## STANDARDS CHECKLIST – Overview

This audit covers off the following areas of our in store Visual Merchandising standards and is Visual Merchandising specific. These areas have been established to maintain consistency in our stores presentation levels to ensure we are all aligned to promote a consistent brand image.

# This audit should be conducted with the Store Manager and Merchandiser every three months. This will be conducted by your NZ Visual Merchandising Manager at least once every Financial year.

- 1. Store External and Entrance
- 2. Furniture Presentation
- 3. Furniture POS and Ticketing
- 4. Homewares Presentation
- 5. Homewares POS and Ticketing
- 6. General Standards
- 7. Store Maintenance and WH&S

Store	
Checklist Completed by	
Date completed	
All actions completed by	
VM score	
Store Maintenance score	
Store total score	

#### ENTRANCE – Store

	COMMENTS	1	2	3	4	5	6	TOTAL
1. Exterior signage clean and lit (if possible)								
2. Flags are current and in good condition								
(if relevant)								
3. External walls clean of cobwebs and								
graffiti								
4. Landscaping tidy and maintained								
5. Windows and doors are clean inside and								
out. Free from dirt, hand prints, oil and								
grease.								
6. Trading hours displayed on windows and								
current								

### ENTRANCE – VM

	COMMENTS	1	2	3	4	5	6	TOTAL
1. Display windows are effective considering traffic condition and reflects current promotion								
2. All tickets and signage in the window are visible and to the current promotion								
3. Logo and vinyl signs are in good condition and reflects the current promotion								
4. Signage at front door is in place e.g. condition of entry (if applicable)								
5. Front podium is strong and latest promotion and direction								

#### FURNITURE - Store

	COMMENTS	1	2	3	4	5	6	TOTAL
1. Furniture must be clean and dust free. Glass clean, free from fingerprints and labels								
2. All furniture items in good condition and good working order. Ongoing ranges refreshed and replaced if necessary								

#### <u>FURNITURE – VM</u>

	COMMENTS	1	2	3	4	5	6	TOTAL
1. Correct alignment of furniture ranges to current lifestyles as stated in the Support Centre direction								
<ul> <li>2. Structure of roomsets to align to function of items. Clear walkways and access to rooms an overall logical and inspirational flow of Furniture floor</li> <li>3. Dressing standards as per Visual Manual</li> </ul>								
e.g. print height, rug placement etc.								
4. Activities positioned for maximum impact, correct use of fixtures and alignment of product to lifestyle. All items well stocked and priced.								
5. Best buy ranges highlighted in high traffic areas and clearly ticketed.								
6. Galleries/Studios must be informative and dressed to direction.								
7. Promotional signage in line with current promotion and Support Centre direction.								

#### FURNITURE POS & TICKETING – Store

	COMMENTS	1	2	3	4	5	6	TOTAL
1. All A4 and A5 options tickets in place and in line with Ticketing Manual.								
2. All allocated Photo options in place and in line with Ticketing manual								
3. All items correctly ticketed using F5 and R5 tickets to Visual Merchandising standards. Plastic pockets are all clean and in good condition.								
4. Fabric stands clean and correctly placed to Visual Merchandising standards. Stands do not impede access to a room. A4 option ticket in place, fabrics flow in correct order.								
5. All table lamps ticketed using swing tickets and barcodes. Floor lights using suspended F6 tickets.								
6. All pendants ticketed using suspended F6 tickets								
7.All wall art and smaller mirrors ticketed using F6 adhesive or suspended tickets. Mirrors over 1 meter in size ticketed with adhesive F5 tickets								
8.All items used in dressing priced using barcode on the base of the item.								
9.Tear sheets in place on relevant items and in line with the Ticketing Manual.								

#### FURNITURE POS & TICKETING - VM

	COMMENTS	1	2	3	4	5	6	TOTAL
1. Resene labels must be correct in all rooms and to the correct height.								

#### HOMEWARES - Store

	COMMENTS	1	2	3	4	5	6	TOTAL
1. Shopping baskets conveniently located and clearly signed.								
2. Stock is in good condition and clean.								

## $\underline{HOMEWARES} - \underline{VM}$

	COMMENTS	1	2	3	4	5	6	TOTAL
1. Flow of departments to be logical and linked using appropriate product and merchandising techniques.								
2. Sprinkles to be inspirational and functional. Product featured in these displays is stocked on shelves below								
3. Shelves must be full, neat and tidy.								
4. Homewares key story and activities well stocked and in line with Current Support Center direction.								
5.All product is accessible to customers								
6. Best Buy ranges in best position with adequate stock levels and correctly ticketed.								
7. All display samples are damage free and in good working condition. i.e. Storage and blinds.								
8. Custom curtain/blind area neat with up to date fixturing and samples. Samples in good working condition.								
9. Minimum walkways must be maintained.								
10. Fixtures used in line with Visual Manual.								

## HOMEWARES POS & TICKETING – Store

	COMMENTS	1	2	3	4	5	6	TOTAL
1. All shelves items have shelf tickets in place to Visual Merchandising standards. Tickets use correct font and correct placement.								
2. All non shelved items i.e Bulk stacks, dump bins, nest of tables barcoded with the price on the base of the item or on a small swing tag.								
3. All A4 and A5 option tickets in place in line with Ticketing Manual.								
4. A3 tickets in place in line with Ticketing Manual.								
5. All display items ticketed correctly with F5 tickets and appropriate add ons in place. Plastic pockets clean and in good condition.								
6. Custom blinds and curtains ticketed correctly using F5 Tickets								
7.Allocated photo options in place in line with Ticketing Manual.								

## <u>GENERAL STANDARDS – VM</u>

	COMMENTS	1	2	3	4	5	6	TOTAL
1.All walkways must be clear and maintain a minimum of 900mm								
2. Spotlights must be focused, clean and in working order.								
3. Product flow is relevant and reflects Support centre direction.								
4. Fixtures must be well maintained.								
5. Designated area in place for Charity ranges. Items barcoded, banner and A3 ticket positioned.								
6. Vinyl lettering in place on all exit and emergency doors. Vinyl is black or white using correct font and placement uniform to Visual Merchandising standards.								
7. Architectural plinths in place thoughout the store. Plinth bases are clean and relevant A2 POS in place for current promotion.								
8. All unused ceiling clips, poles, and string are removed.								
9. Clearance room (if applicable) neatly presented and clearly ticketed. All items to be cleared using red header tickets.								
10. Signage at counters is current and placed in line with Support center direction.								
11. Pylon in place next to counter with current Information including refund policy and T&C's.								

### STORE MAINTANENCE, WAREHOUSE & SAFETY – Store

	COMMENTS	1	2	3	4	5	6	TOTAL
1. Wall/door paint on good condition. Curtrax in working order and not filled with paint.								
2. Floors are cleaned regularly, general cleanliness is of a high standard.								
3. All excess fixtures, POS and ticketing materials neatly stored, maintained and in good condition in a designated room or warehouse bay.								
4. Emergency exits and fire extinguishers' throughout the store are clear at all times to My Safety requirements								
5. Certification of all electrical wiring, extension cords and power boards tagged and up to date in compliance with My Safety requirements.								