



Rural Grocery Store Audit

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Condition Scale: 1- Not Acceptable 2- Needs Improvement 3- Good 4- Excellent

BEFORE ENTERING STORE	Rating
1. Indicators that this store is different than others, including other natural food stores and supermarkets (e.g., a welcome sign in the parking lot that features the store's best attributes)	
2. Parking lot and sidewalk cleanliness.	
3. Parking lot maintenance.	
4. Clean and attractive signing.	
5. Store hours clearly posted-What are they? Appropriate for location?	
6. Convenient and ample parking.	
7. Exterior lighting.	

Additional Comments:

UPON ENTERING STORE	Rating
1. A natural, warm, comfortable décor/attractive, inviting, positive initial impression.	
2. Clean flooring.	
3. Adequate lighting.	
4. A festive air of merchandising excitement.	
5. Clean, ample, and well maintained shopping carts.	
6. Ample supply of hand baskets at entry (and throughout the store)	
7. Indicators that the store is an integral part of the community (e.g., community bulletin boards)	
8. Personnel who are well groomed and cheerful.	
9. Lobby well maintained, clean and tidy.	
10. Motorized cart available for disabled?	
11. Service Center? What services are offered?	

Additional Comments:

MERCHANDISING	Rating
1. Consistent signage department to department.	
2. Consistent colors throughout store (signs, brochures, etc.)	
3. Themes carried throughout store.	
4. Coherent and exciting End caps.	
5. Availability of brochures.	
6. Appropriate lighting.	
7. Image—is it clear; what image is being presented? (e.g., price, health, food excitement)?	
8. Uniformity and consistency of signage throughout the store.	
9. Effective use of wall space for marketing.	
10. Effective use of cross merchandising.	

Additional Comments:

GROCERY DEPARTMENT	Rating
1. A layout that controls foot traffic, to expose shoppers to the maximum range of products.	
2. Logical integration of non-food categories and sub-categories with food products.	
3. Shelf fixture cleanliness	
4. Magnetic feature price signing (e.g., are you drawn to sale items?)	
5. Complete and legible product price information.	
6. Exceptional variety.	
7. Well-stocked, well faced shelves.	
8. Customer-friendly feature displays.	
9. Attractive, appropriate shelf set.	

Additional Comments:

NON-FOODS (HOUSEHOLD SUNDRIES)	Rating
1. Selection ample for store mix.	
2. Appropriate Signage.	
3. Ample inventory levels.	
4. Display	
5. Cleanliness.	
6. Cross Merchandising.	

Additional Comments:

BULK DEPARTMENT	Rating
1. Clean and well maintained bins (free of old labels)	
2. Well-stocked and ample space for volume movers.	
3. Magnetic price features.	
4. Floor free from spilled product (e.g., floor swept at regular intervals during the day)	
5. Fresh product.	
6. Clearly marked signs and pricing.	
7. Convenient and ample bags, ties, and scales.	
8. Organic indicators	

Additional Comments:

FROZEN FOODS	Rating
1. Good Variety	
2. Tight shelf sets without products merchandised on wrong ends.	
3. Well stocked shelves.	
4. Well-faced shelves.	
5. Good temperature (juice and ice cream not soft)	
6. Logical categorization of products.	
7. Cleanliness (shelves and glass)	
8. Appropriate signage – not too much tape.	

Additional Comments:

DELI DEPARTMENT	Rating
1. Immaculate cleanliness standards.	
2. Broad variety of products.	
3. Organized customer service.	
4. Garnishing that makes all products look sparkling fresh.	
5. Friendly, helpful personnel.	
6. A chance to sample unfamiliar products.	
7. Useful consumer information, like costs-per-service or recipes.	
8. Merchandising that is appetizing and visually appealing.	

Additional Comments:

MEAT DEPARTMENT	Rating
1. Clean, immaculate.	
2. Lighting adequate and appropriate color.	
3. Product fresh.	
4. If wrapped, wrapping is tight and clear.	
5. Natural and organic options clearly labeled.	
6. Information regarding sources available and clearly visible.	
7. Ample inventory available and good selection.	

Additional Comments:

CHEESE	Rating
1. Variety of domestic.	
2. Variety of imports.	
3. Product coded with freshness dates.	
4. Information, interesting signage.	
5. Cross merchandising.	
6. Ample stock levels with good product facing.	

Additional Comments:

DAIRY DEPARTMENT	Rating
1. Immaculate cleanliness.	
2. Evidence of good product rotation (e.g., open dating not too close)	
3. Low-fat or light product options.	
4. Good variety in both dairy and ice cream substitutes.	
5. Excellent variety of specialty cheese.	
6. Colors complimentary to dairy products.	
7. Merchandisers are well faced, with a sensible planogram.	

Additional Comments:

PRODUCE DEPARTMENT	Rating
1. Exceptional variety. What is the item count? Ratio of organic, conv., local?	
2. Organic indicators or separate section.	
3. Refrigeration temperatures appropriate to product needs.	
4. Staff available for assistance.	
5. Helpful consumer information.	
6. Full, well merchandised racks.	
7. Freshness, quality product.	
8. Floors are clean and free from debris.	

Additional Comments:

BAKERY DEPARTMENT	Rating
1. Clear and appealing signage.	
2. Exceptionally clean display features.	
3. Cross merchandising with other areas of the store.	
4. Good variety in confectionery and staple bagged goods.	
5. Appealing visible preparation area.	
6. Magnetic price features.	
7. Special décor touches.	

Additional Comments:

WELLNESS	Rating
1. Supplements arranged by manufacturer or health concern.	
2. Good Selection, variety.	
3. Shelf and product cleanliness.	
4. Tight shelf sets.	
5. System for pocket coding-freshness.	
6. Well stocked shelves.	
7. Well faced shelves.	
8. Friendly, knowledgeable staff	

Additional Comments:

FOR ALL DEPARTMENTS	Rating
1. High standards of cleanliness, both product and equipment.	
2. Employee courtesy.	
3. Adequate aisle widths; easy shopping.	
4. Merchandise placement for easy shopping/attractive, appropriate shelf set.	
5. Product locator signing.	
6. Organic indicators	
7. People who speak to me.	
8. Support of local suppliers	
9. Allergens labeled.	
10. Good organic retail practices observed.	

Additional Comments:

INFORMATION TECHNOLOGY	Rating
1. PoS technology is sufficient for the needs of the business.	
2. Membership data integrated into PoS system.	
2. Sufficient number of terminals in house for staff to do their jobs.	
3. Are there in-house IT staff? # of hours devoted to IT?	
4. Overall systems well-integrated, computers can talk to each other and data from different organizational functions (accounting/hr/purchasing/prepared foods) is well-integrated or does it have to be replicated or keyed in.	
5. Efficient time/attendance data collected and used.	
6. Purchasing systems efficiently use available technology.	
7. Overall IT systems are stable and secure.	

Additional Comments:

BACK ROOM AREA	Rating
1. Odors that can affect the flavor of perishables.	
2. Lighting adequate for efficient work.	
3. Super-clean perishables preparation area.	
4. Sanitary work methods.	
5. Efficient work methods. How are loads processed? Is there a staff receiver?	
6. Level floors and coolers for use of rolling equipment to move merchandise.	
7. Use of pallet jacks, stocking trucks, and tote boxes for low cost handling.	
8. Efficient price marking procedures and equipment, if price marking is done in back	
9. Good receiving procedures, with careful checking, but not excessive checking on quantities.	
10. Good receiving door security.	
11. Evidence of fire security.	
12. Safe working conditions. Evidence of active safety plan-postings for safety meetings, trainings, etc.?	
13. Back room stock organization for efficient retrieval.	
14. Ban of shopping carts in back room.	
15. Evidence of refrigeration equipment maintenance schedule.	
16. Clean public restrooms.	
17. Back room appearance enhances customer trust.	

Additional Comments:

BREAK ROOM	Rating
1. Cleanliness.	
2. Comfortable chairs/tables.	
3. Team work building signs.	
4. Posted policies on employee purchases.	
5. Employee / management communication tools present.	
6. Happy people.	
7. Appropriate labor law posters displayed.	

Additional Comments:

LEAVING THE STORE	Rating
1. Check stand labor utilization.	
2. Short check stand lines.	
3. Efficient and courteous checking.	
4. Bagging or carry-out service offered?	
5. Proper bagging to avoid product damage.	
6. Segregated bagging of refrigerated items.	
7. Appropriate product merchandising at check stand.	
8. Consumer information at check stand.	
9. Check stand neat and clean.	
10. A sincere thank you.	

Additional Comments:

Brand Audit Discussion Questions:

To be discussed by the GM and Audit Team at the start of the audit process:

- 1. What are your member's and shopper's price perceptions of the store? (What's the "buzz"?)**
- 2. What defines your grocery store "brand" as you see it?**
- 3. How do the owners/shoppers talk about you? (and what sources of data do you have for this?)**
- 4. How does the store talk about itself?**
- 5. As you see it, which department most effectively represents your "brand" to shoppers? Is this the same department that your shoppers would pick? Why or why not?**
- 6. What are your expectations of your staff in their interactions with shoppers?**

Marketing Materials Brand Audit Form

Consistency Scale: 1-Always 2-Sometimes 3-Never

MARKETING MATERIALS	Rating	Comments
1. In-store Display Ads and other materials		
2. Consistent Logo Usage		
3. Consistent Font Usage		
4. Consistent Color Palette		
5. Consistent Signature Usage (contact info)		
6. Consistent Tagline Usage		
7. Consistent Editorial Style		
8. Consistent Style of Graphics/Images		
9. Consistent tone of voice		
10. Consistent messages		
11. Use of Co-op Advantage support brand materials		
12. Use of Co-op Advantage packaging		

Proposed Changes:

CUSTOMER SERVICE	Rating (yes/no)	Comments (Note Department & Staff names where possible)
1. Adheres to employee dress policy		
2. Clearly identifiable as staff (wears name tag/apron)		
3. Greets every customer when first making contact in a friendly manner		
4. Consistently answers phone giving correct store or department greeting		
5. Speaks to customers on the phone in a friendly manner		
6. Proactively offers assistance to shoppers in aisles, at counter, or at register		
7. Proactively engaged with customer while at register or counter		
8. Understands return policies and can communicate them effectively		
9. Can effectively answer customer questions, or actively seeks help if uncertain of answers		
10. Consistently thanks customers and asks them to return in future in a friendly manner		

Proposed Changes: