

# INDEPENDENT GROCERY STORE AUDIT

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*A self assessment tool for whole-store or department evaluation modified from Rural Grocery Initiative in Kansas.*

**Condition Scale:**

- 1 Not Acceptable
- 2 Needs Improvement
- 3 Good
- 4 Excellent

	UPON ENTERING THE STORE	Rating
1	A warm, comfortable, inviting initial impression	
2	Clean floors	
3	Colorful and creative merchandising that creates excitement	
4	Clean ample shopping baskets or carts	
5	Indicators the the store is an integral part of the community (e.g., bulletin boards)	
6	Cheerful and well-groomed personnel	

**Comments:**

	OVERALL STORE MERCHANDISING	Rating
1	Consistent & easy to identify signage within departments	
2	Themes carried throughout the store	
3	Exciting end caps	
4	Seasonal displays	
5	Effective use of cross merchandising	
6	Vermont products intermixed with national brands	
7	Appropriate lighting	
8	Vermont products at eye level	
9	Customer traffic flow is aided by layout	
10	Local / Vermont signage is in place	
11	Impulse hot spots are used (counter, front entrance, etc.)	
12	Produce area is clean and displays have high quality product	
13	In general, store has mix of Vermont and non-Vermont products with ample Vermont facings	
14	Displays do not impede shopping	
15	Fixtures are clean and well maintained (shelving, free-standing displays, walls, windows, etc.)	
16	Aisles are free from clutter	

**Comments:**

	<b>PRODUCE</b>	<b>Rating</b>
1	Produce is fresh and high quality	
2	Displays incorporate variety, color and texture	
3	Bags are accessible for shopping	
4	Signage is in good shape and accurate	
5	Displays are clean	
6	Floor is clear of backstock and debris	
7	Free standing displays are attractive	
8	Best face of the product is showing	
9	Helpful customer information is accessible	
10	Unpackaged organic and conventional products are not touching	

**Comments:**

	<b>DAIRY</b>	<b>Rating</b>
1	Pricing is clearly indicated	
2	Department is immaculately clean	
3	Evidence of good product rotation	
4	Products are well merchandised	
5	Vermont products are represented	
6	Vermont and regional or national brands of cheese	
	Vermont products have strong facings	

**Comments:**

	GROCERY	Rating
1	Layout that controls foot traffic for maximum exposure to products	
2	Shipper displays are used selectively and do not impede the shopping experience	
3	Pricing is easy to read and identifies products	
4	Easy to shop displays	
5	Seasonal products are featured	
6	Attractive and appropriate shelf space	
7	Complete and easy to read signs	
8	Vermont products are intermixed with national brands	
9	Shelf fixture cleanliness	
10	Shelves are well-stocked and faced	

**Comments:**

	MEAT	Rating
1	Immaculately clean & racks are organized	
2	Product selection is organized and easy to shop	
3	Vermont products are easy to identify	
4	Vermont are merchandised with national brands	
5	Merchandising is visually appealing	
6	Strong representation of Vermont meats	
7	Signage is consistent within the department	
8	Information on local meat in place: delivery schedule or farm info	

**Comments:**

	BAKED GOODS	Rating
1	Clean & bread racks are organized	
2	Nice product selection of Vermont, regional and national brands	
3	Vermont products are easy to identify and shop	
4	Small local baked goods have strong facing	
5	Products are merchandised in a cohesive manner	
6	Signage is consistent within the department	

**Comments:**

	DELI	Rating
1	Immaculately clean	
2	Nice product selection	
3	Organized and friendly customer service	
4	Use of VT products is easy to identify	
5	Grab and go utensils are easy to locate	
6	Merchandising is visually appealing	
7	Signage is clear and appropriate	

**Comments:**

	STAFFING	Rating
1	Professional and easily indentifiable	
2	Maintain store order and cleanliness	
3	Aware of VT/local products	
4	Provide top-notch customer service	

**Comments:**

	LOADING DOCK / RECEIVING	Rating
1	Loading dock area is clean, organized and has a good flow	
2	Produce boxes and compost are organized	
3	Trash and recycling area is clean	
4	There are no permanent obstructions on the floor in the receiving area	
5	There is a dedicated area to communicate product returns and day to day receiving notes	
6	The space is ample for the size of the store	
7	Restroom is clearly marked, well-stocked and clean	

**Comments:**

