



Quick Retail Execution Checklist



Streamlining Execution through Templatzation

Retail execution involves more than sparkling shelves and eye-catching displays. Bringing together routine tasks in a way that supports your overall strategic vision creates the foundation for flawless execution.

A basic retail audit is one of those every day, mandatory tasks your team will do over and over again.

This document outlines the essential elements of a basic retail audit. Use it to build other templates for regularly recurring projects unique to your business.



Retail Audit Template **Checklist:**

1. Product Location and Pricing

Where are products located?

- ☒ On the end caps, toward the end or in the middle of the aisle?
- ☒ On what shelf are they located?
- ☒ Location - Top Shelf / Eye-Level / Stoop-Level / Lower Shelf / Bottom Shelf

Are products correctly priced? If not, please choose the following:

- ☒ Price missing / Shelf tag inaccurate / Marked on sale / Promotional
- ☒ Please photograph the product(s) and include shelf tags/pricing information

2. Inventory

- ☒ Were all products fully faced (no gaps)?
- ☒ What quantity are on the shelf/display in total?
- ☒ What quantities are available in the stockroom?
- ☒ List any product and SKU with backup in stockroom.
- ☒ How many replacements have been ordered?
- ☒ Were any products missing from shelves? Please list.
- ☒ [Include a photo verification, SKU number field, and quantity field for each question.]

“Photograph products and include tags.”



3. Overall Store Impressions

- ☒ Did you notice any unappealing areas of the store?
- ☒ Were any aisles neglected, floors dirty, shelves dirty?
- ☒ Were shelves tidy, well-arranged, and maintained?
- ☒ [Include a photo and text description field for each question above.]
- ☒ Please rate the overall appearance of the store/products.
- ☒ Choose a rank 1 through 10, with 10 being perfect.
- ☒ Red flags: did you see anything not included/causes for concern?
 - ☒ Please describe and photograph.
- ☒ Conversations at location:
 - ☒ Please note if you discussed spacing, placements, future orders or other important topics with [store staff, merchandisers, management – pick one based on your industry].

“Include a photo and text description field for each question.”

Ready to really up your retail execution game?
Check out our **Guide to Flawless Retail Execution**.

Download the Guide





Want More **Help?**

Movista's mobile-first platform empowers all players across the retail ecosystem to scale and deliver superior execution that improves the in-store experience, grows sales, and increases the productivity and ROI of distributed workforces.

Using Movista, you'll have the tools and visibility you need to bring all of these elements together and consistently deliver flawless retail execution.

[Schedule a Demo Today](#)

