Select a local retailer that has a brick and mortar location **and** an online presence.

Use the Audit Checklist below to conduct an audit of their physical location.

Your Report should list each criteria and what you observed.  Be sure to clearly address all areas in the checklist.

During this time of social distancing if you do not feel comfortable physically going into a retail location then you can  do a virtual tour online or if there is a store that you are very familiar with, you may choose that one.

Brick and Mortar Retail Audit Worksheet

(This is your worksheet. Exactly how you format your report is up to you. You may do bullet points or a spreadsheet.)

|  |
| --- |
|  |
| Store Name:  Company Mission Statement: |
| Type of Store\*: |
| Location: |
| Price Point ($,$$,$$$,$$$$): |
| Perceived Target Market: |
|  |
|  |
| **Store Front / Window Display** |
| How does it encourage the consumer to enter?  How does it enable the consumer to visualize the product in their home or office? |
|  |
| **Store Layout** |
| Store Environment / Ambiance / Feel |
| Overcrowded? Open? Clean? |
|  |
| Describe areas that develop customer relationships  Over all are the products displayed appropriately? How?  Store / Baskets / Carts – Clean? Good working condition?  **Products**  Are the products on display up to date and damage free?  Are complementary products displayed together?  Are they available for testing and demonstration?  Does the display observe proper safety protocols? |
|  |
| **Describe any visible in Store (Or outside near the store) Promotions** |
|  |
| **Sales Channel(s) – website? Describe similarities in the store and their website, if any.** |
|  |
| **What do they provide for Customer Service?** |
|  |
| **Technology**  In Store Technology |
| Other Technology |
|  |
| **Security (cameras, signs, product tags, sensors, other)** |
|  |
| **What do you see as the retail strategy at this location?**  **Other thoughts or observances** |