RETAIL CHECKLIST TEMPLATE

Store Visit Checklist

Use this comprehensive checklist to review store readiness, people, customer service, merchandising, stock, cash, safety, compliance, actions, and follow-up during every operational visit.

LOCATION	DATE	REVIEWER	JOURNEY / SHIFT
			Visit type / operating window

1. Visit setup, scope, and priorities

1 Select the visit type, store, date, operating window, departments, and areas included in the review. VISIT SCOPE SELECTOR

SELECT | Choose option   SCOPE | Enter

Execution tip: Select a clear visit type and include only the areas the reviewer is expected to assess.

2 Confirm the visitor is at the correct location and capture the visit start geo-location and timestamp. CRITICAL GEO-LOCATION + TIMESTAMP

LOCATION | Geo-verified   STARTED | Timestamp

Execution tip: Start the visit at the store and retain verified location and time as part of the audit trail.

3 Define the purpose, expected outcomes, risk triggers, and priorities for this store visit. PURPOSE AND PRIORITY FIELDS

SELECT | Choose option   SCOPE | Enter

Execution tip: Link the visit to performance, risk, campaign, customer, compliance, or leadership priorities.

4 Review previous visit actions, customer complaints, audit scores, open tickets, and recurring exceptions before starting. CRITICAL PREVIOUS ACTION REVIEW

Area	Observed	Impact	Owner	Due

Execution tip: Open previous actions before the walk so repeated and overdue issues receive focused attention.

5 Confirm the store manager and relevant department owners are available for the visit and closing review. MANAGER AND OWNER CONFIRMATION

Compliant   Partially compliant   Non-compliant   Create action

Execution tip: Confirm who will join the walkthrough, discuss findings, and own follow-up after the visit.

6 Record any event, promotion, delivery, staffing issue, weather condition, or maintenance activity affecting normal operations. OPERATING CONTEXT NOTES

OBSERVATION | Enter factual notes

Execution tip: Record unusual conditions so observations can be interpreted fairly without excusing control failures.

2. Exterior, entrance, and first impression

7 Check the storefront, fascia, windows, lighting, signage, and exterior presentation meet current brand standards.

SCORED EXTERIOR INSPECTION

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Assess against current brand standards and capture evidence for material presentation gaps.

8 Inspect parking, loading, pedestrian access, accessibility routes, and surrounding areas for safety and cleanliness.

CRITICAL | SAFETY AND ACCESSIBILITY CHECK

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Walk customer and delivery approaches and record any obstruction, unsafe route, or accessibility failure.

9 Confirm the entrance is clean, unobstructed, secure, accessible, and welcoming to customers.

CRITICAL | ENTRANCE READINESS SCORE

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Check cleanliness, access, security, and customer flow before evaluating the interior.

10 Verify opening hours, customer notices, campaign messages, and entry-point promotions are current and readable.

NOTICE AND CAMPAIGN CHECK

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Compare displayed hours, notices, and messages with the current approved versions.

11 Observe queues, crowding, unattended areas, security presence, and customer flow on arrival.

ARRIVAL OBSERVATION

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Observe actual customer flow before alerting the team to the detailed walkthrough.

12 Capture approved photo evidence of the exterior and entrance first impression.

LIVE PHOTO + COMMENT

EVIDENCE | Add live photo

COMMENT | Add observation

Execution tip: Take a wide, policy-approved reference image that supports the first-impression assessment.

3. Team readiness, service, and leadership

13 Compare employees present with the roster, expected traffic, department coverage, and peak-hour staffing plan. CRITICAL ROSTER COMPARISON

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Compare scheduled, present, absent, and deployed employees by department and peak need.

14 Check uniforms, grooming, name identification, PPE, and personal presentation meet standards. GROOMING AND PPE SCORE

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Assess visible compliance consistently and record department or role for every exception.

15 Confirm the team received the daily briefing, priorities, targets, promotions, safety updates, and role assignments. BRIEFING CONFIRMATION

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Ask employees about the day priorities instead of relying only on a completed briefing record.

16 Observe whether employees are visible, attentive, productive, and available to assist customers. BEHAVIOUR OBSERVATION

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Observe availability and productivity across several areas and customer interactions.

17 Check the store manager and supervisors are active on the floor, accessible, and managing priorities. LEADERSHIP PRESENCE SCORE

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Record where managers are spending time and whether they are actively removing operational blockers.

18 Identify training, product knowledge, service, attendance, or coaching gaps requiring follow-up. TRAINING AND COACHING RECORD

Area	Observed	Impact	Owner	Due

Execution tip: Name the skill gap, affected role, coaching owner, and expected completion date.

4. Sales floor, merchandising, and availability

19 Verify displays, fixtures, windows, promotional zones, and category layouts match the current planogram or campaign guide.

PLANOGRAM AND CAMPAIGN SCORE

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Use the current approved guide and photograph only material placement or execution differences.

20 Check products are correctly placed, faced, organized, clean, and easy for customers to browse.

PRESENTATION INSPECTION

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Sample multiple categories and check facing, organization, cleanliness, and browseability.

21 Confirm priority, promotional, and high-volume products are available on the sales floor.

CRITICAL | PRIORITY SKU AVAILABILITY

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Check agreed hero and promotional items on the floor and confirm backroom availability before marking out-of-stock.

22 Verify shelf labels, prices, promotional tickets, product information, and offer conditions are accurate.

CRITICAL | PRICE AND LABEL SAMPLE

Area	Observed	Impact	Owner	Due

Execution tip: Match product, shelf label, offer wording, and POS price for a defined sample.

23 Inspect fixtures, shelves, displays, testers, baskets, and customer-use equipment for cleanliness and condition.

CRITICAL | FIXTURE CONDITION CHECK

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Create a maintenance action for unsafe or customer-impacting fixture and equipment issues.

24 Record out-of-stocks, empty spaces, replenishment delays, and owners for immediate action.

AVAILABILITY ACTION GRID

Area	Observed	Impact	Owner	Due

Execution tip: Record item, shelf gap, backroom quantity, replenishment owner, and expected completion time.

5. Customer journey, checkout, and feedback

25 Observe whether customers are acknowledged, greeted, and offered assistance within the target time.

GREETING TIMER + SCORE

COUNT | Enter
TIME | Minutes
COMMENT | Add note

Execution tip: Measure acknowledgement during normal activity and note demand, staffing, and customer flow.

26 Assess product knowledge, needs discovery, recommendations, and employee ownership during customer interactions.

SERVICE OBSERVATION SCORE

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Use an actual or approved scenario to assess discovery, knowledge, recommendation, and ownership.

27 Record queue lengths, wait times, open service points, and customer communication during delays.

CRITICAL | QUEUE COUNT + TIMER

COUNT | Enter
TIME | Minutes
COMMENT | Add note

Execution tip: Record queue length, open service points, wait time, and communication during delays.

28 Test checkout accuracy, payment options, promotions, loyalty benefits, receipts, and the final farewell.

CRITICAL | TRANSACTION TEST

Finding	Priority	Owner	Due	Evidence

Execution tip: Use a controlled sample to verify price, payment, promotion, loyalty, receipt, and farewell.

29 Review complaint, return, refund, and service-recovery handling for empathy, policy compliance, and ownership.

CRITICAL | SERVICE RECOVERY REVIEW

Area	Observed	Impact	Owner	Due

Execution tip: Review a recent real case or approved scenario for empathy, policy, ownership, and follow-through.

30 Review recent customer feedback, ratings, complaint themes, and promised follow-up actions.

FEEDBACK THEME REVIEW

Area	Observed	Impact	Owner	Due

Execution tip: Separate isolated comments from recurring themes and connect each material theme to an action.

6. Stockroom, inventory, and receiving controls

31 Confirm stockroom access is controlled and high-value, restricted, and sensitive inventory is secured.

CRITICAL | ACCESS AND SECURITY SCORE

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Verify actual access practice and secure high-value, restricted, and sensitive stock.

32 Check bins, shelves, locations, labels, segregation, stacking, and housekeeping support safe stock identification.

CRITICAL | STORAGE INSPECTION

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Check labels, locations, segregation, stacking, housekeeping, and safe access across representative zones.

33 Compare sampled physical quantities with system balances and investigate material variances.

CRITICAL | SYSTEM-TO-PHYSICAL SAMPLE

Area	Observed	Impact	Owner	Due

Execution tip: Define the sample before counting and investigate material variance rather than adjusting it silently.

34 Review recent receiving records for documents, quantities, product condition, discrepancies, and system posting.

CRITICAL | RECEIVING RECORD REVIEW

Area	Observed	Impact	Owner	Due

Execution tip: Trace selected deliveries from documents and physical condition through system receipt and discrepancy closure.

35 Check expiry, rotation, damaged stock, returns, quarantine, and non-sellable inventory controls.

CRITICAL | CONDITION AND ROTATION CHECK

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Separate sellable, damaged, expired, returned, quarantined, and non-sellable stock clearly.

36 Verify transfers, replenishment, returns, write-offs, and stock movements are authorized and traceable.

CRITICAL | MOVEMENT TRACEABILITY TEST

Area	Observed	Impact	Owner	Due

Execution tip: Trace selected transfers, returns, replenishment, and write-offs to authorization and system records.

7. POS, cash, pricing, and promotion controls

37 Confirm tills are assigned to authorized operators, secured when unattended, and operating correctly.

CRITICAL · TILL ASSIGNMENT CHECK

Compliant · Partially compliant · Non-compliant · Create action

Execution tip: Confirm each active till has one accountable operator and is secured when unattended.

38 Review opening floats, cash counts, till reconciliation, over or short results, and supervisor approval.

CRITICAL · CASH RECONCILIATION REVIEW

Area	Observed	Impact	Owner	Due

Execution tip: Review actual count, expected balance, variance, explanation, and supervisor approval.

39 Sample voids, refunds, discounts, price overrides, and no-sale transactions for authorization and evidence.

CRITICAL · EXCEPTION TRANSACTION SAMPLE

Area	Observed	Impact	Owner	Due

Execution tip: Sample higher-risk transactions by operator, reason, authorization, and supporting evidence.

40 Compare sampled shelf or display prices with POS transaction prices and approved price files.

CRITICAL · SHELF-TO-POS PRICE TEST

Compliant · Partially compliant · Non-compliant · Create action

Execution tip: Use a representative sample and record product, displayed price, POS price, and customer impact.

41 Verify active promotions, discounts, bundles, coupons, and loyalty offers execute correctly at checkout.

CRITICAL · PROMOTION EXECUTION TEST

Compliant · Partially compliant · Non-compliant · Create action

Execution tip: Test current offers at checkout and confirm conditions, exclusions, and loyalty rules are applied correctly.

42 Review cash pickups, safe custody, banking, deposit records, and unresolved cash discrepancies.

CRITICAL · CASH CUSTODY RECORD

Area	Observed	Impact	Owner	Due

Execution tip: Trace selected pickups and deposits from till through safe custody and banking confirmation.

8. Safety, security, facilities, and equipment

43 Check fire exits, extinguishers, emergency signs, evacuation routes, and emergency equipment are accessible and current.

CRITICAL | EMERGENCY EQUIPMENT CHECK

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Verify access, inspection status, signage, and readiness instead of confirming presence only.

44 Inspect floors, walkways, stairs, storage, spills, trip hazards, and unsafe conditions for immediate action.

CRITICAL | HAZARD WALK + ACTION

Finding	Priority	Owner	Due	Evidence

Execution tip: Contain immediate hazards before continuing and attach evidence of the condition and control.

45 Confirm CCTV, alarms, panic devices, EAS gates, locks, and other security controls are operational.

CRITICAL | SECURITY SYSTEM TEST

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Test agreed devices and record fault, impact, interim control, ticket, owner, and due date.

46 Review keys, access cards, restricted areas, visitors, contractors, and after-hours access controls.

CRITICAL | ACCESS CONTROL REVIEW

Area	Observed	Impact	Owner	Due

Execution tip: Sample keys, cards, visitors, contractors, and restricted-area logs for authorization and return.

47 Inspect lighting, HVAC, washrooms, housekeeping, pest control, utilities, and customer facilities.

FACILITY CONDITION SCORE

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Assess customer and employee impact and separate cosmetic issues from operational failures.

48 Record damaged assets, equipment faults, maintenance needs, downtime, and assigned service tickets.

ASSET AND MAINTENANCE GRID

Area	Observed	Impact	Owner	Due

Execution tip: Record asset, fault, location, downtime, interim control, ticket, and owner.

9. Records, compliance, actions, and management review

49 Verify required licenses, permits, SOPs, emergency contacts, policies, and statutory records are current and accessible.

CRITICAL | DOCUMENT AND LICENSE CHECK

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Verify version, validity, display, accessibility, and local applicability of each required record.

50 Review completion of daily checklists, tasks, audits, training, opening checks, and closing checks.

COMPLETION RECORD REVIEW

Area	Observed	Impact	Owner	Due

Execution tip: Sample completed records for timeliness, evidence, accuracy, reviewer action, and missed submissions.

51 Check critical incidents, open issues, maintenance tickets, complaints, and compliance exceptions are actively managed.

CRITICAL | OPEN ISSUE REVIEW

Area	Observed	Impact	Owner	Due

Execution tip: Prioritize unresolved incidents and tickets by customer, safety, compliance, and operational impact.

52 Confirm every material finding has an owner, priority, due date, evidence requirement, and escalation path.

CRITICAL | CORRECTIVE ACTION GRID

Area	Observed	Impact	Owner	Due

Execution tip: Require finding, owner, priority, due date, evidence, escalation, and closure standard.

53 Review store performance dashboards, targets, trends, and action closure with the store manager.

PERFORMANCE REVIEW NOTES

Area	Observed	Impact	Owner	Due

Execution tip: Discuss trends and root causes with the manager instead of reviewing only the current score.

54 Escalate critical, repeated, overdue, or high-impact issues to the correct regional or head-office owner.

CRITICAL | ESCALATION RECORD

Area	Observed	Impact	Owner	Due

Execution tip: Record who was informed, when, why, required response, and the next escalation point.

10. Visit summary, follow-up, and sign-off

55 Calculate the overall store visit result by section without hiding unresolved critical failures.

CRITICAL | WEIGHTED SECTION SCORE

Compliant | Partially compliant | Non-compliant | Create action

Execution tip: Keep section results visible and cap the overall result when critical failures remain unresolved.

56 Record strong practices, improvements, and team behaviours that should be recognized and repeated.

POSITIVE PRACTICE SUMMARY

OBSERVATION | Enter factual notes

Execution tip: Record specific practices and conditions that can be recognized and repeated elsewhere.

57 Summarize the highest-priority operational, customer, stock, safety, and compliance gaps.

CRITICAL | PRIORITY GAP SUMMARY

OBSERVATION | Enter factual notes

Execution tip: Limit the summary to the highest-impact gaps and link each one to evidence and ownership.

58 Confirm immediate containment is complete for every critical safety, security, cash, or customer risk.

CRITICAL | CRITICAL CONTAINMENT CHECK

Finding	Priority	Owner	Due	Evidence

Execution tip: Do not submit until immediate risks are contained or formally accepted and escalated.

59 Obtain store manager acknowledgement of findings, action owners, due dates, open risks, and support required.

CRITICAL | MANAGER SIGNATURE + TIMESTAMP

NAME | Enter
SIGNATURE | Sign
SUBMITTED | Timestamp

Execution tip: Review findings, owners, due dates, open risks, and support needs with the store manager before signing.

60 Complete reviewer approval with final score, critical status, follow-up date, and submission timestamp.

CRITICAL | REVIEWER APPROVAL + FOLLOW-UP

NAME | Enter
SIGNATURE | Sign
SUBMITTED | Timestamp

Execution tip: Confirm score, critical status, actions, escalation, and the next review date before approval.