

2022

Back-to-School ✓ Success Checklist

▶ Click any checkpoint for a specific back to school solution.

1. Pricing

- Products are accurately priced
- Competitively priced
- Prices appeal to shoppers
- Shelf tags are present and correct

2. On-Shelf Availability

- Products are carried by retail partners
- Sufficiently stocked on shelves

3. Shelf-Positioning/Planograms

- Products are accurately positioned within planograms
- Planogram conditions are understood

4. Product Displays/Signage

- Display materials arrived at store
- Display inventory arrived at store
- Display is on sales floor and properly positioned
- Sufficiently stocked with inventory
- Stocked with correct product
- Marked with the correct price
- Appealing to shoppers

5. Merchandising

- SKUs are neat, orderly, and rotated
- Inventory is on sales floor (not in back room)
- No phantom inventory exists

6. Category

- Understanding of category as executed inside stores
- Awareness of competitor prices, positioning, and displays
- Understanding of how back to school shoppers shop category

7. Trial

- In-store demos are properly executed
- New products are given best chance of early success

8. Ecommerce

- Product pages contain sufficient quantity and quality of reviews
- Product pages contain high-quality photos
- In-store products are listed for online purchase
- Products are in-stock and correctly priced online

Any Unchecked Boxes?

Check all the back to school boxes in the Field Agent Marketplace.

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