RETAIL SCORE CARD

Managing retail is tough – albeit exciting – stuff. When you're in the thick of it day in and day out, we understand how easy it is for good retail to become "good enough."

Our mission is to help our partners connect, enhance, and elevate their entire retail system so more time and energy can be focused on what matters most – your customers.

With this resource, we invite you to objectively consider how your retail is functioning right now within the following segments:

RETAIL STRATEGY & DESIGN
For each statement, rank the degree
to which you agree or disagree:

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
My company's retail does an excellent job capturing consumers' attention.					
My company's mission and purpose comes to life through the in-store experience.					
My company's brand story is present in each and every decision made within the retail space – from graphics and fixtures, to lighting and technology.					
Market research and shopper insights were key forces in driving the design behind my company's current retail program.					
My company considered the efforts and opinions of internal departments outside of Retail Development when planning our current retail program (e.g. Sales, Social Media, Digital Marketing, etc.).					
My company's retail successfully caters to customers who visit the store for reasons other than making purchases.					
My company's retail channels function as a seamless system, promoting frictionless shopping no matter the touch point or point of purchase.					
My company's current retail is better than our top three competitors' retail.					

RETAIL PRODUCTION & LOGISTICS

For each statement, rank the degree
to which you agree or disagree:

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Currently, my company's retail program is highly scalable and customizable to the varying needs of multiple channels and retail settings.					
In general, my company's retail projects and programs get completed on-time.					
In general, my company's retail projects and programs stay within budget.					
In general, my company's retail projects and programs are produced with high quality materials that withstand normal wear and tear without losing aesthetic.					
As a rule, sustainability and green practices are taken into consideration throughout the retail project's life cycle (concept to end-of-life).					

RETAIL SUPPORT

For each statement, rank the degree
to which you agree or disagree:

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
Once a retail program is implemented, my company always measures and tracks its performance criteria.					
It is always clear which KPIs need to be tracked in order to understand true ROI.					
If a retail program is not performing on par, my company makes the necessary adjustments immediately.					
If something breaks on the floor, we know exactly who to call, how to put in a maintenance request, or how to easily re-order a part.					
My company's current retail program includes after implementation support, such as merchandising guidelines and store planning resources.					

RETAIL SUPPORT (CONTINUED)

	1 Strongly Disagree	2 Disagree	3 Neutral	4 Agree	5 Strongly Agree
My company's current retail program offers store associates and/or dealers training on how to best utilize the available retail parts (displays, signage, interactive kiosks, planograms, etc.) to assist the customer and enhance the overall in-store experience.					
Currently, there is a systemic process in place to ensure each retail location is upholding current brand standards and other compliance criteria.					
If a retail location is not upholding brand standards, a system is in place to rectify the issue and ensure each location has what it needs to be successful in its market.					

NEXT STEPS:

You've completed the form. Awesome!

If you'd like to discuss any of your responses or learn how you can implement these concepts into your retail, we are always available to have a quick conversation.

You can reach us at:

e. neil@axisdisplaygroup.com
p. 312.470.2288
w. www.axisdisplaygroup.com/contact

axis
display group

the DISPLAY COMPANY that thinks like an AGENCY