SOP: Preparation of Price Tags (Printing and Data Entry)

Purpose

This Standard Operating Procedure (SOP) details the **preparation of price tags**, including accurate data entry, tag format selection, and quality printing. The process ensures consistency, accuracy, and efficiency in generating price tags for retail products.

Scope

Applicable to all staff responsible for entering product data and printing price tags in the retail environment.

Responsibilities

- Data Entry Personnel: Ensure accurate input of product information.
- Supervisors/Managers: Verify accuracy and perform spot checks.
- Printing Operators: Maintain printer settings and quality.

Procedure

1. **Data Collection & Verification**
   - Obtain up-to-date product list with pricing from the inventory management system or authorized database.
   - Verify the following for each item:
     - Product Name
     - SKU/Barcode Number
     - Unit Price and Discounts (if any)
   - Report any discrepancies to the supervisor for correction.
2. **Data Entry**
   - Enter verified product information into the price tag template software or system.
   - Double-check all entries for accuracy before saving.
   - Standardize format (e.g., consistent price decimal points, unit labels, fonts).
3. **Price Tag Format Selection**
   - Select the appropriate price tag template based on product type/size.
   - Ensure all tags follow company branding and style guidelines.
4. **Printing Price Tags**
   - Confirm printer is loaded with correct tag stock/paper.
   - Set printer settings:
     - Paper size and orientation
     - Print quality (ensure high resolution)
     - Color settings as required
   - Print a test page to check alignment and clarity.
   - Proceed with batch printing once test page is approved.
5. **Quality Check**
   - Inspect printed tags for:
     - Legibility and clarity
     - Correct information (name, price, barcode)
     - Design consistency
   - Discard defective or unclear tags and reprint as needed.

Standard Price Tag Template Example

Field	Example
Product Name	Organic Apple - 1kg
SKU/Barcode	1234567890123
Price	$3.99

Discount/Offer	10% OFF
Company Logo	*Your logo here*

Documentation & Records

- Maintain digital or physical logs of printed price tags for audit purposes.
- Record errors and corrective actions taken.
- Archive approved tag designs and format templates.

Quality Assurance

- Conduct routine random checks of price tags in-store.
- Gather feedback from sales staff regarding tag visibility and accuracy.
- Review and update SOP annually or as required.

Note: Adhere to company privacy policies when handling product and pricing data.