



Basic Store Evaluation

How can you better present your store and products to the buying public?
Start by doing a basic evaluation of your store.

Store Front:

- Is your parking area well lighted and in good repair?
- Are your sidewalks in good condition and well swept?
- Are your windows clean and free of sign clutter?
- Is the paint or exterior finish dull or faded?
- Are any awnings dull, faded or dirty?

Front Signage:

- Is your sign up-to-date or is it old and dated-looking?
- Is your sign clearly visible and in good repair; no holes, cracks or burned out bulbs?
- Does your sign tell customers what type of products you sell at a glance?
- Do you have adequate signage for your building as it relates to street visibility?
- Does your signage make a strong statement about your company?

Interior Signage:

- Is your product signage uniform in design?
- Does your product signage describe the high points or features of the product?
- Is signage up to date?
- Is directional signage easy to see and understand at a glance?
- Do you use signage as part of your visual merchandising?

Floor Coverings:

- Is your floor clean and fresh looking?
- Is your carpet clean, lying well, and vacuumed?
- Is your entry clean and in good repair?
- Are you using multiple styles of floor coverings to direct traffic flow and distinguish between departments?

Lighting:

- Are all of your bulbs operating and in good condition?
- If using fluorescent bulbs are all bulbs the color temperature?
- Is your appliance area bright in contrast to the more subdued electronics area?
- Are you using Track or spotlights to create focal points?
- Good white light 3500 to 4100K should be used to light an appliance section. Do you know the K (Kelvin) of your lighting?



Ceilings:

- Are you using varied ceiling heights (soffits, truss systems etc.)?
- If you have a drop ceiling, do all the tiles match?
- Are any tiles missing or discolored?
- Are there any items that attract unwanted attention, such as old signage or signage hangers?
- Does your ceiling need paint or refinishing?

Customer Service Counter/Write-Up Area:

- Is your sales counter set up to efficiently handle customers?
- Are you taking advantage of point-of-sale merchandising?
- Do you have a designated space for salespeople to use when taking orders?
- Is the counter and exposed office area clear of clutter and well organized?

Store Colors:

- Do your store colors create an eye-pleasing feeling or are they overpowering?
- Do you have good continuity with your store colors? Your colors should work together on walls, fixtures, ceilings, and floor coverings.
- Is your store in need of new paint or wall coverings?

Housekeeping:

- Is your store clean? Are floors waxed and buffed, carpet shampooed and vacuumed?
- Is your product neat and tidy?
- Are your aisles free of clutter and boxes?
- Is your exposed office area neat with continuity?

Store Display Fixtures:

- Do your store fixtures match or are they a conglomeration of manufacturer's displays?
- Are your fixtures broken or in disrepair?
- Are your fixtures being used for the products for which they were intended?
- Does your store use store fixturing? (Appliance fixtures, built-in fixtures, platforms, gondolas, etc.)

Merchandise Presentation:

- Is the product in your appliance area displayed properly; neatly spaced using backdrop fixtures?
- Are built-in appliances featured in attractive displays?
- Do you have feature displays to encourage traffic flow?
- Do you have working display models that can be easily demonstrated for customers?
- Are your electronics products in a segregated area of the store?
- Are all of your electronics connected and functioning?
- Do you have groupings of electronics products that facilitate the sale of multiple items simultaneously? (Home Theater: Television, Video & Audio)
- Are small items and accessories made secure in order to avoid theft?



Corporate Identity:

- Does your interior signage reinforce the corporate identity?
- Does your pricing signage reinforce the corporate identity?
- Do your salespeople wear apparel or accessories that reinforce your corporate identity?

Traffic Flow:

- Is it easy to get in and out of your store?
- Does your store have a good traffic pattern?
- Does your store layout encourage people to move throughout the entire store?
- Can customers readily distinguish between departments or is product scattered and unorganized?

Mechanical:

- Is your heating and air-conditioning working properly?
- Are your plumbing and electrical systems functioning properly?
- Do you have the necessary facilities in place for customer usage?

As a storeowner you should take the time and make the effort to set up a store evaluation program. It will not only create a more pleasant shopping environment for your customers, but will also create a more pleasant and productive working environment for your employees. Successful retailers recognize the importance of maintaining and constantly updating a store evaluation program. Encourage your employees to participate. Form focus groups within each store to solicit employee input and strengthen employee loyalty.

An effective store evaluation program is a very good offensive move, aimed at helping you defend your market now today and in the future.

Store Evaluation Comments:

Refinements/Improvements/Additions

Date: _____

- _____
- _____
- _____
- _____
- _____
- _____
- _____
- _____