**C-STORE**

**COMPETITVE**

**MERCHANDISING & PERSONNEL EVALUATION**

**DATE:**  **COMPETITOR\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

**TIME:** **\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**  **LOCATION**\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Evaluator is to make purchase while in the store.**

**HOW DID THE STORE LOOK?** EXCELLENT GOOD UNSATISFACTORY

1. Was the perimeter clean & inviting?

2. Were the islands & outside area clean?

**HOW WAS THE INSIDE MERCHANDISED?**

1**.** Did the cashier greet you upon entering the store**?**

2. Was the customer Pathway well merchandised?

3. Was the sales counter uncluttered and well

merchandised with high volume and gross

profit items?

4. Was the fast food counter & floor clean?

5. Was the sales floor merchandised with eye-

catching P.O.P. displays?

6. Did the cashier suggestive sell?

Count your change back?

Thank you for your purchase?

7. Was the cashier in a uniform and neat in

appearance?

**Product purchased:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Size:**  **Price:**  **Special or Regular:** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***Notes & Observations:*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

***New idea for your store:*** \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_