RETAIL VISUAL MERCHANDISING CHECKLIST TEMPLATE

Visual Merchandising Audit Checklist

Use this comprehensive template to review store presentation, campaign execution, planograms, pricing, signage, lighting, product availability, evidence, and corrective actions across retail locations.

STORE / LOCATION	CAMPAIGN / AUDIT TYPE	AUDITOR	DATE AND TIME

1. Audit setup and campaign context

1 Select the visual merchandising audit type, campaign, and scope for this visit. DROPDOWN + CAMPAIGN SELECTOR

AUDIT TYPE | Select — CAMPAIGN | Select — SCOPE | Full store / zone

Execution tip: Use campaign-specific templates where possible. This keeps questions, assets, planograms, and scoring relevant to the display being reviewed.

2 Confirm the correct store and capture the auditor's arrival geo-location and timestamp. CRITICAL GEO-LOCATION + TIMESTAMP

STORE | Auto-selected — Capture location — ARRIVAL | Timestamp

Execution tip: Activate geo-fencing and an approved audit window. This verifies the audit was completed at the assigned location and during the required visit period.

3 Record the campaign name, creative version, launch date, and validity period. TEXT + DATE FIELDS

CAMPAIGN | Enter — VERSION | Enter — LAUNCH | Date — VALID UNTIL | Date

Execution tip: Capture the exact version and validity dates so expired or superseded creative can be identified without relying on memory.

4 Confirm the approved VM brief, planogram, fixture map, and asset pack were reviewed before starting. MULTIPLE SELECTION

- [ ] VM brief
- [ ] Planogram
- [ ] Fixture map
- [ ] Asset pack

Execution tip: Make the current reference files available inside the audit. Auditors should compare execution against the approved source, not a previous store setup.

5 Record the store format, selling area, departments, and display zones included in the audit. STRUCTURED FIELDS

FORMAT | Select — AREA | Enter sq. ft. — DEPARTMENTS | Select — ZONES | Select

Execution tip: Store format and zone scope help reviewers compare like-for-like stores and understand why some fixtures or assets may not apply.

6 Review previous VM findings and confirm the status of open corrective actions. CRITICAL ACTION REVIEW GRID

Previous issue	Owner	Due	Status / proof

Execution tip: Show open actions before new questions begin. Repeat failures should be flagged and escalated to the area or visual merchandising manager.

2. Exterior, windows, entrance, and storefront

7 Check the exterior fascia, brand sign, facade, and storefront for cleanliness, visibility, and correct illumination.
CRITICAL | SCORED RESPONSE + PHOTO

Compliant | Partial | Non-compliant | Add live photo

Execution tip: Require a wide exterior photo from the normal customer approach. Include lighting, damage, dirt, blocked signage, and unauthorized materials in comments.

8 Verify the window scheme matches the approved creative, layout, product story, and installation sequence.
CRITICAL | REFERENCE COMPARISON + SCORE

REFERENCE | Open brief | Matches | Minor gap | Major gap | Photo

Execution tip: Display the approved reference beside the live photo. Ask auditors to compare composition, positioning, spacing, color balance, and campaign hierarchy.

9 Confirm window products, mannequins, props, and accessories match the approved styling direction.
MULTIPLE SELECTION + COMMENT

☐ Products | ☐ Mannequins | ☐ Props | ☐ Accessories | COMMENT | Add

Execution tip: Separate each component so the reviewer can see exactly what is missing or incorrectly styled. Make comments mandatory when any component fails.

10 Verify promotional messages, prices, dates, and legal text shown in the window are current and correct.
CRITICAL | TEXT VERIFICATION + PHOTO

Current | Needs update | Incorrect | VALID UNTIL | Date | Photo

Execution tip: Treat incorrect pricing or expired promotional communication as high priority. Capture enough detail for the reviewer to read the message and dates.

11 Check that the entrance zone is clear, accessible, inviting, and free from visual clutter or unauthorized fixtures.
CRITICAL | SCORED RESPONSE + OBSERVATION

Compliant | Partial | Non-compliant | OBSERVATION | Add

Execution tip: Review the entrance from a customer's eye level. Include accessibility, sightlines, queue equipment, security fixtures, and campaign visibility.

12 Capture an approved wide-angle photo of the full storefront and record every visible deviation.
CRITICAL | MANDATORY LIVE PHOTO + COMMENTS

Capture live storefront photo | DEVIATION COUNT | Enter | COMMENTS | Required

Execution tip: Use live camera capture rather than gallery upload. Make the photo and comments mandatory so remote reviewers can verify the complete storefront condition.

3. Campaign launch and promotional compliance

13 Confirm the campaign was activated in every required zone by the approved launch time.

CRITICAL | ZONE CHECKLIST + TIMESTAMP

- [ ] Window
- [ ] Entrance
- [ ] Power wall
- [ ] Feature table

COMPLETED | Time

Execution tip: Schedule the audit around the campaign launch deadline. Trigger escalation when a required zone is incomplete or the submission is accessed outside the launch window.

14 Verify that the correct campaign asset version is installed in each applicable zone.

CRITICAL | VERSION VERIFICATION GRID

Zone	Required version	Installed version	Evidence

Execution tip: Record version identifiers instead of only marking compliant. This helps teams identify stores using old creative after a campaign update.

15 Check that promotional hierarchy is consistent across the entrance, power walls, focal points, and feature fixtures.

WEIGHTED RATING

ENTRANCE | 1 to 5

POWER WALL | 1 to 5

FOCAL POINTS | 1 to 5

Execution tip: Rate zones separately before calculating the section score. Consider message prominence, sequence, visual balance, and customer visibility.

16 Confirm campaign products are available and displayed at the approved depth and quantity.

CRITICAL | COUNT + THRESHOLD

REQUIRED QUANTITY | Enter

DISPLAYED | Enter

BACKSTOCK | Enter

Create replenishment task

Execution tip: Use numeric counts and minimum display thresholds. Automatically create a replenishment action when displayed quantity is below the approved minimum.

17 Confirm expired, conflicting, or unauthorized promotional materials have been removed.

CRITICAL | EXCEPTION COUNT + PHOTO

EXPIRED | Count

CONFLICTING | Count

UNAUTHORIZED | Count

Evidence

Execution tip: The expected count is zero. Any exception should create an immediate removal task with a short due time and proof of corrected communication.

18 Record missing, damaged, or uninstalled campaign assets and assign the correct replacement action.

DYNAMIC ISSUE GRID

Asset / zone	Issue	Quantity	Owner	Due / proof

Execution tip: Capture asset name or code, quantity, location, issue type, owner, and deadline. Use separate rows so replacement progress can be tracked clearly.

4. Layout, zoning, and customer journey

19 Verify the store layout follows the current zoning plan and approved floor layout.
CRITICAL | REFERENCE COMPARISON + SCORE

FLOOR PLAN | Open reference
Matches | Minor variance | Major variance | Photo

Execution tip: Compare the live store against the current floor plan. Note fixture moves, missing zones, temporary obstructions, and unapproved layout changes.

20 Check that the customer path is unobstructed and key categories are easy to locate.
CRITICAL | MULTI-ZONE SCORE + COMMENT

ENTRANCE PATH | 1 to 5
MAIN AISLE | 1 to 5
CATEGORY FINDING | 1 to 5
COMMENT | Add

Execution tip: Walk the store as a customer would. Record blocked aisles, confusing navigation, poor visibility, and fixtures that interrupt flow or accessibility.

21 Confirm new arrivals, best sellers, seasonal products, and promotional ranges are placed in the approved zones.
MULTIPLE SELECTION + ZONE FIELD

- [ ] New arrivals
- [ ] Best sellers
- [ ] Seasonal
- [ ] Promotions

WRONG ZONE | Record

Execution tip: Evaluate each range separately. A single overall answer can hide that one high-priority assortment is placed incorrectly.

22 Verify product adjacencies and cross-merchandising combinations support the approved commercial story.
RATING + PHOTO

Strong | Acceptable | Poor | Add photo
OBSERVATION | Add

Execution tip: Look for logical product relationships, complete solutions, relevant accessories, and combinations that help customers understand or buy the range.

23 Confirm feature tables, gondola ends, power walls, and focal fixtures are positioned and oriented correctly.
FIXTURE CHECKLIST + EVIDENCE

- [ ] Feature tables
- [ ] Gondola ends
- [ ] Power walls
- [ ] Focal fixtures

Photo

Execution tip: Use one question with component-level selections so missing or misoriented fixtures can be identified without adding unnecessary duplicate questions.

24 Record blocked sightlines, dead zones, congestion points, or customer-flow issues with location-specific evidence.
CRITICAL | ISSUE GRID + ANNOTATED PHOTO

Location	Issue type	Impact	Action / proof

Execution tip: Allow photo annotation or comments that identify the exact obstruction. Assign urgent safety or accessibility issues immediately rather than waiting for final submission.

5. Product presentation, fixtures, and capacity

25 Check that fixtures are clean, stable, undamaged, correctly assembled, and appropriate for the displayed range.

CRITICAL | SCORED RESPONSE + PHOTO

Compliant | Partial | Non-compliant | Photo

Execution tip: Include cleanliness, stability, missing components, sharp edges, incorrect fixture type, and visible repair needs. Safety failures should create immediate actions.

26 Verify products are faced, aligned, folded, hung, or stacked according to the brand presentation standard.

PRESENTATION RATING

ALIGNMENT | 1 to 5
FOLDING / HANGING | 1 to 5
FACING | 1 to 5
Photo

Execution tip: Score visible presentation elements separately. Attach a representative image of the full fixture rather than a close-up that hides overall consistency.

27 Confirm product density and fixture capacity remain within the approved minimum and maximum standards.

NUMERIC COUNT + VALIDATION

MINIMUM | Reference
MAXIMUM | Reference
ACTUAL | Enter count

Execution tip: Configure acceptable ranges by fixture type. Flag both underfilled and overfilled displays because each weakens presentation and product accessibility.

28 Verify size sequencing, color blocking, style grouping, and product order follow the approved logic.

MULTIPLE RATING

SIZES | Correct / incorrect
COLORS | Correct / incorrect
STYLES | Correct / incorrect

Execution tip: Keep each sequencing rule visible in the response. Ask for comments or photos when any sequence is broken so teams know exactly what to reset.

29 Confirm hero products are positioned at the approved eye level, facing, and focal location.

CRITICAL | POSITION VERIFICATION + PHOTO

Correct position | Minor adjustment | Wrong position | Live photo

Execution tip: Define the intended hero product and placement in the audit instructions. This avoids subjective answers and protects the most commercially important display.

30 Record empty, overfilled, inconsistent, or damaged fixtures with quantity and corrective action.

DYNAMIC FIXTURE ISSUE GRID

Fixture	Issue	Quantity	Action	Proof

Execution tip: Create one row per affected fixture. Include a quantity or severity so regional teams can prioritize resets and replenishment.

6. Planogram, assortment, and replenishment

31 Verify the current planogram or display guide is followed for each sampled fixture.

CRITICAL | PLANOGRAM COMPARISON + SCORE

FIXTURE ID | Enter
PLANOGRAM | Open
Matches | Minor gap | Major gap | Photo

Execution tip: Sample enough fixtures to represent the category. Link the correct planogram and require a full-fixture photo for every major deviation.

32 Confirm required assortment and priority SKUs are available on display and in store stock.

CRITICAL | SKU AVAILABILITY GRID

SKU / range	Required	On display	Backstock	Action

Execution tip: Use SKU or range identifiers for priority products. Automatically create a stock investigation or replenishment task when required items are unavailable.

33 Check displayed quantities against the approved minimum and maximum for the fixture.

NUMERIC VALIDATION

FIXTURE | Select
MINIMUM | Reference
MAXIMUM | Reference
ACTUAL | Count

Execution tip: Configure thresholds by fixture and product type. Display a validation warning as soon as the actual quantity falls outside the approved range.

34 Record missing sizes, colors, variants, or styles and confirm whether replenishment is possible.

VARIANT SELECTION + STOCK CHECK

Size | Color | Variant | Style
AVAILABLE IN STOCK | Yes / no

Execution tip: Capture the missing attribute and stock availability. If stock exists, assign replenishment to the store team with a short completion window.

35 Confirm backstock supports the display without hiding available sellable product from customers.

SCORED RESPONSE + COUNT

Compliant | Needs attention | Stock hidden
UNITS NOT DISPLAYED | Count

Execution tip: Compare display gaps against backstock. This helps identify lost sales caused by execution rather than true out-of-stock conditions.

36 Log planogram deviations by fixture and SKU, then assign reset or replenishment actions.

CRITICAL | DEVIATION ACTION GRID

Fixture / SKU	Deviation	Owner	Due	Closure proof

Execution tip: Assign the action to the role that can correct the display. Use shorter deadlines for campaign or hero-product deviations and escalate overdue resets.

7. Pricing, labels, POS, and promotional communication

37 Confirm every displayed product has a visible, accurate, and correctly positioned price label.

CRITICAL | PRICE VISIBILITY SCORE + PHOTO

Compliant | Partial | Non-compliant | MISSING LABELS | Count | Photo

Execution tip: Use numeric counts for missing labels and make photo evidence mandatory for sampled fixtures. Missing prices can directly affect conversion and customer trust.

38 Verify shelf labels or tickets match the product, variant, and current POS price.

CRITICAL | SAMPLE GRID + VARIANCE

SKU	Label price	POS price	Variance	Action

Execution tip: Define the sample size by category risk. Any mismatch should create a high-priority correction and notify the store or pricing owner.

39 Check that promotion mechanics, validity dates, exclusions, and customer terms are clear and complete.

CRITICAL | COMMUNICATION CHECKLIST

Mechanic | Dates | Exclusions | Terms | Evidence

Execution tip: Evaluate each required information element separately. Comments should explain anything that could mislead customers or create disputes at checkout.

40 Verify discount, bundle, member, loyalty, and promotional messaging is consistent across all touchpoints.

TOUCHPOINT COMPARISON

Display | Shelf | Digital screen | POS | DIFFERENCE | Comment

Execution tip: Compare the complete customer journey, not only the fixture. Inconsistent messages between display and POS should be corrected before they create complaints.

41 Confirm damaged, handwritten, duplicated, or expired price communication has been removed.

CRITICAL | EXCEPTION COUNT + ACTION

DAMAGED | Count | HANDWRITTEN | Count | DUPLICATE | Count | EXPIRED | Count

Execution tip: Expected counts should be zero unless company policy allows a controlled exception. Create removal or replacement tasks immediately for every issue.

42 Complete a sample price check against POS and record every variance with transaction or SKU reference.

CRITICAL | NUMERIC SAMPLE + EVIDENCE

SAMPLE SIZE | Enter | VARIANCES | Enter | SKU REFERENCE | Add | Proof

Execution tip: Configure a minimum sample size. A variance count above zero should trigger review by the store and pricing team with a defined resolution time.

8. Signage, graphics, lighting, and digital displays

43 **Verify required directional, category, product, and campaign signage is installed in the correct locations.**

SIGNAGE CHECKLIST + SCORE

- [ ] Directional
- [ ] Category
- [ ] Product
- [ ] Campaign

Photo

Execution tip: List required signs in the audit instructions by store format. This prevents a generic answer when only some signage categories are complete.

44 **Confirm graphics use the correct size, orientation, mounting method, and approved creative version.**

CRITICAL | COMPONENT VERIFICATION

SIZE | Correct / incorrect
ORIENTATION | Correct / incorrect
MOUNTING | Correct / incorrect
VERSION | Enter

Execution tip: Separate physical installation from creative version. A graphic can look correct but still use outdated content or unsafe mounting.

45 **Check that all signs and graphics are clean, legible, undamaged, and not blocked by products or fixtures.**

SCORED RESPONSE + PHOTO

Compliant | Partial | Non-compliant | Photo

ISSUE COUNT | Enter

Execution tip: Capture a customer-view photo. Include fading, glare, dirt, curls, missing corners, blocked text, and poor viewing angles in the review.

46 **Verify lighting levels, color, and aiming support product presentation without failed or distracting units.**

CRITICAL | LIGHTING RATING + COUNT

PRODUCT LIGHTING | 1 to 5
SIGN LIGHTING | 1 to 5
FAILED UNITS | Count

Photo

Execution tip: Record failed units and poor aiming separately. Lighting faults affecting safety or a major campaign focal point should receive higher priority.

47 **Confirm digital screens are powered, scheduled correctly, and playing the approved content at suitable brightness and sound.**

CRITICAL | SYSTEM CHECK + TIMESTAMP

- [ ] Power
- [ ] Content
- [ ] Schedule
- [ ] Brightness
- [ ] Sound

CHECKED | Time

Execution tip: Capture the screen while content is visible and record the check time. A blank screen photo alone does not show whether scheduling or content failed.

48 **Log failed lights, screens, signs, or graphics with asset reference, responsible owner, and resolution deadline.**

CRITICAL | ASSET ACTION GRID

Asset / location	Failure	Asset ref.	Owner / due	Closure proof

Execution tip: Use asset references where available so facilities, IT, or VM teams can act without another store visit. Escalate overdue high-visibility failures.

9. Mannequins, styling, housekeeping, and safety

49 **Confirm mannequins are styled to the approved look with complete products, accessories, and correct positioning.**

CRITICAL | LOOK COMPARISON + PHOTO

APPROVED LOOK | Open reference

Matches | Minor gap | Major gap | Live photo

Execution tip: Show the approved look beside the response. Check the complete outfit, accessories, pose, spacing, product availability, and customer visibility.

50 **Verify garment fit, steaming, tags, pins, hangers, and security devices do not weaken presentation.**

MULTIPLE COMPONENT RATING

- [ ] Fit
- [ ] Steaming
- [ ] Tags
- [ ] Pins / hangers
- [ ] Security devices

Execution tip: Keep each styling component visible. Comments should identify the exact garment or fixture so the store team can correct it quickly.

51 **Check props and decorative elements are approved, clean, stable, undamaged, and safe.**

CRITICAL | SCORED RESPONSE + PHOTO

Compliant | Partial | Unsafe / incorrect | Photo

Execution tip: Treat unstable, sharp, broken, flammable, or obstructive props as critical. Assign immediate containment before normal VM correction.

52 **Verify floors, mirrors, shelves, fitting rooms, and display surfaces are clean and presentation-ready.**

AREA CHECKLIST + SCORE

- [ ] Floors
- [ ] Mirrors
- [ ] Shelves
- [ ] Fitting rooms
- [ ] Display surfaces

Execution tip: Assess customer-visible condition rather than cleaning activity. Use a required comment when any area is not presentation-ready.

53 **Confirm VM elements do not block exits, emergency equipment, accessible routes, or create trip and collision hazards.**

CRITICAL | CRITICAL SAFETY CHECK

Safe | Temporary control | Unsafe | Escalate immediately | Photo

Execution tip: Do not wait until audit completion for an unsafe condition. Require immediate containment, high-priority action, and escalation to the store or facilities manager.

54 **Capture final zone photos after corrections and record any remaining exceptions.**

BEFORE AND AFTER EVIDENCE

Before photo | After photo

OPEN EXCEPTIONS | Count

COMMENT | Required if open

Execution tip: Use matching angles for before and after photos. This makes remote closure review faster and prevents unrelated images from being used as proof.

10. Scoring, corrective action, and management sign-off

55 Rate compliance by visual merchandising section and calculate the overall audit score.
CRITICAL | WEIGHTED SECTION RATING

CAMPAIGN | 1 to 5 · LAYOUT | 1 to 5 · PRODUCT | 1 to 5 · PRICING | 1 to 5 · PRESENTATION | 1 to 5

Execution tip: Keep section scores separate before calculating the total. Critical pricing, safety, or campaign failures should cap or override the final score.

56 Record the three highest-impact VM gaps and their likely customer, brand, or sales impact.
CRITICAL | PRIORITY ISSUE GRID

Gap	Zone	Impact	Priority	Evidence

Execution tip: Prioritize by campaign importance, customer visibility, product availability, pricing risk, safety, and likely impact on conversion.

57 Create corrective actions with owner, priority, due date, required evidence, and escalation path.
CRITICAL | CORRECTIVE ACTION WORKFLOW

OWNER | Select · PRIORITY | Select · DUE | Date / time · Closure proof · ESCALATE TO | Select

Execution tip: Assign actions to store, VM, pricing, facilities, IT, or regional roles based on control. Use short deadlines for campaign, pricing, and safety failures.

58 Confirm critical campaign, pricing, safety, and brand-standard failures are contained before closing the audit.
CRITICAL | CRITICAL CLOSURE CHECK

Contained · Temporary control · Open critical issue · Escalate

Execution tip: Do not close the audit with an uncontrolled critical issue. Record the temporary control, accountable owner, and next review time when permanent correction is pending.

59 Schedule a re-audit or review for open issues and define the required closure evidence.
REVIEW DATE + EVIDENCE RULE

REVIEW DATE | Select · REVIEWER | Assign · ☐ Live photo · ☐ Comment · ☐ Manager approval

Execution tip: Match the re-audit date to issue priority. Define closure proof in advance so actions are not marked complete without verifiable correction.

60 Complete store manager and visual merchandising or area reviewer sign-off with timestamp.
CRITICAL | DUAL SIGNATURE + TIMESTAMP

STORE MANAGER | Sign · VM / AREA REVIEWER | Sign · SUBMITTED | Timestamp

Execution tip: Require the manager to acknowledge findings and the reviewer to verify evidence, scoring, action ownership, and critical escalation before final submission.

RUN THIS AUDIT IN TAQTICS

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Campaign templates · Live evidence · Reference comparison · Corrective actions · VM dashboards

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