



# ANNUAL VM CHECK-UP

## Fashion and Accessories

### The Shopfront:

1. What is the condition of the paint or other material on the shopfront?
2. Is the signage clear and easy to read? Is the information up-to-date?
3. Do you have any lighting illuminating your signs or your entrance (if applicable)?
4. Is your entrance visible and accessible by someone pushing a pram or in a wheelchair/motorised scooter? (i.e. do you have excess stock blocking the entry?)
5. Do you have racks displaying stock in the shopping centre walkways? Are they well organised/branded? Is the rack for clearance or a permanent display?

### The Shop Window:

6. Is the glass on the windows clean?
7. Are the floors of the window clean?
8. Are there any display lighting in the window? Do they work or need globes replaced?
9. Do you have a display mesh, rods or hooks in place to hang posters/backdrops/props from the ceiling?
10. What condition are your display mannequins in? Do they need replacing/updating?
11. Have you got props/fixtures to elevate stock from the floor?
12. Do you use props in your displays? Are they appropriate to the display in the window?
13. Do you create your own promotional material for your window (i.e. posters, tickets etc), or do you use marketing material from your suppliers?
14. Have you got a VM toolbox handy in the shop?
15. Who is responsible for installing and changing window displays? How often do you change your displays?

### The Shop Layout:

16. Is the shop cleaned regularly?
17. What condition are the walls (paint) and floors?
18. Are the shop proportions 'right'? That is, are the stock levels in proportion to the number of and size of your shop fixtures/fittings?
19. What is the condition of your shop fixtures/fittings? Do they need maintenance/updating? Are they appropriate to the stock in your shop?
20. Are there clear sight-lines leading to the back of the shop? Any visual 'blocks' (e.g. columns, tall racks etc.)

21. Are the aisles clear? Is there enough space to pass a pram/stroller/wheelchair?
22. Is the shop layout logical? Are merchandise grouped/arranged so that they are easy to locate?
23. Is the cash/wrap counter visible? What condition is the counter? (is it cluttered, damaged, impractical?)
24. What type of lighting is used in the shop and are they effective in lighting the stock? Are all the lights working?
25. Are the change rooms easy to locate? What type of lighting do you have in the change rooms? Are they flattering?
26. Do you have a customer 'lounge' area or a chair/s near the fitting room for waiting customers?

### Instore Displays:

27. Is there a theme to your displays? (e.g. merchandised by colour, story, style, or size?)
28. Do you have display points in your 'hot zones' to showcase your featured/new stock? (e.g. near the entrance, ends of aisles)
29. Do your product displays, signage, props and other material convince customers to keep moving from one fixture to the next - working their way further into your shop?

### Ambience/Mood/Extras:

30. Do you play music in your shop? Is it appropriate and at the right volume?
31. Do you have any smells in the space?
32. Are the floor coverings comfortable to walk on? (e.g. floorboards with rugs in specific areas etc.)
33. Do you have additional 'mood' lighting to add character to the space?
34. Do you have art on your walls?
35. Do you display fresh flowers/plants in the shop?

Circle all the numbers to the questions you need to follow up and use the 'Notes' page at the end of this booklet for actions to follow up.