

FREE RETAIL EXECUTION TEMPLATE

Shelf Facing and Product Availability Checklist

Use this 60-point checklist to verify on-shelf availability, facings, blocking, labels, pricing, replenishment, promotions, product condition, live evidence, corrective actions, and recurring availability root causes.

Store / location

Review date

Reviewer

Store manager

1. Review scope, category priorities, store conditions, and ownership

- 1** Confirm the store, department, category, aisle or bay, review date, reviewer, store manager, and trading period included in the check.

SHELF AVAILABILITY

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign

● Execution tip: Start with the current store-specific assortment and plan so teams are checking the shelf against the right standard, not a generic range.

- 2** Verify the approved assortment, shelf plan, planogram, category priorities, minimum display standards, and product availability targets are current.

SHELF AVAILABILITY

Record

Current

Owner

Evidence

Action

● Execution tip: Start with the current store-specific assortment and plan so teams are checking the shelf against the right standard, not a generic range.

- 3** Define priority SKUs, hero products, promoted products, new launches, high-volume lines, and products that must remain continuously available.

CRITICAL

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Start with the current store-specific assortment and plan so teams are checking the shelf against the right standard, not a generic range.

- 4** Confirm store-specific exceptions for fixture size, local assortment, regulated products, security devices, or approved substitutions are documented.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Start with the current store-specific assortment and plan so teams are checking the shelf against the right standard, not a generic range.

- 5** Review previous availability gaps, repeated stockouts, facing failures, pricing issues, damaged products, and overdue corrective actions.

CRITICAL

SHELF AVAILABILITY

Available

Needs action

Critical gap

LIVE PHOTO

Add

● Execution tip: Start with the current store-specific assortment and plan so teams are checking the shelf against the right standard, not a generic range.

- 6** Assign ownership for shelf recovery, replenishment, stock investigation, pricing, merchandising, maintenance, and final approval.

SHELF AVAILABILITY

Record

Current

Owner

Evidence

Action

● Execution tip: Start with the current store-specific assortment and plan so teams are checking the shelf against the right standard, not a generic range.

2. Fixture readiness, shelf capacity, cleanliness, and safe access

- 7** Inspect shelves, gondolas, peg hooks, rails, dividers, pushers, trays, gravity feeds, and display fixtures for safe and serviceable condition.

SHELF AVAILABILITY

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

● Execution tip: Fix fixture and cleanliness problems first because capacity, broken components, or unsafe shelves can make a correct facing standard impossible.

- 8** Confirm shelf heights, widths, depths, peg positions, and fixture capacity support the approved product arrangement and facing targets.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Fix fixture and cleanliness problems first because capacity, broken components, or unsafe shelves can make a correct facing standard impossible.

- 9** Remove dust, debris, spills, loose labels, empty cartons, damaged shelf strips, and obsolete promotional materials before facing products.

CRITICAL

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Fix fixture and cleanliness problems first because capacity, broken components, or unsafe shelves can make a correct facing standard impossible.

- 10** Verify shelves and fixtures are stable, not overloaded, and do not create sharp-edge, falling-product, trip, or customer-access hazards.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Fix fixture and cleanliness problems first because capacity, broken components, or unsafe shelves can make a correct facing standard impossible.

- 11** Check chillers, freezers, locked cabinets, security fixtures, or controlled displays maintain the required operating condition and customer access.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Fix fixture and cleanliness problems first because capacity, broken components, or unsafe shelves can make a correct facing standard impossible.

- 12** Record any fixture damage or capacity constraint that prevents the approved arrangement and assign maintenance or merchandising action.

SHELF AVAILABILITY

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

● Execution tip: Fix fixture and cleanliness problems first because capacity, broken components, or unsafe shelves can make a correct facing standard impossible.

3. Product availability, stock accuracy, gaps, and out-of-stock control

- 13** Verify every ranged SKU that should be on display is physically available on the selling fixture or has an approved exception.

SHELF AVAILABILITY

Available

Needs action

Critical gap

LIVE PHOTO

Add

● Execution tip: Treat an empty shelf as a stock investigation, not just a merchandising issue. Check backroom and system stock before deciding the cause.

- 14** Identify complete stockouts, low-stock lines, broken size or variant ranges, unavailable promotional products, and empty shelf locations.

CRITICAL

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Treat an empty shelf as a stock investigation, not just a merchandising issue. Check backroom and system stock before deciding the cause.

- 15** Compare shelf gaps with backroom, nearby fixture, pending delivery, transfer, and inventory-system stock before classifying an item as out of stock.

SHELF AVAILABILITY

Available

Needs action

Critical gap

LIVE PHOTO

Add

● Execution tip: Treat an empty shelf as a stock investigation, not just a merchandising issue. Check backroom and system stock before deciding the cause.

- 16** Check that products recorded as available in the inventory or ordering system can actually be located and replenished to the selling area.

CRITICAL

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Treat an empty shelf as a stock investigation, not just a merchandising issue. Check backroom and system stock before deciding the cause.

- 17** Record the affected SKU, barcode, shelf position, stock status, expected replenishment source, owner, and target recovery time for every material gap.

SHELF AVAILABILITY

Available

Needs action

Critical gap

LIVE PHOTO

Add

● Execution tip: Treat an empty shelf as a stock investigation, not just a merchandising issue. Check backroom and system stock before deciding the cause.

- 18** Escalate repeated or priority-SKU stockouts that may require allocation, ordering, supplier, inventory accuracy, or central planning action.

SHELF AVAILABILITY

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

● Execution tip: Treat an empty shelf as a stock investigation, not just a merchandising issue. Check backroom and system stock before deciding the cause.

4. Facing count, blocking, sequence, alignment, and shelf presentation

- 19** Confirm each product is placed in the approved shelf position, sequence, block, shelf level, peg, or facing zone for the current store plan.

SHELF AVAILABILITY

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

● Execution tip: Count actual facings on priority SKUs and capture the full bay so reviewers can verify both detailed compliance and the overall category presentation.

- 20** Count actual product facings for sampled SKUs and compare them with the approved target or minimum presentation requirement.

CRITICAL

SHELF AVAILABILITY

ACTUAL	Enter	TARGET	Enter	VARIANCE	Enter
--------	-------	--------	-------	----------	-------

● Execution tip: Count actual facings on priority SKUs and capture the full bay so reviewers can verify both detailed compliance and the overall category presentation.

- 21** Ensure products are pulled forward to the shelf edge, front-facing, correctly oriented, and not hidden behind adjacent products or packaging.

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Count actual facings on priority SKUs and capture the full bay so reviewers can verify both detailed compliance and the overall category presentation.

- 22** Maintain approved horizontal or vertical blocking by brand, range, flavor, size, color, price tier, or other category logic.

CRITICAL

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Count actual facings on priority SKUs and capture the full bay so reviewers can verify both detailed compliance and the overall category presentation.

- 23** Verify products do not encroach into neighboring SKU space, cover labels, create false availability, or use unauthorized double facings.

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Count actual facings on priority SKUs and capture the full bay so reviewers can verify both detailed compliance and the overall category presentation.

- 24** Correct leaning, mixed, reversed, nested, overfilled, underfilled, or visually inconsistent product presentation before final evidence is captured.

SHELF AVAILABILITY

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

● Execution tip: Count actual facings on priority SKUs and capture the full bay so reviewers can verify both detailed compliance and the overall category presentation.

5. SKU sequence, variants, shelf labels, price accuracy, and product information

- 25** Match each shelf label, price ticket, electronic label, product information card, or promotional flag to the correct SKU and shelf position.

SHELF AVAILABILITY

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

● Execution tip: A correct price under the wrong SKU is still a customer-facing error. Verify product, label, position, and POS together.

- 26** Verify displayed selling price, unit price, promotional price, member price, offer dates, and POS price agree for sampled products.

CRITICAL

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: A correct price under the wrong SKU is still a customer-facing error. Verify product, label, position, and POS together.

- 27** Confirm variants, sizes, colors, flavors, packs, and product descriptions are positioned in the approved sequence without mixing or substitution errors.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: A correct price under the wrong SKU is still a customer-facing error. Verify product, label, position, and POS together.

- 28** Remove delisted, recalled, expired, damaged, unauthorized, or non-ranged products from the customer-facing shelf.

CRITICAL

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: A correct price under the wrong SKU is still a customer-facing error. Verify product, label, position, and POS together.

- 29** Check barcodes, QR codes, legal notices, age restrictions, allergen information, warnings, or regulated product information where applicable.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: A correct price under the wrong SKU is still a customer-facing error. Verify product, label, position, and POS together.

- 30** Record price, label, product-information, or SKU-mapping discrepancies and contain customer impact until the correction is verified.

SHELF AVAILABILITY

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

● Execution tip: A correct price under the wrong SKU is still a customer-facing error. Verify product, label, position, and POS together.

6. Replenishment routines, backroom flow, stock rotation, and recovery

- 31** Confirm priority shelves are replenished at the required frequency before opening, during peak periods, after deliveries, and before closing.

SHELF AVAILABILITY

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

● Execution tip: Replenishment is complete only when stock is available to customers and the shelf has been restored to the approved presentation.

- 32** Verify backroom products are organized so replenishment teams can quickly locate the correct SKU, size, variant, batch, or promotional stock.

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Replenishment is complete only when stock is available to customers and the shelf has been restored to the approved presentation.

- 33** Use FIFO, FEFO, date rotation, batch control, or category-specific stock rotation rules where product shelf life or freshness applies.

CRITICAL

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Replenishment is complete only when stock is available to customers and the shelf has been restored to the approved presentation.

- 34** Check partially filled cases, overstock, reserve stock, and promotional stock are stored safely and are not overlooked during replenishment.

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Replenishment is complete only when stock is available to customers and the shelf has been restored to the approved presentation.

- 35** Record replenishment blockers such as missing stock, inaccessible stock, inaccurate inventory, damaged cases, staffing gaps, or delayed deliveries.

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Replenishment is complete only when stock is available to customers and the shelf has been restored to the approved presentation.

- 36** Confirm completed replenishment restores both product availability and the approved facing, blocking, label, and presentation standard.

SHELF AVAILABILITY

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

● Execution tip: Replenishment is complete only when stock is available to customers and the shelf has been restored to the approved presentation.

7. Promotions, secondary displays, campaign products, and availability continuity

- 37** Verify promoted, seasonal, launch, and campaign products are available in every required primary and secondary display location.

SHELF AVAILABILITY

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

● Execution tip: Check both the primary shelf and secondary promotional locations so campaign execution does not create hidden availability gaps elsewhere.

- 38** Check endcaps, feature tables, power wings, dump bins, checkout displays, clip strips, promotional bays, and other secondary placements are stocked and faced.

CRITICAL

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Check both the primary shelf and secondary promotional locations so campaign execution does not create hidden availability gaps elsewhere.

- 39** Confirm promotional displays use the approved products, quantities, prices, signage, mechanics, and start and end dates.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Check both the primary shelf and secondary promotional locations so campaign execution does not create hidden availability gaps elsewhere.

- 40** Ensure secondary displays do not drain the primary shelf below minimum availability or create a false stockout in the main category.

CRITICAL

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Check both the primary shelf and secondary promotional locations so campaign execution does not create hidden availability gaps elsewhere.

- 41** Replace sold-out promotional products only under an approved substitution or display-recovery rule and update customer communication where required.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Check both the primary shelf and secondary promotional locations so campaign execution does not create hidden availability gaps elsewhere.

- 42** Capture evidence and escalate missing launch stock, empty high-visibility displays, incorrect promotional products, or expired campaign execution.

SHELF AVAILABILITY

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

● Execution tip: Check both the primary shelf and secondary promotional locations so campaign execution does not create hidden availability gaps elsewhere.

8. Product condition, shelf hygiene, accessibility, and customer shopability

- 43** Inspect displayed products for damage, leakage, crushed packaging, contamination, missing components, fading, opened seals, or other saleability defects.

SHELF AVAILABILITY

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

● Execution tip: Remove damaged or unsaleable products immediately and keep recovery activity from blocking customer access or weakening shelf hygiene.

- 44** Remove expired, recalled, spoiled, unsafe, or unsaleable products and follow the approved quarantine, waste, return, or disposition process.

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Remove damaged or unsaleable products immediately and keep recovery activity from blocking customer access or weakening shelf hygiene.

- 45** Keep shelves, products, dividers, label holders, security devices, and display accessories clean and free from residue, dust, or spill contamination.

CRITICAL

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Remove damaged or unsaleable products immediately and keep recovery activity from blocking customer access or weakening shelf hygiene.

- 46** Confirm customers can safely see, reach, remove, compare, and return products without blocked access or unstable merchandise.

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Remove damaged or unsaleable products immediately and keep recovery activity from blocking customer access or weakening shelf hygiene.

- 47** Verify heavy, fragile, high-value, hazardous, chilled, frozen, or regulated products follow the applicable placement and security requirements.

SHELF AVAILABILITY

Compliant	Partial	Non-compliant	N/A
-----------	---------	---------------	-----

● Execution tip: Remove damaged or unsaleable products immediately and keep recovery activity from blocking customer access or weakening shelf hygiene.

- 48** Check accessibility and customer navigation are not weakened by cartons, replenishment trolleys, ladders, stock cages, or temporary merchandising activity.

SHELF AVAILABILITY

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

● Execution tip: Remove damaged or unsaleable products immediately and keep recovery activity from blocking customer access or weakening shelf hygiene.

9. Live evidence, compliance scoring, corrective actions, and verification

- 49** Capture timestamped wide-angle photos of each reviewed bay plus close-up evidence for stockouts, facing gaps, labels, prices, and product condition.

SHELF AVAILABILITY

Available

Needs action

Critical gap

LIVE PHOTO

Add

● Execution tip: Use new after-correction evidence before closing an action so the audit records the restored shelf condition, not only the original problem.

- 50** Score availability, facing, sequence, presentation, pricing, cleanliness, and promotional execution using the approved compliance method.

SHELF AVAILABILITY

CRITICAL

Compliant

Partial

Non-compliant

N/A

● Execution tip: Use new after-correction evidence before closing an action so the audit records the restored shelf condition, not only the original problem.

- 51** Classify failures by business impact, such as critical, major, minor, or observation, and apply escalation rules consistently.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Use new after-correction evidence before closing an action so the audit records the restored shelf condition, not only the original problem.

- 52** Assign every failed check to a named owner with priority, due time, required proof, temporary control, and escalation route.

SHELF AVAILABILITY

CRITICAL

Compliant

Partial

Non-compliant

N/A

● Execution tip: Use new after-correction evidence before closing an action so the audit records the restored shelf condition, not only the original problem.

- 53** Verify corrected shelves using new evidence and repeat the affected check before closing the action.

SHELF AVAILABILITY

Available

Needs action

Critical gap

LIVE PHOTO

Add

● Execution tip: Use new after-correction evidence before closing an action so the audit records the restored shelf condition, not only the original problem.

- 54** Keep unresolved availability or shelf-execution issues open until objective proof confirms the customer-facing condition has been restored.

SHELF AVAILABILITY

Record	Current	Owner	Evidence	Action

● Execution tip: Use new after-correction evidence before closing an action so the audit records the restored shelf condition, not only the original problem.

10. Availability trends, root causes, store review, and management sign-off

- 55** Review repeated stockouts, low availability, facing failures, pricing mismatches, damaged-product patterns, and overdue shelf actions by SKU and category.

SHELF AVAILABILITY

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

● Execution tip: Trend repeated gaps by SKU, store, and cause. Persistent availability problems often need an upstream fix, not repeated shelf recovery.

- 56** Separate execution problems from upstream causes such as inaccurate inventory, poor ordering, allocation gaps, supplier delays, planogram constraints, or fixture capacity.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Trend repeated gaps by SKU, store, and cause. Persistent availability problems often need an upstream fix, not repeated shelf recovery.

- 57** Compare shelf availability and execution across stores, regions, formats, categories, priority SKUs, campaigns, and review periods.

CRITICAL

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Trend repeated gaps by SKU, store, and cause. Persistent availability problems often need an upstream fix, not repeated shelf recovery.

- 58** Escalate systemic issues requiring central merchandising, supply chain, allocation, buying, pricing, IT, supplier, or fixture changes.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Trend repeated gaps by SKU, store, and cause. Persistent availability problems often need an upstream fix, not repeated shelf recovery.

- 59** Record agreed preventive actions, owners, deadlines, expected outcomes, and the next review or targeted follow-up date.

SHELF AVAILABILITY

Compliant

Partial

Non-compliant

N/A

● Execution tip: Trend repeated gaps by SKU, store, and cause. Persistent availability problems often need an upstream fix, not repeated shelf recovery.

- 60** Record the final score, unresolved critical gaps, store manager, reviewer, approver, date, time, and sign-off.

CRITICAL

SHELF AVAILABILITY

NAME

Enter

DATE / TIME

Enter

APPROVAL

Sign

● Execution tip: Trend repeated gaps by SKU, store, and cause. Persistent availability problems often need an upstream fix, not repeated shelf recovery.

RUN THIS CHECKLIST DIGITALLY

Turn shelf gaps into verified recovery actions

Use Taqtics to schedule shelf checks, capture live photos and facing counts, route stockouts and pricing issues, verify corrections, and compare recurring availability gaps across every location.