



STORE VISIT REPORT EBO/MBO

VISITING EMPLOYEE NAME:						
DESIGNATION:						
STORE:						
DATE OF VISIT:						
S No.	Section	Store Visit Evaluation Points	Yes	No	Observations/Remarks	Actionable
1	Ambience	Front facade clean & well maintained				
2	Ambience	Hard tags, Sensomatic are clean & working				
3	Ambience	Music playing, sound is pure & without distortion, all speakers working				
4	Ambience	People are able to have comfortable conversation with sound level of music playing				
5	Ambience	AC is working & temperature is comfortable.				
6	Ambience	Pleasant fragrance & Potpourri at the trial rooms				
7	Ambience	Trial rooms are adequately lit, no stock in trial room				
8	Ambience	Cash desk is organised				
9	Maintenance	Price signs are clean, dust free & well maintained				
10	Maintenance	All lights are working including window, trial rooms & floor				
11	Maintenance	Floors & walls are clean & well maintained				
12	Maintenance	Tables, shelves & racks are clean & well maintained				
13	Maintenance	All external & internal Visuals are clean & well maintained				
14	Maintenance	Mirrors / Fixtures are clean & well maintained				
15	Sales Mgmt	Staff Schedule & floor coverage in place				
16	Sales Mgmt	Staff are aware about their brand's collection & key words - VM Guidelines followed				
17	Sales Mgmt	Staff are aware about the store's target/achievement - Morning Meeting Checklist followed				
18	Security	Staff are present at their assigned sections to Greet customers - 6 point Customer Service Plan followed				
19	Service	Staff smiling, attentive and proactive, each customer is well attended to				
20	Service	All staff well groomed & wearing proper uniform				
21	Service	Staff aware of New Arrivals & Best sellers				
22	Service	Visitor Books are available				
23	Service	Cashier requests customer to fill up the Visitor Book				
24	Service	Cashier thanks the customer & steps out of the cash counter to handover the bag & visit again				
25	VM Display	All the merchandise are steamed properly				
26	VM Display	Tables are stacked neatly, size-wise display as per the VM guidelines				
27	VM Display	Mannequins are clean & well maintained				
28	Stock Room	Stock room stacked properly,shelves are stickered & well maintained				
29	Stock Room	No cartons on floor or in back room.				
30	Stock Room	Hangers, Mannequins, VM collaterals , NT items and other store assets kept properly				
31	Financial	Cash Deposit for the day				
32	Financial	Petty Cash Available as per sheet				
33	Financial	Day cash Tally				
34	SOP	Global Count Done				
35	SOP	Staff Attendance Register				
36	SOP	Stock,Inward & Outward Register Maintained				
37	SOP	FC Tracker & Housekeeping Checklist Maintained				
38	SOP	Observation register				
39	SOP	Store's Reporting Calendar				
COMMENTS						
SIGNATURE OF THE VISITING EMPLOYEE						
NAME & SIGNATURE OF THE STORE MANAGER / DUTY MANAGER / SHIFT INCHARGE						
Overall Experience***						
Ambience						
Maintenance						
Sales Mgmt						
Service						
VM & Display						
*** 5) Excellent 4) Very Good 3) Good 2) Average 1) Below Average						