

2019 Back-to-School Success

Checklist ✓

1. Pricing

- Products are accurately priced
- Competitively priced
- Prices appeal to shoppers

2. On-Shelf Availability

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

3. Shelf-Positioning/Planograms

- Products are accurately positioned on store shelves
- Competitively positioned on shelves
- Can be found by shoppers

4. Product Displays

- Display materials arrived at store
- Display inventory arrived at store
- Display is on sales floor
- Properly positioned in-store
- Visible to shoppers
- Properly assembled in-store
- Sufficiently stocked with inventory
- Stocked with correct product
- Marked with the correct price
- Appealing to shoppers
- Excels competitors' displays

5. Signage/Pop Materials

- Signage/POP materials arrived in-store
- Accurately positioned in stores
- Properly assembled in stores
- Visible to shoppers
- Appealing to shoppers
- Excels competitors' POP

6. Product Demos

- Product demos are in-store and properly executed
- Appealing to shoppers

7. Retail Intel

- Knowledgeable of competitors' retail strategies
- Aware of target customer's shopping attitudes and behaviors

8. General

- Budgeted funds to audit my brand's BTS retail execution
- Aware of how accurately the retailer's inventory system reflects operational realities

Any Unchecked Boxes?

Field Agent Will Help You Check Them

[Contact Us](#)

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