

TALLY SHEET

The 25 items for evaluating your store are listed below. Now you need to transfer your scores, from the rating sheet, into these categories. By adding your store's ratings in each of these categories, you can tell at a glance which areas are your store's strengths and which areas need improvement.

First Impressions possible points = 20

TOTAL

accessibility _____
location _____
parking _____
storefront _____
windows _____

The Basics possible points = 20

bathrooms _____
cash-wrap _____
cleanliness _____
fixtures _____
flooring _____

Merchandise possible points = 20

basics in-stock _____
merchandise mix _____
merchandise selection _____
store's name _____
quality _____

Marketing possible points = 20

advertising _____
competitive prices _____
customer mailing list _____
service (sales staff) _____
store image _____

Theater possible points = 20

displays _____
graphics and signage _____
lighting _____
music _____
smell _____

total possible points = 100
