

Standard Operating Procedure (SOP)

Sales Floor Merchandise Pre-Opening Preparation

Purpose

This SOP details the **sales floor merchandise pre-opening preparation**, covering tasks such as organizing and stocking displays, ensuring product availability and quality, checking pricing and promotional signage accuracy, cleaning and tidying the sales floor, verifying proper lighting and ambiance, and conducting final inspections before store opening. The goal is to create an inviting and well-prepared environment that enhances the customer shopping experience and maximizes sales opportunities.

Scope

Applicable to all store team members responsible for sales floor preparation prior to store opening.

Responsibilities

- **Store Manager:** Oversees completion of all preparation steps and provides guidance as needed.
- **Sales Associates:** Execute assigned preparation tasks and report issues to management.
- **Visual Merchandiser (if applicable):** Ensures displays meet company standards.

Procedure

| Step | Task | Details |
|------|--|---|
| 1 | Organize and Stock Merchandise | Ensure all products are correctly placed, fully stocked, and neatly arranged on shelves and displays. |
| 2 | Check Product Availability and Quality | Verify product quantities, check for damages or expired items, and replace as necessary. |
| 3 | Review Pricing and Signage | Ensure all price tags and promotional signage are accurate, visible, and aligned with current offers. |
| 4 | Clean and Tidy Sales Floor | Sweep, dust, and remove clutter. Ensure aisles are clear and displays are free from debris. |
| 5 | Verify Lighting and Ambiance | Check all lights and fixtures are working. Adjust lighting and music (if applicable) to desired ambiance. |
| 6 | Conduct Final Inspection | Manager or designated team member does a walkthrough to ensure all tasks are complete. |

Documentation

- Complete the daily pre-opening checklist and submit to management.
- Report discrepancies or issues to the store manager immediately.

Health & Safety

- Follow all safety protocols when handling merchandise and cleaning supplies.
- Wear appropriate personal protective equipment as required.

Revision History

| Version | Date | Author | Description of Change |
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| Version | Date | Author | Description of Change |
|---------|------------|-------------------|-----------------------|
| 1.0 | 2024-06-05 | Retail Operations | Initial SOP release |