

## **RETAIL STORE ASSESSMENT**

1. Stopping Power – What is your first impression?
2. Who does it look like the store is appealing to?
3. Access – Is it easy (and comfortable) to get in and walk through?
4. Can you easily see what the store has to offer or are there blind spots?
5. Ticketing – Is it uniform? Is it neat and easy to read? Are prices clear?
6. Do displays attract and inform the customer?
7. Based on the way the merchandise is displayed what would you regard as the best sellers in this store (in other words what is in the hot spots)?
8. Other comments