

RETAIL SHELF LABEL AUDIT CHECKLIST TEMPLATE

Shelf Label Audit Checklist

Use this template to review product-to-label matching, displayed prices, promotions, unit pricing, electronic labels, markdowns, readability, placement, corrective actions, and management sign-off across retail locations.

STORE / LOCATION

AUDIT TYPE

DATE AND WINDOW

AUDITOR

1. Audit setup, governance, and sample plan

1

Confirm the correct store, audit type, date, approved window, and current shelf-label standard.

CRITICAL

DROPDOWN + DATE + TIME

AUDIT TYPE | | Routine / targeted

DATE | | Select

WINDOW | | Start to end

🔍 Execution tip: Use the assigned location and latest approved standard so results remain comparable.

2

Define the sample by department, category, promotion, price band, label type, and risk level.

CRITICAL

SAMPLING PLAN

PLANNED SAMPLE | | Count

CATEGORIES | | Count

HIGH-RISK ITEMS | | Count

🔍 Execution tip: Include high-volume, high-value, promoted, regulated, weighted, and recently changed items.

3

Confirm the store manager, merchandising owner, pricing owner, and POS support contact.

PEOPLE PICKER

STORE OWNER | | Select

MERCHANDISING | | Select

POS SUPPORT | | Select

🔍 Execution tip: Use named owners so physical and system corrections can be assigned immediately.

4

Review previous label errors, customer complaints, refunds, open tickets, and repeat findings.

CRITICAL

LINKED RECORDS

OPEN ISSUES | | Count

COMPLAINTS | | Count

REPEAT ITEMS | | Count

🔍 Execution tip: Start with recurring errors and products affected by recent price or assortment changes.

5

Confirm scanners, approved price files, campaign lists, label printers, and reference reports are available.

READINESS CHECKLIST

Scanner available

Price file current

Promo list current

Printer ready

🔍 Execution tip: Test the tools used during the audit before entering the sales floor.

6

Capture arrival geo-location, timestamp, and an approved reference photo of the audit area.

CRITICAL

GEO + TIME + LIVE PHOTO

GEO | | Verified

ARRIVAL | | Timestamp

Add live photo

🔍 Execution tip: Use live capture where policy allows to verify when and where the audit was completed.

2. Product-to-label matching

7 Scan each sampled product and confirm the barcode or SKU matches the shelf label. CRITICAL BARCODE LOOKUP

SAMPLED || Count

CORRECT MATCHES || Count

MISMATCHES || Count

 Execution tip: Confirm product identity before reviewing price or promotional information.

8 Confirm each label is positioned at the correct product facing or approved shelf location. CRITICAL PRODUCT-LABEL MATCH

Correct match

Unclear

Wrong product

Add photo

 Execution tip: Check the exact facing, not only the wider bay or category.

9 Verify size, colour, flavour, model, pack count, and other variants match the displayed product. CRITICAL PRODUCT ATTRIBUTE CHECK

PACK / SIZE || Enter

VARIANT || Enter

RESULT || Pass / fail

 Execution tip: Similar variants often create hidden errors, so compare every differentiating attribute.

10 Confirm single units, multipacks, cases, and split packs use the correct label and selling unit. CRITICAL PACK CONVERSION TEST

SKU	Selling unit	Label unit	Result

 Execution tip: Check the unit sold at POS, not only the packaging visible on the shelf.

11 Count missing, duplicate, obsolete, and incorrectly placed labels in the sampled area. EXCEPTION COUNT

MISSING || Count

DUPLICATE || Count

WRONG LOCATION || Count

 Execution tip: Record each exception separately so the correct label can be printed and placed.

12 Verify adjacent labels do not create ambiguity about which product or facing they belong to. CLARITY CHECK + PHOTO

Clear

Potentially unclear

Misleading

Add photo

 Execution tip: Use a customer viewing angle and capture evidence where the association is unclear.

3. Label content, condition, and readability

13

Check every sampled label is clean, complete, undamaged, and securely displayed.

LABEL CONDITION + PHOTO

Good

Replace soon

Unusable

Add photo

🔍

Execution tip: Replace torn, stained, curled, faded, or loose labels before customers rely on them.

14

Verify the product name and description are complete enough to identify the item correctly.

CRITICAL

CONTENT VERIFICATION

DISPLAYED DESCRIPTION

|| Enter

APPROVED DESCRIPTION

|| Reference

RESULT

|| Pass / fail

🔍

Execution tip: Use the approved item description and avoid abbreviations that could confuse similar products.

15

Confirm the barcode, SKU, PLU, or internal product reference is visible and scannable where required.

BARCODE SCAN

Scans correctly

Hard to scan

Wrong / missing

🔍

Execution tip: Scan the printed code instead of relying only on visual comparison.

16

Check the selling price is prominent, readable, and not obscured by rails, products, stickers, or signage.

CRITICAL

READABILITY SCORE

Clear

Partly obscured

Unreadable

Add photo

🔍

Execution tip: Review the label from normal customer distance and viewing height.

17

Verify currency symbols, decimal places, separators, and price formatting follow the approved standard.

FORMAT VERIFICATION

CURRENCY

|| Select

DECIMALS

|| Correct

FORMAT

|| Pass / fail

🔍

Execution tip: Apply the same formatting rule across printed, electronic, promotional, and markdown labels.

18

Confirm required dates, conditions, warnings, and legal disclosures are present and readable.

CRITICAL

DISCLOSURE REVIEW

Dates shown

Conditions clear

Warnings present

Readable

🔍

Execution tip: Check local requirements and category-specific rules, not only the selling price.

4. Base price, POS, and transaction consistency

19

Verify the shelf-label price matches the current approved base selling price.

CRITICAL

PRICE COMPARISON

SHELF PRICE || \$

APPROVED PRICE || \$

VARIANCE || \$

 Execution tip: Use the price effective at the exact audit date and time.

20

Scan the sampled item at POS and confirm the checkout price matches the shelf label.

CRITICAL

SHELF-TO-POS COMPARISON

SHELF LABEL || \$

POS || \$

DIFFERENCE || \$

 Execution tip: Retain the transaction reference for every mismatch, especially customer overcharges.

21

Verify the receipt shows the correct product, quantity, selling price, discount, tax, and total.

CRITICAL

TRANSACTION DETAIL CHECK

Product correct

Quantity correct

Price correct

Tax / total correct

 Execution tip: A correct screen price can still produce an incorrect receipt or total.

22

Confirm newly changed labels became effective at the approved date and time.

CRITICAL

EFFECTIVE-DATE VERIFICATION

EFFECTIVE FROM || Date / time

AUDIT TIME || Timestamp

STATUS || Current / early / late

 Execution tip: Check for labels installed too early, too late, or left after a reversal.

23

Test price consistency at assisted checkout, self-checkout, mobile POS, and other active payment points.

CHANNEL TEST GRID

Checkout type	Items tested	Errors	Action

 Execution tip: Use the same sampled SKU across checkout types to isolate channel-specific errors.

24

Record every overcharge and undercharge with the affected SKU, value, customer impact, and transaction evidence.

CRITICAL

DISCREPANCY RECORD

SKU || Enter

IMPACT || \$

TRANSACTION || Reference

 Execution tip: Prioritize overcharges and repeated errors because they create direct customer and compliance risk.

5. Promotions, offers, and campaign labels

25

Confirm promotional labels are displayed only within the approved start and end date and time.

CRITICAL

PROMOTION DATE CHECK

STARTS || Date / time

ENDS || Date / time

AUDIT TIME || Timestamp

Execution tip: Use campaign dates from the approved source and include time-zone or daypart rules.

26

Verify the offer mechanics, price, quantity, eligibility, exclusions, and savings claim are clear.

CRITICAL

OFFER CONDITION TEST

Offer	Quantity	Eligibility	Savings

Execution tip: A customer should understand how to qualify without needing staff interpretation.

27

Confirm promoted products are placed under the correct promotional labels and shelf-edge communication.

CRITICAL

CAMPAIGN EXECUTION + PHOTO

Compliant

Partial

Incorrect

Add evidence

Execution tip: Check all facings and secondary displays included in the campaign.

28

Verify loyalty, member, coupon, and app prices clearly state the required condition.

CRITICAL

ELIGIBILITY TEST

Eligibility shown

Member price clear

Dates shown

Exclusions clear

Execution tip: Separate the standard selling price from conditional prices to avoid misleading customers.

29

Check expired, cancelled, or superseded promotional labels have been removed from every product location.

CRITICAL

EXPIRED OFFER SWEEP

EXPIRED LABELS || Count

REMOVED || Count

OPEN ACTIONS || Count

Execution tip: Review main shelves, endcaps, dump bins, counters, and secondary displays.

30

Confirm shelf labels, promotional signs, displays, and POS apply the same approved offer.

CRITICAL

CAMPAIGN CONSISTENCY

Consistent

Partial mismatch

Incorrect

Add evidence

Execution tip: Test the complete customer journey from shelf communication to final receipt.

6. Unit pricing, pack data, tax, and regulated information

31 Confirm unit price, price per weight, price per volume, or comparable price is displayed where required.

CRITICAL

UNIT PRICE VERIFICATION

DISPLAYED UNIT PRICE || \$

REQUIRED UNIT || Select

RESULT || Pass / fail

 Execution tip: Apply the correct measurement unit and rounding rule for the product category.

32 Recalculate the displayed unit price using the current selling price and net quantity.

CRITICAL

CALCULATION TEST

SELLING PRICE || \$

NET QUANTITY || Enter

CALCULATED UNIT PRICE || \$

 Execution tip: Use the declared net content, not the outer pack size or shipping quantity.

33 Verify pack size, net weight, volume, count, and unit of measure match the product.

CRITICAL

PRODUCT ATTRIBUTE CHECK

PACK SIZE || Enter

UOM || Select

RESULT || Pass / fail

 Execution tip: Compare the label with both product packaging and approved master data.

34 Confirm tax, deposit, environmental fee, or mandatory charge is included or disclosed correctly.

CRITICAL

TAX AND FEE REVIEW

TAX CATEGORY || Select

FEE TYPE || Select

AMOUNT || \$

 Execution tip: Check whether the displayed price must include the charge under the applicable rule.

35 Verify regulated products show required price, quantity, warning, licence, or category information.

CRITICAL

REGULATORY DISCLOSURE

Price compliant

Quantity shown

Warning present

Category rule met

 Execution tip: Use the current category rule and escalate missing mandatory information immediately.

36 Check weighted and variable-price labels use the correct PLU, unit price, tare, weight, and total.

CRITICAL

WEIGHT-PRICE CALCULATION

PLU || Enter

UNIT PRICE || \$ / unit

PRINTED TOTAL || \$

 Execution tip: Recalculate a sample to confirm the printed total is mathematically correct.

7. Electronic shelf labels and digital displays

37 Confirm each electronic shelf label is linked to the correct SKU, facing, and store location.

CRITICAL

ELECTRONIC LABEL STATUS

Label ID	Product	Location	Result

 Execution tip: Validate the system mapping and the physical placement together.

38 Verify the electronic label price and promotion are synchronized with the approved source system.

CRITICAL

SYNCHRONIZATION TIMING

APPROVED CHANGE

Timestamp

LABEL UPDATED

Timestamp

DELAY

Minutes

 Execution tip: Record the last update time when a recent change is not yet visible.

39 Check battery, network, gateway, and connectivity status for sampled electronic labels.

DEVICE HEALTH CHECK

ONLINE

Count

OFFLINE

Count

LOW BATTERY

Count

 Execution tip: Treat repeated offline labels as a system issue, not isolated shelf defects.

40 Confirm the display is readable with no dead pixels, flashing, fading, or damaged screens.

DISPLAY CONDITION + PHOTO

Good

Degraded

Unreadable

Add photo

 Execution tip: Capture the issue in a way that shows both the label ID and the display defect.

41 Verify manual overrides and local label changes require authorization and leave an audit trail.

CRITICAL

APPROVAL TRAIL

OVERRIDE ID

Enter

APPROVED BY

Select

EXPIRES

Date / time

 Execution tip: Check approver, reason, original value, new value, time, and expiry.

42 Confirm the approved fallback process is followed when electronic labels or connectivity fail.

CRITICAL

FALLBACK WORKFLOW

Fallback active

Partial control

No control

Escalate

 Execution tip: Temporary labels should be controlled, dated, traceable, and replaced after recovery.

8. Markdown, clearance, and temporary labels

- 43 Confirm every markdown or clearance label has valid authorization, reason, and effective period.

CRITICAL

MARKDOWN APPROVAL

MARKDOWN ID || Enter

APPROVED BY || Select

VALID UNTIL || Date

 Execution tip: Do not accept handwritten or locally created prices without approved authority.

- 44 Check clearance stickers do not cover product identity, expiry, warnings, ingredients, or traceability.

CRITICAL

STICKER PLACEMENT + PHOTO

Correct

Partly covers

Information hidden

Add photo

 Execution tip: Place stickers consistently and keep all mandatory product information visible.

- 45 Verify the markdown or clearance price matches the POS price and final receipt.

CRITICAL

CLEARANCE PRICE MATCH

LABEL PRICE || \$

POS PRICE || \$

VARIANCE || \$

 Execution tip: Test a transaction where practical and retain the approved evidence.

- 46 Confirm old prices, duplicate stickers, and superseded markdown labels are fully removed.

EXCEPTION COUNT

OLD LABELS || Count

DUPLICATES || Count

OPEN ACTIONS || Count

 Execution tip: Check product, shelf edge, secondary display, and any over-stickered label.

- 47 Verify damaged, open-box, display, returned, and condition-based items use the approved label process.

CRITICAL

CONDITION-BASED PRICE CHECK

Correct process

Evidence missing

Unauthorized price

Add evidence

 Execution tip: The label should identify the condition and link to the approved pricing decision.

- 48 Confirm temporary handwritten or emergency labels are approved, dated, legible, and replaced promptly.

CRITICAL

TEMPORARY LABEL CONTROL

APPROVED BY || Select

EXPIRY || Date / time

REPLACEMENT OWNER || Select

 Execution tip: Set a clear expiry and owner so temporary labels do not become permanent.

9. Placement, shelf condition, and maintenance

49

Confirm labels are aligned, level, and consistently positioned within the approved shelf-edge system.

PLACEMENT SCORE + PHOTO

Aligned

Minor gaps

Poor placement

Add photo

Execution tip: Review the full bay for consistency, not only individual labels.

50

Check label rails, holders, clips, and adhesive are clean, secure, and fit for use.

FIXTURE CONDITION

Rail clean

Holder secure

No sharp edges

Label retained

Execution tip: Replace damaged holders that can cause labels to fall, curl, or move between products.

51

Verify labels are not hidden by products, shelf strips, security devices, decorations, or campaign materials.

CRITICAL
 OBSTRUCTION CHECK + PHOTO

Fully visible

Partly hidden

Not visible

Add photo

Execution tip: Use normal customer eye level and viewing distance during the check.

52

Confirm label spacing, sequence, and shelf-edge layout follow the approved merchandising standard.

LAYOUT CHECKLIST

Sequence correct

Spacing consistent

Category breaks clear

Standard followed

Execution tip: Review category breaks, facings, gaps, and label order after planogram changes.

53

Check replenishment, product moves, and substitutions have not separated products from their labels.

CRITICAL
 MOVEMENT EXCEPTION REVIEW

MOVES SAMPLED

Count

MISMATCHES

Count

CORRECTED

Count

Execution tip: Prioritize recently replenished, relocated, substituted, or reset bays.

54

Confirm labels for empty facings, discontinued items, and removed products are handled according to policy.

EMPTY-FACING STATUS

Handled correctly

Review needed

Misleading label

Execution tip: Avoid leaving active prices for unavailable or permanently removed products.

10. Discrepancies, corrective actions, and sign-off

- 55** Classify each label discrepancy by type, SKU, location, customer impact, value, and likely source. CRITICAL DISCREPANCY CLASSIFICATION

ERROR TYPE | Select

SKU | Enter

IMPACT | \$

 **Execution tip:** Use consistent categories so repeated failures can be analysed across stores.

- 56** Apply immediate containment to every misleading, overcharging, regulatory, or high-risk label failure. CRITICAL CONTAINMENT STATUS

Contained

Temporary control

Still exposed

Escalate

 **Execution tip:** Correct or remove the label and prevent further incorrect transactions while the root cause is fixed.

- 57** Confirm every material finding has a root cause, named owner, priority, due date, and evidence requirement. CRITICAL CORRECTIVE ACTION REGISTER

Finding

Root cause

Owner

Due date

 **Execution tip:** Use shorter deadlines for customer-facing, repeated, and compliance-related failures.

- 58** Retest corrected labels at the shelf, POS, receipt, and affected secondary displays. CRITICAL RETEST + CLOSURE PROOF

Retest passed

Retest failed

Closure proof

VERIFIED BY | Select

 **Execution tip:** Do not close the action until the customer-facing label and system result both pass.

- 59** Review repeat errors by SKU, category, campaign, label type, store area, printer, user, and source system. TREND REVIEW

REPEAT SKUS | Count

REPEAT CAUSES | Count

REVIEW DATE | Date

 **Execution tip:** Use recurring patterns to improve training, master data, printing, synchronization, and change control.

- 60** Complete store manager and merchandising or pricing reviewer approval with timestamp. CRITICAL DUAL SIGNATURE + TIMESTAMP

STORE MANAGER | Sign

PRICING / VM | Sign

SUBMITTED | Timestamp

 **Execution tip:** Require acknowledgement of open risks, actions, evidence, and follow-up dates before submission.

RUN THIS AUDIT IN TAQTICS

Turn every shelf label mismatch into accountable action

Schedule audits by store, enforce geo-fencing and time windows, match products and labels, compare shelf and POS prices, collect approved evidence, correct critical discrepancies, and compare performance across locations.

Geo-fenced audits

Product-label matching

Price comparisons

Correction actions

Accuracy dashboards

Try the shelf label audit in
Taqtics