

Pricing & Promotion Audit / Checklist		
Checkpoint	Status (✓/X)	Notes
All products have visible and readable price tags		
Price tags match the correct product		
Shelf price matches POS / system price		
No missing price labels on shelves		
No incorrect or outdated price labels		
Promotional prices are correctly applied		
Promotion start and end dates are correctly implemented		
Campaign labels and promo stickers are correctly placed		
Discount percentage or value is correctly displayed		
Multi-buy / bundle promotions are correctly executed		
Promotional products are clearly highlighted		
No expired promotions displayed in store		
Price tags are clean, undamaged, and properly aligned		
Electronic shelf labels (if used) show correct price		
Barcode / SKU matches the price label		
No pricing mismatch between shelf and checkout		
Competitor comparison or price-match labels (if used) are correct		

Promotional signage is visible and easy to understand		
End-cap or display promotions match campaign pricing		
No misplaced promotional labels on non-promo items		
Discount signage is not misleading or confusing		
Promotion compliance follows brand / campaign rules		
Price visibility is clear from customer viewing distance		
Pricing updates are implemented on time		
Store team is aware of current promotions and pricing		
Overall pricing accuracy meets store standards		
Overall promotion execution is correct and compliant		

