

RETAIL · STORE STANDARDS AUDIT

Retail store audit checklist with weighted score

A full standards audit for any store format. Each item has a weight, so a blocked fire exit counts for more than a dusty shelf and the score shows where to act first.

STORE / LOCATION

AUDIT DATE

AUDITOR

STORE MANAGER

AUDIT TYPE (ROUTINE OR FOLLOW-UP)

Mark each item Pass, Fail or N/A. For every Fail, write the issue in the table at the end with an owner, a due date and a photo reference if it helps.

1 Exterior and entrance

#	ITEM	W	PASS	FAIL	N/A	NOTES
1	Exterior signs are lit, clean and undamaged.	2	☐	☐	☐	
2	Windows, doors and the entrance area are clean.	1	☐	☐	☐	
3	The window display matches the current campaign brief and launch date.	2	☐	☐	☐	
4	The approach and entrance are clear, dry and safe.	3	☐	☐	☐	
5	Opening hours on the door are correct.	1	☐	☐	☐	

2 Merchandising and displays

#	ITEM	W	PASS	FAIL	N/A	NOTES
6	Floor layout and fixture positions follow the store plan.	2	☐	☐	☐	
7	Displays and shelves follow the planogram or visual guide.	2	☐	☐	☐	
8	Key campaign and hero products are placed as briefed.	2	☐	☐	☐	
9	Fixtures are complete, stable and undamaged.	1	☐	☐	☐	
10	Product is faced, straightened and grouped to standard.	1	☐	☐	☐	

3 Stock and availability

#	ITEM	W	PASS	FAIL	N/A	NOTES
11	Top-selling items are in stock on the shelf.	2	☐	☐	☐	
12	There are no large gaps on key shelves or rails.	2	☐	☐	☐	
13	The stockroom is organized, labeled and easy to walk through.	1	☐	☐	☐	
14	Overstock is not blocking aisles, exits or fire equipment.	3	☐	☐	☐	
15	Damaged and returned goods are separated and handled.	1	☐	☐	☐	

4 Pricing and promotions

#	ITEM	W	PASS	FAIL	N/A	NOTES
16	Price labels match the system on ten sampled items. Write how many were wrong.	3	☐	☐	☐	
17	Promotional signs match this week's offers.	2	☐	☐	☐	
18	Ended promotions and old signs are removed.	2	☐	☐	☐	
19	Markdown and clearance items are marked and kept apart.	1	☐	☐	☐	

5 Cleanliness and maintenance

#	ITEM	W	PASS	FAIL	N/A	NOTES
20	Floors are clean, dry and free of spills.	2	☐	☐	☐	
21	Shelves, fixtures and counters are dust-free.	1	☐	☐	☐	
22	Fitting rooms and restrooms are clean and stocked.	1	☐	☐	☐	
23	All lights work and are aimed correctly.	1	☐	☐	☐	
24	Repairs are logged with an owner and a date.	2	☐	☐	☐	

6 Safety

#	ITEM	W	PASS	FAIL	N/A	NOTES
25	Fire exits and routes are clear and unlocked from inside.	3	☐	☐	☐	
26	Fire extinguishers are in date and easy to reach.	3	☐	☐	☐	
27	The first-aid kit is stocked and the team knows where it is.	2	☐	☐	☐	
28	There are no trip hazards: cables, boxes or loose mats.	2	☐	☐	☐	
29	Ladders, trolleys and equipment are stored and used safely.	2	☐	☐	☐	
30	The accident log is up to date.	2	☐	☐	☐	

7 Loss prevention and cash handling

#	ITEM	W	PASS	FAIL	N/A	NOTES
31	High-theft items are secured or displayed as per policy.	2	☐	☐	☐	
32	Security tags and cameras (if used) are in place and working.	1	☐	☐	☐	
33	Cash, safe and keys are handled as per company procedure.	3	☐	☐	☐	
34	The back door and stockroom are kept locked.	2	☐	☐	☐	

8 Team and customer service

#	ITEM	W	PASS	FAIL	N/A	NOTES
35	The team follows the dress code and wears name badges where used.	1	☐	☐	☐	
36	Customers are greeted and helped within the standard.	2	☐	☐	☐	
37	Staff can answer product and promotion questions.	2	☐	☐	☐	
38	Staffing matches the plan for the time of day.	1	☐	☐	☐	
39	Training records are up to date.	1	☐	☐	☐	

9 Brand and campaign execution

#	ITEM	W	PASS	FAIL	N/A	NOTES
40	Brand visuals (posters, logos, colors) are current and correctly placed.	2	☐	☐	☐	
41	The campaign started on the agreed date in every required area.	2	☐	☐	☐	
42	Locally made signs are approved and on brand.	1	☐	☐	☐	

Score. W is the weight of each item: 1 normal, 2 important, 3 critical. Add up the weights of the Pass items and of the Fail items; leave N/A out. Score = $\text{Pass weights} \div (\text{Pass weights} + \text{Fail weights}) \times 100$.

Pass weights ____ ÷ (____ + Fail weights ____) = ____ % Critical (W3) items failed: ____

Issues to fix

#	ISSUE (WHAT AND WHERE)	OWNER	DUE DATE	PHOTO REF.	DONE
1					
2					
3					
4					
5					
6					
7					
8					

COMPLETED BY (NAME AND SIGNATURE)

REVIEWED BY (MANAGER)

DATE

Free to use inside your company. To share publicly, link to getbitreport.com/resources/templates/

A starting point, not legal advice. Adapt it to your stores, your procedures and the rules where you operate.