

LIVE EVIDENCE

Clear

Needs action

Misleading

LIVE PHOTO | Add



**Execution tip:** Read labels from the customer position and replace anything damaged, hidden, ambiguous, or unofficial.

26

Verify font size, contrast, currency symbols, decimal placement, spacing, and price emphasis follow the approved label standard.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Read labels from the customer position and replace anything damaged, hidden, ambiguous, or unofficial.

27

Confirm electronic shelf labels are active, synchronized, assigned to the correct SKU, and free from battery or communication faults.

CRITICAL

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Read labels from the customer position and replace anything damaged, hidden, ambiguous, or unofficial.

28

Check labels are not hidden by products, dividers, security devices, clips, trays, promotional material, or shelf damage.

LIVE EVIDENCE

Clear

Needs action

Misleading

LIVE PHOTO | Add



**Execution tip:** Read labels from the customer position and replace anything damaged, hidden, ambiguous, or unofficial.

29

Read labels from the normal customer position and confirm essential information remains visible at low and high shelf levels.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Read labels from the customer position and replace anything damaged, hidden, ambiguous, or unofficial.

30

Replace handwritten, altered, unofficial, faded, torn, or temporary labels unless they are explicitly permitted and controlled.

LIVE EVIDENCE

Clear

Needs action

Misleading

LIVE PHOTO | Add



**Execution tip:** Read labels from the customer position and replace anything damaged, hidden, ambiguous, or unofficial.

## 6. Product information, regulated communication, and label content control

31

Confirm the product name, brand, variant, flavor, color, size, count, weight, volume, and selling unit match the item offered.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Keep product and regulated information linked to the approved item record and update it whenever the pack or rule changes.

32

Verify barcodes, QR codes, product codes, and electronic label identifiers are readable and linked to the correct record.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Keep product and regulated information linked to the approved item record and update it whenever the pack or rule changes.

33

Check country, unit, weight, volume, deposit, recycling, or other required shelf information is displayed where applicable.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Keep product and regulated information linked to the approved item record and update it whenever the pack or rule changes.

34

Verify age restrictions, safety warnings, sale conditions, purchase limits, and regulated-product messages are current and correctly positioned.

CRITICAL

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Keep product and regulated information linked to the approved item record and update it whenever the pack or rule changes.

35

Use allergen, nutrition, health, environmental, sustainability, and product claims only when approved for shelf communication.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Keep product and regulated information linked to the approved item record and update it whenever the pack or rule changes.

36

Update customer-facing information after supplier, pack, formulation, size, barcode, tax, or regulatory changes.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Keep product and regulated information linked to the approved item record and update it whenever the pack or rule changes.

## 7. Price changes, product launches, resets, delisted items, and temporary states

37

Confirm every price-change file is authorized, version-controlled, time-stamped, and assigned to the correct stores and channels.

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|        |          |          |       |        |



**Execution tip:** Treat every price change as a controlled deployment with authorization, activation timing, exception tracking, and rollback control.

38

Verify labels or electronic updates have been generated for every affected SKU, bay, promotion, and selling format.

CRITICAL

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|        |          |          |       |        |



**Execution tip:** Treat every price change as a controlled deployment with authorization, activation timing, exception tracking, and rollback control.

39

Remove or deactivate old prices at the approved activation time so conflicting prices are not displayed together.

CRITICAL

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Treat every price change as a controlled deployment with authorization, activation timing, exception tracking, and rollback control.

40

Label new products before they are placed on sale and verify the shelf, POS, and digital records are active together.

LIVE EVIDENCE

Clear

Needs action

Misleading

LIVE PHOTO | Add



**Execution tip:** Treat every price change as a controlled deployment with authorization, activation timing, exception tracking, and rollback control.

41

Handle delisted, discontinued, out-of-stock, recalled, and temporarily unavailable products using the approved label and shelf rule.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Treat every price change as a controlled deployment with authorization, activation timing, exception tracking, and rollback control.

42

Record failed uploads, missing labels, delayed changes, local exceptions, owner, deadline, and temporary customer control.

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|        |          |          |       |        |



**Execution tip:** Treat every price change as a controlled deployment with authorization, activation timing, exception tracking, and rollback control.

## 8. Routine monitoring, risk-based sampling, evidence, and second checks

43

Complete opening price checks for priority, promotional, recently changed, high-volume, and customer-sensitive categories.

LIVE EVIDENCE

Clear

Needs action

Misleading

LIVE PHOTO | Add



**Execution tip:** Use risk-based sampling, complete evidence, and second checks for high-impact or large batch changes.

44

Select a risk-based sample across high-value items, recent changes, repeated failures, complaints, weighted goods, and regulated categories.

PRICE CHECK

DISPLAYED

Enter

POS / SOURCE

Enter

VARIANCE

Enter



**Execution tip:** Use risk-based sampling, complete evidence, and second checks for high-impact or large batch changes.

45

Use a scanner, POS lookup, self-checkout, or approved price-check tool and compare the result with the shelf evidence.

PRICE CHECK

DISPLAYED

Enter

POS / SOURCE

Enter

VARIANCE

Enter



**Execution tip:** Use risk-based sampling, complete evidence, and second checks for high-impact or large batch changes.

46

Record the store, bay, SKU, barcode, displayed price, expected price, observed price, time, reviewer, and supporting photo.

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|        |          |          |       |        |



**Execution tip:** Use risk-based sampling, complete evidence, and second checks for high-impact or large batch changes.

47

Follow the approved sample size and selection method so results can be compared across stores and review periods.

LIVE EVIDENCE

Clear

Needs action

Misleading

LIVE PHOTO | Add



**Execution tip:** Use risk-based sampling, complete evidence, and second checks for high-impact or large batch changes.

48

Require a second-person check for critical price changes, large batch updates, repeated failures, or high-customer-impact corrections.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Use risk-based sampling, complete evidence, and second checks for high-impact or large batch changes.

## 9. Discrepancies, customer protection, root cause, and corrective action

49

Classify each discrepancy by type, source, channel, value, direction, customer impact, and whether an overcharge may have occurred.

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|--------|----------|----------|-------|--------|

 **Execution tip:** Protect the customer first, then correct the channel, identify root cause, assign ownership, and verify the permanent fix.

50

Correct the shelf, POS, digital source, or promotional message immediately, or remove the misleading communication until resolved.

CRITICAL

PRICE CHECK

|           |       |              |       |          |       |
|-----------|-------|--------------|-------|----------|-------|
| DISPLAYED | Enter | POS / SOURCE | Enter | VARIANCE | Enter |
|-----------|-------|--------------|-------|----------|-------|

 **Execution tip:** Protect the customer first, then correct the channel, identify root cause, assign ownership, and verify the permanent fix.

51

Apply the approved customer remedy, refund, goodwill, or price-guarantee process and retain the required transaction evidence.

CRITICAL

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A

 **Execution tip:** Protect the customer first, then correct the channel, identify root cause, assign ownership, and verify the permanent fix.

52

Identify the root cause, such as master data, system sync, printing, placement, timing, manual override, ownership, or training failure.

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|--------|----------|----------|-------|--------|

 **Execution tip:** Protect the customer first, then correct the channel, identify root cause, assign ownership, and verify the permanent fix.

53

Assign every corrective action to a named owner with priority, due date, required proof, escalation, and verification method.

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|--------|----------|----------|-------|--------|

 **Execution tip:** Protect the customer first, then correct the channel, identify root cause, assign ownership, and verify the permanent fix.

54

Escalate repeated or systemic discrepancies to pricing, merchandising, IT, finance, compliance, or regional operations.

LIVE EVIDENCE

Clear

Needs action

Misleading

LIVE PHOTO | Add

 **Execution tip:** Protect the customer first, then correct the channel, identify root cause, assign ownership, and verify the permanent fix.

## 10. Verification, trend review, governance, and management sign-off

55

Re-scan the corrected item and capture new shelf evidence to verify the displayed and charged prices now match.

CRITICAL

PRICE CHECK

DISPLAYED

Enter

POS / SOURCE

Enter

VARIANCE

Enter



**Execution tip:** Keep actions open until re-scanning and new evidence confirm the correction is sustained across affected channels.

56

Compare discrepancy rates by store, category, channel, promotion, cause, customer impact, and correction time.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Keep actions open until re-scanning and new evidence confirm the correction is sustained across affected channels.

57

Review open, overdue, repeated, and high-value actions and confirm temporary controls remain effective until permanent closure.

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|        |          |          |       |        |



**Execution tip:** Keep actions open until re-scanning and new evidence confirm the correction is sustained across affected channels.

58

Test upstream data fixes, synchronization, communication, training, and deployment controls before closing systemic issues.

RECORD TABLE

| Record | Expected | Observed | Owner | Action |
|--------|----------|----------|-------|--------|
|        |          |          |       |        |



**Execution tip:** Keep actions open until re-scanning and new evidence confirm the correction is sustained across affected channels.

59

Record the final compliance score, critical failures, unresolved risks, customer-impact actions, and next review date.

SCORED RESPONSE

Accurate

Minor issue

Incorrect

N/A



**Execution tip:** Keep actions open until re-scanning and new evidence confirm the correction is sustained across affected channels.

60

Complete reviewer, store manager, pricing owner, date, time, approval, and final sign-off after objective closure evidence is accepted.

CRITICAL

APPROVAL

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign



**Execution tip:** Keep actions open until re-scanning and new evidence confirm the correction is sustained across affected channels.

RUN THIS CHECKLIST DIGITALLY

Turn pricing discrepancies into verified customer protection

Use Taqtics to schedule price checks, capture shelf and POS evidence, escalate critical mismatches, assign corrections, verify closure, and compare accuracy across every store.

Try the Pricing and Shelf Label Checklist in Taqtics