

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...