**Retail Business Checkup**

Customer Information

|  |  |  |  |
| --- | --- | --- | --- |
| First Name |  | Last Name |  |
| Business Name |  | Email Address |  |

SCORING  
Healthy = Meeting standards consistently  
Okay = Haphazard compliance  
Sick = Not occurring in the business  
N/A = Not applicable

\*Check the column that is best describes your business.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **The Basics** | **Healthy** | **Okay** | **Sick** | **N/A** |
| 1. Your business is making money. |  |  |  |  |
| 2. You are paying your bills on time - especially invoices with discounts. |  |  |  |  |
| 3. Your suppliers are shipping you with terms. |  |  |  |  |
| 4. Your inventory is fresh. |  |  |  |  |
| 5. You are current with your taxes, permits, and licenses. |  |  |  |  |
| 6. Your business is trending up overall since you opened. |  |  |  |  |
| 7. Your business is trending up compared to last year. (comp #’s) |  |  |  |  |
| **Finance** | Healthy | Okay | Sick | N/A |
| 1. You reconcile your checking accounts. |  |  |  |  |
| 2. You are producing regular, consistently formatted statements. (income statement, balance sheet, sources and uses of funds) |  |  |  |  |
| 3. You operate with a rolling cash flow 12 - 18 months out. |  |  |  |  |
| 4. Your receivables are current. |  |  |  |  |
| 5. Shrinkage (bad debt, internal and external loss) is less than 2% of gross revenue. |  |  |  |  |
| 6. There is a sales plan in place. |  |  |  |  |
| 7. Your lease is competitive. |  |  |  |  |
| 8. Your payroll is an acceptable percentage of sales. |  |  |  |  |
| 9. A basic ratio analysis corresponds favorably to industry benchmarks. |  |  |  |  |
| **Operations** | **Healthy** | **Okay** | **Sick** | **N/A** |
| 1. You match packing slips with purchase orders with invoices and check quality of goods. |  |  |  |  |
| 2. Your system allows for orderly register “closings” at C.O.B. |  |  |  |  |
| 3. You make bank deposits daily. |  |  |  |  |
| 4. You keep UPS or postage records for mailed merchandise. |  |  |  |  |
| 5. You have policies for damaged or spoiled supplies received from vendors. |  |  |  |  |
| 6. You record weather on your daily business summary report. |  |  |  |  |
| 7. You anticipate business needs and workloads based on weather predictions and/or seasonal variations. |  |  |  |  |
| 8. You periodically "drop-in" on your day off to see if your management is as good as it should be when you are not there. |  |  |  |  |
| **Inventory** | **Healthy** | **Okay** | **Sick** | **N/A** |
| 1. There is adequate inventory to support the sales plan. |  |  |  |  |
| 2. Inventory turns maximize investment dollars. |  |  |  |  |
| 3. You follow a purchase plan or open-to-buy. |  |  |  |  |
| 4. You "know" your inventory including all back stock. |  |  |  |  |
| 5. Markdowns are done in a timely and well-promoted fashion. |  |  |  |  |
| 6. You take advantage of manufacturer's stock programs and special order capabilities. |  |  |  |  |
| 7. You inquire if certain vendors will hold key items specifically for you in their stock. |  |  |  |  |
| 8. You are continuously looking for new merchandise that would add daily to your marginal sales even if the margins are a bit lower than you would like. |  |  |  |  |
| **Merchandise** | **Healthy** | **Okay** | **Sick** | **N/A** |
| 1. Merchandise is clean. |  |  |  |  |
| 2. Merchandise is well displayed, grouped, and accessible. |  |  |  |  |
| 3. Lighting is adequate or even enhancing. |  |  |  |  |
| 4. Merchandise is priced, well-marked, and/or clearly signed. |  |  |  |  |
| 5. The store looks full and "ready for business." |  |  |  |  |
| 6. Merchandise is maintained throughout the day. |  |  |  |  |
| 7. You re-merchandise on a regular schedule. |  |  |  |  |
| **Physical Plant** | Healthy | Okay | Sick | N/A |
| 1. The front/entrance of the shop is clean and in good condition. |  |  |  |  |
| 2. Windows are clean. |  |  |  |  |
| 3. All light bulbs are working and interior is well lit. |  |  |  |  |
| 4. Window displays and signage are effective and in order. |  |  |  |  |
| 5. Windows are changed on a regular schedule. |  |  |  |  |
| 6. The floor is clean. |  |  |  |  |
| 7. Signage is effective and informative. |  |  |  |  |
| 8. The music is appropriate. |  |  |  |  |
| 9. The shop opens daily "ready for business" regardless of your presence. |  |  |  |  |
| **Personnel** | Healthy | Okay | Sick | N/A |
| 1. Staff is stable and turnover manageable. |  |  |  |  |
| 2. Employees clearly understand performance standards and friendly customer service. |  |  |  |  |
| 3. Operational policy and procedures are clearly stated. |  |  |  |  |
| 4. Employee discounts or purchase program are clearly defined. |  |  |  |  |
| 5. Employees have an understanding of “product knowledge”, “selling techniques”, and “use of downtime.” |  |  |  |  |
| 6. Training is provided. |  |  |  |  |
| 7. Employees are properly groomed and attired. |  |  |  |  |
| 8. The compensation system incentivizes behavior. |  |  |  |  |
| 9. All behavior receives appropriate feedback. |  |  |  |  |
| 10. You solicit and listen to employees’ ideas and suggestions. |  |  |  |  |

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| **Customer Service** | Healthy | Okay | Sick | N/A |
| 1. You can describe your customer in detail in two or three sentences. |  |  |  |  |
| 2. Merchandising (purchasing, display, signage, pricing) policy (checks, credit card, return, exchange, credit), promotional, marketing, or replacement decisions are made from a customer service perspective. |  |  |  |  |
| 3. Your customers are greeted when they enter your establishment. |  |  |  |  |
| 4. Your employees answer the phone in a prescribed manner. |  |  |  |  |
| 5. Customers are thanked when they spend money with you. |  |  |  |  |
| 6. You have had your establishment “secret shopped.” |  |  |  |  |
| **Marketing** | Healthy | Okay | Sick | N/A |
| 1. You have identified the most effective means of communicating with your customer. (Neighborhood, community, local, regional resources.) |  |  |  |  |
| 2. You capture customer information for mailing or direct contact. |  |  |  |  |
| 3. You contact customers on a regular basis. |  |  |  |  |
| 4. You have a marketing plan and a budget. |  |  |  |  |
| **Competition** | Healthy | Okay | Sick | N/A |
| 1. You patronize the competition. |  |  |  |  |
| 2. You are familiar with competitors’ marketing, menu, pricing, and policy practices. |  |  |  |  |
| 3. You are beating the competition. |  |  |  |  |
| 4. You consider having "loss leaders" that are readily reorderable and might enhance customer loyalty. |  |  |  |  |
| 5. You understand where else a customer might spend the dollars that would be spent in your establishment. (substitute, complementary, or alternative products) |  |  |  |  |
| **Loss Prevention and Safety** | Healthy | Okay | Sick | N/A |
| 1. Shop and register keys are in management’s possession at all times. |  |  |  |  |
| 2. Customer entry chimes (bell) work. |  |  |  |  |
| 3. Stockroom and office doors are closed and secure. |  |  |  |  |
| 4. Rear entrances are locked. |  |  |  |  |
| 5. You conduct regular inventory plus "spot check" inventory on costly goods. |  |  |  |  |
| 6. Emergency numbers are clearly posted in front and rear of shop. |  |  |  |  |
| 7. Fire extinguisher and first aid kit are in good order. |  |  |  |  |
| 8. Exits clear, exit signs and emergency lights are working. |  |  |  |  |
| 9. Dressing Rooms (and Bathrooms) are monitored by staff. |  |  |  |  |
| **Technology** | Healthy | Okay | Sick | N/A |
| 1. You employ a computerized Point of Sale system that provides effective data and control. |  |  |  |  |
| 2. It integrates to accounting and inventory systems. |  |  |  |  |
| 3. It captures customer information. |  |  |  |  |
| 4. You have a Website. |  |  |  |  |
| 5. You have done a “Technology Assessment” to determine appropriate technology applications and cost/benefit for your business. |  |  |  |  |