



THE 2018 HOLIDAY

Retail 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 holiday 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](#)

