

FASHION AND SPECIALTY RETAIL · VISUAL MERCHANDISING

Visual merchandising audit checklist

Check a store against the visual merchandising brief: window, entrance, displays, stock on the floor, fitting rooms and signs. Record a photo for each area so the feedback is easy to act on.

STORE / LOCATION	AUDIT DATE	AUDITOR
CAMPAIGN OR SEASON	STORE MANAGER	

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 Window and storefront

#	ITEM	W	PASS	FAIL	N/A	NOTES
1	The window matches the current campaign brief and launch date.	3	☐	☐	☐	
2	Glass is clean inside and out; nothing is dusty, faded or sun-damaged.	1	☐	☐	☐	
3	Window lights work and are aimed at the focal point.	2	☐	☐	☐	
4	Mannequins are styled as briefed: complete look, correct size, neat pinning.	2	☐	☐	☐	
5	Everything shown in the window is available in store, in sizes and colors.	2	☐	☐	☐	
6	Window signs and prices are current and correct.	2	☐	☐	☐	
7	The store sign is lit and undamaged.	1	☐	☐	☐	

2 Entrance and first impression

#	ITEM	W	PASS	FAIL	N/A	NOTES
8	The campaign story is visible from the entrance.	3	☐	☐	☐	
9	The entrance table or feature display follows the layout guide.	2	☐	☐	☐	
10	Sightlines to the key zones are clear and the entrance path is open.	2	☐	☐	☐	
11	Lighting, music and scent (if used) are at brand standard.	1	☐	☐	☐	

3 Floor layout and flow

#	ITEM	W	PASS	FAIL	N/A	NOTES
12	Fixtures are in the positions on the floor plan.	2	☐	☐	☐	
13	Walkways are wide and clear, including an accessible route.	2	☐	☐	☐	
14	New, core and sale zones are clearly separated and labeled.	2	☐	☐	☐	
15	The checkout area is tidy and free of clutter.	1	☐	☐	☐	

4 Displays and presentation standards

#	ITEM	W	PASS	FAIL	N/A	NOTES
16	Mannequins and focal displays were restyled on the agreed schedule.	2	☐	☐	☐	
17	Products are grouped and color-blocked as briefed.	2	☐	☐	☐	
18	Hangers are uniform and face the same way.	1	☐	☐	☐	
19	Sizes run in the agreed order on every rail.	1	☐	☐	☐	
20	Folded stacks are at standard height and tables are not overloaded.	1	☐	☐	☐	
21	Shoes, bags and accessories are complete, paired and displayed as per the guide.	1	☐	☐	☐	
22	Tags are tucked in and security tags are placed correctly.	1	☐	☐	☐	
23	Garments are steamed and free of marks.	2	☐	☐	☐	

5 Stock on the floor

#	ITEM	W	PASS	FAIL	N/A	NOTES
24	Products in the brief are fully stocked across sizes and colors.	3	☐	☐	☐	
25	There are no empty hangers or gaps on walls and rails.	2	☐	☐	☐	
26	Back stock is out of sight and not spilling onto the floor.	1	☐	☐	☐	
27	Fitting room returns are back on the floor within the store's standard time.	2	☐	☐	☐	

6 Fitting rooms

#	ITEM	W	PASS	FAIL	N/A	NOTES
28	Fitting rooms are clean and well lit, with spotless mirrors, hooks and seating.	2	☐	☐	☐	
29	Rooms are cleared of items at the agreed intervals.	2	☐	☐	☐	
30	Customers are greeted and offered help at the fitting rooms.	1	☐	☐	☐	

7 Signs, prices and promotions

#	ITEM	W	PASS	FAIL	N/A	NOTES
31	Promotions match this week's brief and ended promotions are removed.	3	☐	☐	☐	
32	Price tickets are present and correct on ten sampled items. Write how many were wrong.	3	☐	☐	☐	
33	Sale and clearance items are clearly separate from full-price items.	1	☐	☐	☐	
34	Posters and in-store materials are undamaged and placed as per the guide.	1	☐	☐	☐	

8 Cleanliness and maintenance

#	ITEM	W	PASS	FAIL	N/A	NOTES
35	Floors, fixtures and shelves are clean and dust-free.	1	☐	☐	☐	
36	All bulbs work and are aimed as per the lighting plan.	2	☐	☐	☐	
37	Damaged fixtures are repaired or reported.	1	☐	☐	☐	

9 Photo record

#	ITEM	ANSWER
38	Window, straight on File name or link.	
39	Entrance and hero display File name or link.	
40	Main wall or feature fixture File name or link.	
41	Mannequin styling File name or link.	
42	Fitting rooms File name or link.	
43	Anything that needs fixing File name or link.	

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 ____ $\div$ (____ + 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.