

SOP: Price Tagging and Discount Application Process

This SOP details the **price tagging and discount application process**, covering the correct methods for labeling products with accurate prices, the standardized procedures for applying discounts during promotions, ensuring consistency and compliance with pricing policies, verifying discount eligibility and approval, and maintaining clear records for sales and auditing purposes. The goal is to streamline pricing operations, enhance customer satisfaction, and prevent pricing errors or fraud.

1. Purpose

To define the standardized process for price tagging and discount application, ensuring accuracy, compliance, and transparency throughout the pricing cycle.

2. Scope

This SOP applies to all retail staff, supervisors, and managers involved in product pricing, promotions, and sales transactions within the store.

3. Responsibilities

Role	Responsibility
Floor Staff	Accurate price tagging and upkeep of price labels.
Supervisors	Verification of tag accuracy and discount eligibility.
Managers	Approval of discounts outside standard promotions; oversight for compliance.
Cashiers	Application of discounts at POS and maintaining sales records.

4. Procedure

- Price Tagging**
 - Obtain updated price lists from the inventory or pricing department.
 - Print and prepare price tags using standardized templates.
 - Affix price tags securely to the correct products, ensuring visibility and legibility.
 - Double-check prices against inventory records for accuracy.
 - Immediately report any discrepancies to your supervisor for correction.
- Applying Discounts**
 - Refer to the current promotional guidelines and authorized discount lists.
 - Verify product eligibility for discount (SKUs, date range, customer eligibility, etc.).
 - If discount requires manager approval, submit request through the standard approval form/process.
 - Enter discount codes or rates accurately at POS during sale.
 - Issue the correct sale receipt reflecting the discount applied.
- Compliance Checks**
 - Supervisors must routinely audit products for correct tagging and discount application during promotions.
 - Non-compliance or inconsistencies should be documented and escalated to management.
- Record-Keeping**
 - Maintain digital or paper records of all discounts applied (daily log, POS records).
 - Archive approval forms for special discounts for audit purposes.
 - Retain all pricing and promotional change records for at least one year.

5. Related Documents

- Price update request form
- Discount approval form
- POS operation manual
- Audit checklist

6. Revision History

Date	Version	Description	Author
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2024-06-01	1.0	Initial document release	Ops Team
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