



**FOOD CO-OP
INITIATIVE**

New co-ops start here.

Learning from Each Other: Store Audits

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<https://fci.coop/wp-content/uploads/2022/02/Food-Co-op-Initiative-Store-Audit-Guide.pdf>



What is a Store Audit?

- A chance to see your store through fresh eyes
- An opportunity to collect knowledgeable advice
- Inspiration for change
- Stronger connections to your peers
- A detailed survey conducted by grocers



Store Audit

For:

Conducted on:

Audit Team:

CONDITION				CHARACTERISTICS	COMMENTS
Not Acceptable	Needs Improvement	Good	Excellent		
				Before entering store	
				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 signage	
				5. Store hours clearly posted: What are they? Appropriate for location?	
				6. Convenient and ample parking	
				7. Exterior lighting	
Other notes					



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produce

CONDITION				CHARACTERISTICS	COMMENTS
Not Acceptable	Needs Improvement	Good	Excellent		
				Produce Department	
				1. Exceptional variety. Appropriate ratio of organic, conventional, local, etc.?	
				2. Organic indicators or separate section	
				3. Refrigeration temperatures appropriate to product needs	
				4. Staff available for assistance	
				5. Helpful consumer information	

operations

CONDITION				CHARACTERISTICS	COMMENTS
Not Acceptable	Needs Improvement	Good	Excellent		
				Information Technology	
				1. POS technology is sufficient for the needs of the business	
				2. Loyalty program or membership data integrated into POS system	
				3. Sufficient number of computers for staff to do their jobs	
				4. Are there in-house IT staff? Nr. of hours devoted to IT?	
				5. Overall systems well-integrated, computers are integrated and data from different organizational functions do not have to be entered in multiple databases	

MARKETING MATERIALS BRAND AUDIT FORM

TODAY'S DATE: _____

CRITERIA:	RATING: Always / Sometimes / Never	COMMENTS:
IN-STORE DISPLAY ADS AND OTHER MATERIALS		
Consistent Logo Usage		
Consistent Font Usage		
Consistent Color Palette		
Consistent Signature Usage		
Consistent Tagline Usage		
Consistent Editorial Style		
Consistent Style of Graphics/Images		
Consistent Tone of Voice		
Consistent Messages		
Use of promotional support media		
Use of promotional branding		
Proposed Changes:		



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