



## Checklist of most common store development issues

Staff/Management/Owner Comparative Analysis - Rate each of these store development issues on a scale of 1 - 10. Compare individual evaluations to arrive at consensus. Create a three-person Store Development Team (SDT) for to evaluate budgets and an implementation timetable. Rate your store on a scale of 1 - 10 with 1 being "We're in trouble!" and 10 being "Got it covered!" Compare your numbers and select 1 - 3 items for the Store Development Team to focus on immediately and 1 - 3 items for long term implementation.

Date \_\_\_\_\_ Name \_\_\_\_\_

1 \_\_\_\_\_ Streetside Visibility - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

2 \_\_\_\_\_ Parking - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

3 \_\_\_\_\_ Entrance/Exit - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

4 \_\_\_\_\_ Growing/Retailing - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

5 \_\_\_\_\_ Aisles/Slowdowns/Enticements - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

6 \_\_\_\_\_ Fixtures - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

7 \_\_\_\_\_ Vertical Display - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

8 \_\_\_\_\_ Impulse Aisle - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

9 \_\_\_\_\_ The Checkout - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

10 \_\_\_\_\_ Signage - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

11 \_\_\_\_\_ POP - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_

12 \_\_\_\_\_ Clutter - Immediate \_\_\_\_\_ Long term \_\_\_\_\_ Action \_\_\_\_\_