SHOWHOW · CHECKLIST

Retail Store Opening Checklist

A store that opens late or half-ready loses the morning customers who were passing anyway. This checklist is for store managers and keyholders in small independent shops: gift shops, boutiques, convenience stores, hardware stores and the like. It covers security, the registers, the sales floor and a final walk-through, so a new keyholder can open alone and the store looks the same whoever opened it.

What you'll need

- Keys and alarm code
- Starting cash for each register
- Today's deliveries and promotions
- Cleaning cloths

Steps

- [ ] **Check the outside of the store before you unlock.**
  Windows, doors and security gates. If anything looks forced, don't go in; call your manager.

  Watch out: Never go in alone if you think someone has broken in.

- [ ] **Turn off the alarm and lock the door behind you.**
  Keep it locked until opening time.

- [ ] **Switch on the lights, music, heating or cooling, and screens.**
  Check every light in the window display.

- [ ] **Count the starting cash into each register.**
  Count twice and write the amount on the sheet. Check that the card terminals are connected.

- [ ] **Read the shift log and your messages for today's tasks.**
  Deliveries, price changes, promotions and schedule changes.

- [ ] **Walk the sales floor and face the shelves.**
  Pull products to the front edge with labels facing out, and fill gaps from the stockroom.

- [ ] **Check the price tags on new and promoted items.**
  The shelf price must match the register. Fix any that don't.

- [ ] **Set up today's promotional displays.**
  Follow the photo or plan from the owner or head office, if you have one.

- [ ] **Clean the entrance, counters and fitting rooms.**
  Sweep the entrance and wipe the glass doors and counters.

- [ ] **Clear the aisles and the entrance of boxes and trip hazards.**
  Emergency exits must stay clear and unlocked while the store is open.

- [ ] **Brief everyone on shift.**
  Tasks, breaks and today's targets. Two minutes is enough.

- [ ] **Unlock the door at opening time.**
  Raise the security gates all the way, put out the sidewalk sign and greet the first customers.

How to adapt it

- Add a photo of the window display to the promotions step.
- Name the lights and screens to switch on in the third step.
- Keep a separate procedure for delivery days.
- Put a QR code by the staff entrance so the opener can follow the list.