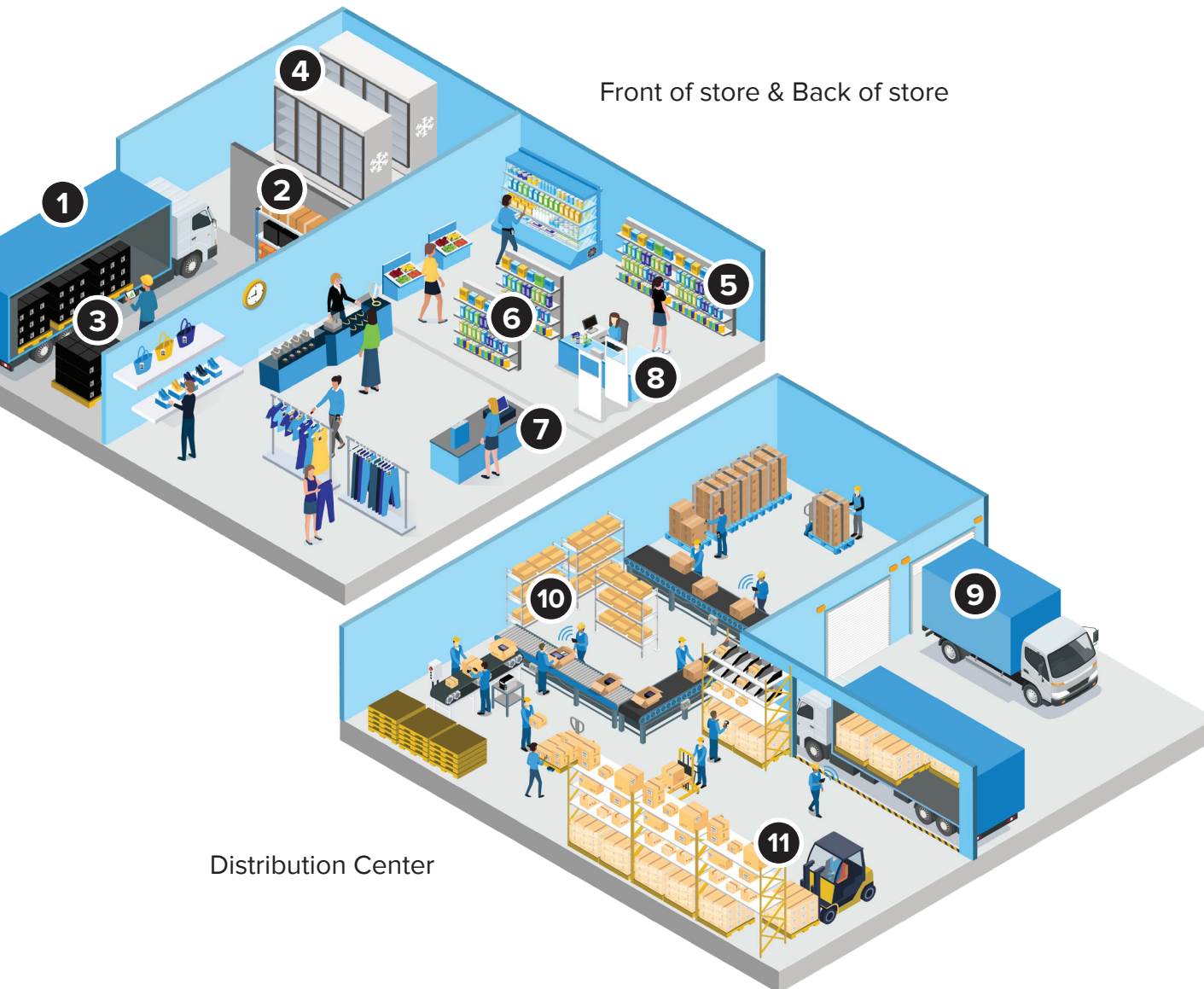


# RETAIL SITE SURVEY

CUSTOMER: \_\_\_\_\_

CUSTOMER ATTENDEES: \_\_\_\_\_



- 1 RECEIVING
- 2 INVENTORY
- 3 ITEM LOCATOR
- 4 INVENTORY MANAGEMENT
- 5 SHELF EDGE/PRICE LABELS
- 6 PHARMACY LABELS
- 7 MOBILE POS - CHECKOUT
- 8 SELF STORAGE KIOSK
- 9 SHIPPING/RECEIVING
- 10 INTERNET ORDER FULFILLMENT
- 11 PICKING CROSS-DOCKING



**KEEP THE FOLLOWING KEY AREAS AND APPLICATIONS IN MIND THROUGHOUT THE SITE SURVEY**

SALES FLOOR								BACK OF STORE	DISTRIBUTION CENTERS		
Shelf Labeling	Hang Tags	Price Markdown	Mobile POS	Jewelry	Pharmacy	Kiosk	Inventory	Receiving/ Put-away	Receiving	Picking/ Cross-docking	Shipping

**FRONT-OF-STORE  
Price Management**

Are products priced prior to reaching the store? Where does this occur?

Tell me about the price management strategy at the store level with relation to re-pricing and markdown, including how often a pricing action is typically taken. Does it vary by product? Is color used to indicate a markdown percentage?

What is the re-pricing or markdown process? Are labels printed on demand once scanning an item, are sheets printed from your laser printer or do they use a different process?



**Mobile POS**

Do they utilize line-busting during peak times? Tell me about the line-busting process.

**Pharmacy Vial Labels**

Tell me about your pharmacy pick and fulfillment process?

**Kiosks**

Do they have kiosk's? Do they print anything? What are they used for?

**Inventory**

How is inventory controlled and managed?

**General**

Do they have any label scannability issues? How does that impact their store?



Who is responsible for label design?

Look at the use of colors on the labels and note any colors that change from item to item.

#### BACK-OF-STORE

##### **Receiving**

How are products received from the Distribution Center and how are they managed upon receipt? Do they go directly to the store floor?

Does the shipping label from the Distribution Center contain an inventory location label?

##### **Inventory**

How is inventory controlled and managed?

**General**

Look at the use of colors on the labels and note any colors that change from item to item?

How are labels ordered for the store?

Look for opportunities to consolidate the number of labels being used due to size differences.

DISTRIBUTION CENTER

**Receiving and Routing**

What is the receiving process?

What percentage of received products go into inventory v. being directly routed to a store?



How are products sorted for inventory v. direct shipment to a store?

For those items that go into inventory, what is the picking process?

How are the items sorted and routed to the store?

What is their shipment accuracy goal? Are they meeting that goal? How much does an inaccurate shipment cost them?

What is the process for fulfilling internet orders? Is that done at the DC, store level or combination of the two?



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**EVALUATE CURRENT LABELS**

Look inside the core to try to identify the converter.										
Are the cores "sealed"?										
Do you feel and/or see dust when you touch the roll of labels?										

Request 5 samples of each label, preferably printed. Remember to notate the application on each label.

- View printed labels to identify any print quality issues.
- Scratch label to validate any print durability issues.

Is there an opportunity to consolidate the number of labels being used? (Ability to move to multi-part labels?)





**PURCHASING QUESTIONS:**

Are they purchasing from multiple Suppliers? If yes, who and why are they purchasing from multiple suppliers?

How are labels ordered for the store? Distribution center?