

Retail store audit checklist

18 checks in 6 store areas, with what a good photo and a bad photo look like for each one.

Store:

Date:

Done by:

Campaign or standard:

How to use this checklist

1. Delete the checks you do not need and add your own. A short list gets done.
2. Set the points for each check. The suggested points are an example only.
3. At the store, take the photos listed for each check. Then mark each check Yes (complies) or No (does not comply).
4. Leave a check blank if you could not review it. Blank checks do not count toward the score.
5. Score = points earned / points available for the checks you answered.

Photo rules

1. One area per photo. Step back until the whole area is in the frame.
2. If you have a reference photo, match its angle and distance.
3. Shoot straight on and keep the camera level.
4. Turn store lights and screens on. Avoid flash on glass and glossy signs.
5. When text must be read (prices, dates, offers), take a close-up plus one wide photo that shows where it is.
6. Keep customers and staff out of the frame, or at least keep faces out of it.
7. Upload the photo as you took it, with no crop, edit or filter.

A. Storefront and window

#	Check and photo to take	Good photo	Bad photo	Pts	Yes / No
A1	The window shows the current campaign, and nothing from an old campaign is left. Photo: From outside, straight on: the whole window, including its edges.	Taken from outside. The whole window is in the frame, campaign graphics are readable and there is no strong reflection.	Taken through the glass from inside, or only part of the window, so you cannot tell if old material is still up.	3	☐ Yes ☐ No
A2	The store sign and entrance are clean, lit and undamaged. Photo: From across the entrance: sign and door in one frame.	The whole sign is visible, lights are on and the entrance shows from top to bottom.	The sign is cut off at the edge, or it is a night photo where flash glare hides the sign.	2	☐ Yes ☐ No
A3	The entrance is clear. No boxes, carts or fixtures block the way in. Photo: From the door looking in, at eye level.	The full walkway from the door to the first display is visible.	A close-up of the floor or the door, so you cannot see what is in the walkway.	1	☐ Yes ☐ No

B. Campaign and promotion displays

#	Check and photo to take	Good photo	Bad photo	Pts	Yes / No
B1	The main campaign display is set like the reference photo. Photo: The whole display, from the same angle as the reference photo.	Same angle and distance as the reference. The whole display shows top to bottom, with products facing the camera.	A different angle or a partial view, so the reviewer cannot compare it with the reference.	3	☐ Yes ☐ No
B2	Promotion and price signs show the current offer and dates. Photo: One close-up where the text is readable, plus one wide photo that shows where the sign sits.	Text is sharp and readable, shot straight on, with no glare on the sign holder.	Blurry or angled text, or glare on a plastic holder that hides the price.	2	☐ Yes ☐ No
B3	The display is full. No gaps, empty hooks or empty shelf space. Photo: The whole display, during opening hours.	Taken during opening hours with the whole display in the frame, so any gap would show.	Cropped tight around the full part of the display, so gaps outside the frame stay hidden.	2	☐ Yes ☐ No

C. Shelves, walls and product placement

#	Check and photo to take	Good photo	Bad photo	Pts	Yes / No
C1	Products sit in the agreed place and order (by category, brand, color or size, as your standard says). Photo: One photo per wall section or shelf bay, straight on, from the top shelf to the bottom shelf.	One full bay per photo, level, with the top and bottom shelf visible. Products are clear when you zoom in.	Several bays in one distant photo, or the top or bottom shelf cut off.	3	☐ Yes ☐ No
C2	Products are faced, folded or hung to the standard: fronts forward, neat, nothing on the floor. Photo: The same bay photos. Add a closer photo if the detail is small.	Close enough that folds, hangers and product fronts are clear.	So far away that you can see colors but not how products are presented.	2	☐ Yes ☐ No
C3	Every product has a price tag or shelf label, and labels line up with the products above them. Photo: A close-up along one shelf edge.	A run of labels is readable in one frame, with the products above them in view.	Taken from too far away, or with flash glare on the label strip.	2	☐ Yes ☐ No
C4	No damaged, dirty or out-of-place products are on display. Photo: Use the bay photos. Add a close-up of any problem you find.	The problem product is in focus and you can see where it sits on the shelf.	Only a close-up of the product, with no way to tell which display it was on.	1	☐ Yes ☐ No

D. In-store communication and POS material

#	Check and photo to take	Good photo	Bad photo	Pts	Yes / No
D1	Every required POS piece (posters, hangers, shelf strips, standees) is up and in its defined place. Photo: A wide photo that shows the piece and what is around it.	The piece and its surroundings are in the frame, so the reviewer can confirm the location.	A tight close-up of the poster, so you cannot tell where it hangs.	3	☐ Yes ☐ No
D2	No expired, damaged or unapproved material is up (old campaigns, handwritten signs your standard does not allow). Photo: Wide photos of each area that has communication material.	The whole area is visible, so old material would show.	Photos of the new material only, which hide what else is still up.	2	☐ Yes ☐ No
D3	Digital screens are on and show current content. Photo: The whole screen, straight on.	The screen is on, the content is readable and there is no glare.	A dark or half-changed screen because the photo caught a transition. Take a second photo a few seconds later.	1	☐ Yes ☐ No

E. Checkout area

#	Check and photo to take	Good photo	Bad photo	Pts	Yes / No
E1	The checkout area is clean and clear, and any required impulse or promotion items are in place. Photo: From the customer side: the whole counter.	The whole counter as a customer sees it, including what sits on and around it.	Taken from behind the counter, so it shows the staff side.	2	☐ Yes ☐ No
E2	Required counter material (campaign card, payment or loyalty signs) is present. Photo: Close enough to read, plus the wide counter photo above.	The material is readable and its place on the counter is clear.	The material is hidden behind the payment terminal or is out of the frame.	1	☐ Yes ☐ No

F. Store condition

#	Check and photo to take	Good photo	Bad photo	Pts	Yes / No
F1	Floors, fixtures and fitting areas are clean. Photo: Two overview photos: one from the front of the store, one from the back.	Two wide photos with the lights on and the aisles visible end to end.	One dark photo, or photos that only show a corner.	2	☐ Yes ☐ No
F2	All lights work, especially over displays. Photo: Use the overview photos. Add a photo of any light that is out.	The light that is out is visible together with the display it should light.	A photo of the ceiling only, so you cannot tell which display is affected.	1	☐ Yes ☐ No
F3	Aisles and walkways are free of stock boxes and ladders during opening hours. Photo: Use the overview photos.	Taken during opening hours, at a customer's eye level.	Taken before opening, when boxes on the floor are expected.	1	☐ Yes ☐ No

Suggested points are an example. Set your own. Suggested total: 34.

Points available (answered checks)

Points earned

Score

_____ %

Running this checklist in Retailens

In Retailens, each area becomes a touchpoint. With scoring turned on, each check becomes a scoring criterion with points.

Store teams upload the photos from their phone or computer. A reviewer marks each criterion Complies or Does not comply. Complies gives the points; Does not comply gives 0.

A person sets the official grade with a heart. Each customer can also turn on AI pre-score, touchpoint by touchpoint, which checks photos against your reference photo and written requirements before a person reviews them. Each customer can also turn on video proof, so stores can add a short clip next to their photos.

Each store gets a PDF report once its review is complete. When scoring is turned on for your account, admins can download one Excel scoring report per campaign for your scoring region.

Book a demo: retailens.com