



STORE DISPLAY CHECKLIST

Prior to the installation of the jewelry merchandise:

- 1. Check to be certain the floorboard and risers are clean, free of marks.
- 2. Wipe the inside of the glass. Front, both sides and underneath side of the top.
- 3. Straighten the risers, signage and trim pieces in the case
- 4. Confirm the merchandise is clean and presentable. Polish any substandard pieces.
- 5. Locate the showcase map (or layout photo) identifying the location of all displays and merchandise.

After installation of the jewelry

- 1. Confirm that all jewelry is properly affixed to the display elements.
- 2. Group items in best manner to increase chance of multiple sale.
- 3. Confirm displays do not block line of sight of adjacent pieces.
- 4. Confirm that all goods are capable of being accessed by store associates with reasonable effort.
- 5. Confirm the layout of merchandise conforms to the approved showcase plan.
- 6. Replace sold merchandise or empty slots, pads
- 7. Check tags for position, hiding prices as desired
- 8. Confirm position and selection of all "key item" merchandise.

Prior to Opening

- 1. Locate a counter pad and polishing cloth for each showcase or category.
- 2. Locate and position a ring sizers, loupe or gem scope as needed. Put Bridal Diamond sales aids within close reach.
- 3. Position pen, business cards, copies of any current promotional materials and a pocket calculator nearby.
- 4. Clean top of showcase glass and stow cleaner out of sight but nearby for periodic touch ups.
- 5. View the final visual presentation from the customer's side of the showcase for any final adjustments.
- 6. Confirm any displays, mirrors or counter pads are positioned not to block the view of merchandise underneath.