

# Standard Operating Procedure (SOP): Daily Visual Merchandising Inspection Checklist

This SOP details the **daily visual merchandising inspection checklist** process, covering inspection of product displays, signage accuracy, shelf organization, promotional materials, cleanliness standards, stock levels, and overall store appearance. The goal is to ensure consistent and appealing visual presentation that enhances customer experience, supports sales objectives, and maintains brand standards throughout all retail locations.

## 1. Purpose

To outline the daily steps required to inspect and maintain visual merchandising standards across all retail areas, ensuring stores remain inviting and brand-compliant.

## 2. Scope

This checklist applies to all staff responsible for visual merchandising and store presentation within retail locations.

## 3. Responsibilities

- Store Manager: Oversee completion and compliance of daily inspections.
- Visual Merchandisers: Carry out inspections and corrective actions.
- Sales Associates: Assist with tidying and resetting displays as needed.

## 4. Procedure

1. Use the checklist below at the start of each business day, before store opening.
2. Tick each item as it is inspected and resolved.
3. Report any unresolved issues to the Store Manager immediately.
4. File completed checklists daily for record-keeping and compliance audit.

## 5. Daily Inspection Checklist

Inspection Area	Details/Criteria	Status (Y/N)	Comments/Action Needed
Product Displays	- All displays are tidy, organized, and follow current planograms. - Feature products are positioned as per promotional guidelines.		
Signage Accuracy	- All signage is in place, current, and free from damage. - Prices and promotions match system data.		
Shelf Organization	- Products are front-faced, aligned, and categorized correctly. - No empty spaces or misplaced items.		
Promotional Materials	- POP (Point of Purchase) materials are in correct locations. - No expired or outdated promotional materials present.		
Cleanliness Standards	- Displays, shelves, floors, and fixtures are clean and dust-free. - Packaging is undamaged and products are presentable.		

Inspection Area	Details/Criteria	Status (Y/N)	Comments/Action Needed
Stock Levels	<ul style="list-style-type: none"> <li>- Sufficient stock for all core products.</li> <li>- Low/out-of-stock items reported for replenishment.</li> </ul>		
Overall Store Appearance	<ul style="list-style-type: none"> <li>- Entryways, windows, and focal points are updated, appealing, and clutter-free.</li> <li>- No visible maintenance issues (lighting, fixtures, etc.).</li> </ul>		

## 6. Record Keeping

- Completed checklists must be signed and dated.
- Retain checklists for a minimum of 30 days or as required by head office.

## 7. Review and Updates

This SOP and checklist should be reviewed quarterly and updated to reflect any changes in brand standards or merchandising guidelines.

## Signature

Inspector Name: \_\_\_\_\_ Date: \_\_\_\_\_

Store Manager Signature: \_\_\_\_\_