

## Store Checklist for 2021

*By Chris Miller - Pacific Store Designs Inc. Established 1981*

Check



Exterior	YES	NO	Comments / Next Step Goals
Do you clean and check for trash daily of your storefront and parking?			
Is your storefront windows, entry mat clean and inviting?			
Do you have readable accurate store hours posted on your storefront ?			
Is your exterior signage easy to read from 300 feet away ?			
Do you have a neon OPEN sign over entry door ?			
Are plants and landscaping common areas maintained and inviting ?			
INTERIOR			
Upon immediate entry into your store, does your store smell bad?			
Is your first impression of your business a good one ?			
Are your signs, menu boards of services clear, easy to read ?			
Does your entry , waiting area or showroom look cluttered ?			
Do your fixtures, décor, seating, reception check out all match in color style and tie your image and intent all together?			

Does my store need a fresh coat of paint ?			
Store or operations lighting - does it need better illumination?			
<b>Merchandising - showing respect for the merchandise</b>	<b>Yes</b>	<b>No</b>	
Do you have a "WOW factor" in the first 10 % impression area of your store, reception, waiting or lobby ?			
Do all of your services are easily viewed - noticed , displayed, signed, and presented professionally?			
If you have any products for sale are they on matching displays ?			
Is merchandise displayed in abundance ?			
Do you Keep your merchandise faced, fronted, clean and dust free?			
Do you price your products on the back or the bottom ?			
Is your counter top clean , inviting and clutter free?			
Are your interior signs professional printed and in a frame ?			
Store ambient temperature is it always at an acceptable comfort level?			
<b>STAFF CHECKLIST</b>	<b>Yes</b>	<b>No</b>	
Do you have set non negotiable staff dress codes ?			

<b>Does your staff have name TAGS that they wear every day ?</b>			
<b>Does your staff have open line communication goals with customers?</b>			
<b>Does your staff have daily sales goals ?</b>			
<b>Does you staff have any daily goals - expectations that are written ?</b>			
<b>IS staff trained to answer the phone in the same way every time?</b>			
<b>Promotions - Events - Community news - Give back</b>	<b>Yes</b>	<b>No</b>	
<b>Do you have a promotional calendar that is up to date ?</b>			
<b>Do you have any seasonal - annual or other community events that your store or operation is involved on an on going basis ?</b>			
<b>Does your operation have any single or multiple charitable causes?</b>			
<b>If so, are those Charitable causes you support noted anywhere in your facility for customers to be exposed to your efforts ?</b>			

**SEE LAST PAGE FOR CONCLUSION**

Conclusion - results from this Checklist		NOTED	
My business needs ? _____			List # 1 thing I need to do today!
What 2 or 3 Things listed above that your not doing currently and need to do in the next 90 days or if not immediately ?			
#1. _____			
#2. _____			
How would you rate your business 1 lowest 10 best highest-best ???		NOTES / Comments	
	RANK 1-10		
Exterior Curb Appeal ? 1 - 10			
First impression upon entry ? 1-10			
My business store design ? 1-10			
How clean is my operation ? 1-10			
Rate my staff in general - 1 to 10			
Rate my staff appearance ? 1-10			
Rate my operations Smell - odor ? 1-10			
Rate my store temperature comfort level ? 1-10			

*For more information and help with your stores contact*

**Pacific Store Designs Offer CODE AskJOE for 10% off services and a free 15 Minute phone consult 800-772-5661**

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