



## Retail Opportunity Checklist

For each item, give yourself:

- ✔ Yes = 2 points
- Sometimes = 1 point
- ✘ No = 0 points

### Customer Service

- Staff are trained on pet nutrition
- Team uses open-ended questions with customers
- Staff provide solution-based recommendations
- We set sales or customer service goals

**Score:** \_\_\_\_ / 8

### Customer Experience

- We host events, demos, or community activities
- We offer nutritional consultations
- We reward customer loyalty and repeat visits
- We partner with local rescues or community groups

**Score:** \_\_\_\_ / 8

### Store Operations

- We track traffic, transactions, or average sale
- We promote loyalty/reorder programs
- We offer delivery, curbside, or call-ahead service
- We focus on selling through products, not just margins

**Score:** \_\_\_\_ / 8

### Merchandising

- Store is clean, organized, and fully stocked
- Promotions are clearly visible
- Products are grouped by benefit or solution
- Displays are refreshed regularly

**Score:** \_\_\_\_ / 8

### Marketing

- We post regularly on social media
- We promote events and special offers
- We collect customer emails
- We position ourselves as pet nutrition experts

**Score:** \_\_\_\_ / 8

Your Total Score: \_\_\_\_\_ / 40

#### Results

**33–40:** Excellent: You're leading the pack.

**25–32:** Strong: A few opportunities remain.

**17–24:** Good: Focus on your biggest gaps.

**0–16:** Time for a growth plan.

#### My Top 3 Opportunities

- 1.
- 2.
- 3.