

Visual Merchandising Controls Checklist		
Checkpoint	Status (✓/✗)	Notes
Store visual theme is consistent with current campaign or season		
Visual merchandising follows brand guidelines and standards		
Store layout supports easy customer navigation and flow		
Hot zones and high-traffic areas are used effectively for key products		
Featured products are placed at eye-level and highly visible		
Product grouping and category blocking are logical and consistent		
Color coordination and visual harmony are maintained across displays		
End-cap displays are attractive, full, and properly organized		
Promotional zones clearly highlight campaign or priority products		
New arrivals / hero products are clearly visible and highlighted		
Mannequins / display models are clean, properly dressed, and aligned with theme		
Visual focal points are clear and attract customer attention		
Visual hierarchy (primary vs secondary products) is well defined		
Signage and visual communication are clear, readable, and correctly placed		

Shelf visual presentation is clean, aligned, and aesthetically balanced		
Display props and visual materials are clean and not damaged		
Visual displays are not overcrowded or cluttered		
Window display matches in-store visual merchandising theme		
Lighting enhances product visibility and visual presentation		
Spotlight / accent lighting highlights priority displays		
Visual displays are updated and not outdated		
Campaign visuals and POS materials are correctly installed		
Cross-selling or complementary product placement is applied		
Store storytelling / theme is clear and consistent		
Seasonal or campaign visuals are correctly implemented		
Visual displays are consistent across all store zones		
Overall visual merchandising execution meets brand standards		

