Shop Walks

Maximising your environment all year round

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As retailers, we spend a lot of time in our retail environments and we can become blind to the needs of the selling space.

To grow your business & acquire new customers it is integral to walk your environment and highlight what can be improved or developed to enhance the customer experience.

If you create a shopping experience that is immersive, positive and engaging, customers will visit time & time again.

Make time once a month to review your space objectively and ask yourself, what is my customer seeing? If it helps, have an objective person with you to carry out this monthly walk about.

This following checklist is a tool to help you walk through your store space, answer each question with a yes or no answer, make notes which in turn, will help form part of your creative strategy review for the season ahead.

Checklist

	CLEANLINESS & CONDITION	Y / N
1.	Is my store clean?	
2.	Is my store enticing to customers?	
3.	Is my store in good condition?	
	SHOPFRONT & ENTRANCE	
4.	If I can fit a window display, is my window engaging and inspiring?	
5.	Is the window display relevant to my brand message?	
6.	Is the window display simple and executed well?	
7.	Is my retail name prominent and in good condition?	
8.	Do double prams, wheelchairs & disabled people have good accessibility into the store?	
	IN STORE	
9.	Does the customer journey through your store feel easy or are there any obstructions?	
10.	Are there clear, impactful displays in the store that hero product?	
11.	Are all fixtures & fittings, including mannequins, in good condition?	
12.	If you have mannequin displays, are the outfits on trend and styled well?	
13.	As you walk through the store space does all product tell a cohesive story?	
14.	Are all lights working correctly? & Is all product highlighted as well as possible?	
15.	Do you have signage displayed instore? If so, is it seasonally appropriate and in good condition?	
16.	Does the store space feel clean & clutter free?	
	NOTES	