



金木水火土
body & balance

ANNUAL VM CHECK UP

Hair/Beauty or Wellbeing

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?
5. Do you have an A-frame sign or brochure-holder outside of your shop in the shopping centre walkways/aisles?

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. Do you display stock in or near your window? If so, have you got appropriate fixtures/props to elevate stock?
11. Do you use props in your displays? Are they appropriate to the display in the window?
12. Do you create your own promotional material for your window (i.e. posters, tickets etc), or do you use marketing material from your suppliers?
13. Have you got a VM toolbox handy in the shop?
14. Who is responsible for installing and changing window displays? How often do you change your displays?
15. If you don't have products in your window, is there something that provides a preview of the shop's ambience? (e.g. lounge/ottoman/coffee table with magazines?)

The Shop Layout:

16. What is the 'welcome' experience upon entry?
17. Is the shop cleaned regularly?
18. What condition are the walls (paint) and floors?
19. Is the decor, colour scheme appropriate to your image and clientele?
20. What is the condition of the shop furniture/fixtures? Do they need maintenance/updating?

21. Are there clear sight-lines leading to the back of the shop? Any visual 'blocks' (e.g. columns, tall racks etc.)
22. Is the furniture comfortable?
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 appropriate to the business? Are all the lights working?
25. Do you display merchandise in the shop? Are they logically displayed? Can customers access the products easily? Is it well-lit and ticketed?

Treatment Rooms (*where applicable*):

26. Are the colour scheme and decor appropriate to the service/s provided and to the clientele?
27. Is the lighting appropriate for both function and atmosphere?
28. Do you provide further customer comforts, e.g. clothes rack/hooks, chair, water, etc.?
29. Is there any art on the walls or other decorative touches to add your business' character/image?

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. What do you have on your walls? Are there any art/prints/photography? Or posters from suppliers? If they are posters, are they current and appropriate?
35. Do you provide extra services for your customers, e.g. coffee/tea, water, sweets during their visit?
36. 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.