

# Visual Merchandising Setup Checklist

## Storefront & Entry

- Windows cleaned and clear of smudges
- Signage/display up to date
- Entryway clean and welcoming

## Display Areas

- Featured products positioned properly
- Displays tidy and free from dust
- Display lighting functioning
- Signage and pricing visible

## Product Placement

- Products fully stocked
- Items fronted and faced
- Out-of-place items removed
- Product arrangement follows planogram

## Promotional Materials

- Current promotions on display
- Promotional materials undamaged
- End caps and focal points feature key promotions

## Other

- Music, scent, and ambiance appropriate
- Walkways clear
- Restock tools and supplies stored properly

## Notes

Add any observations or notes here...