



Laramy-K OpticianWorks Optical Store Appearance & Maintenance Checklist

Owning and operating a business is no different than owning a home; something is always in need of repair. Even if your office has a cleaning service, things happen between visits. Every office should have a toolbox with some basic tools to do general repairs. Every office should have a vacuum, broom, dustpan, sponge, cloths and glass cleaner.

When things wear at a slow rate, we tend not to notice it, but your customers do. Failing to address these issues sends the message that you don't care.

You never get a second chance to make a first impression!

So, grab the checklist, grab a coworker and take a walk around your entire office. Be willing to take a critical look at your surroundings with an eye for detail. "Good enough" is not good enough. Make notes as you go and ensure any deficiencies get corrected as soon as possible.

Happy inspecting!

Exterior

Yes	No	Is the parking area free of trash and weeds?
Yes	No	Are any bushes, landscaping, and grass nearby trimmed, alive, healthy, free from weeds, and not blocking windows?
Yes	No	Is your signage attractive and in good condition?' If lit, do all the lights work?
Yes	No	Is your storefront inviting?
Yes	No	Can people tell you are open?
Yes	No	Is the sidewalk safe?
Yes	No	Is it clear where and which door customers and patients should enter?

Notes:

Front Door

Yes	No	Is the "Welcome" mat clean and in good shape?
Yes	No	Is the front door clean from top to bottom?
Yes	No	Is the window or glass free of fingerprints? (consider opaque decal material near any handles)
Yes	No	Is the doorknob or push bar clean, free of tarnish and wear?
Yes	No	Is the door free of peeling paint and old decals?
Yes	No	Are your posted hours correct?
Yes	No	Does the door open easily?
Yes	No	Is "Push" or "Pull" easily determined?

Notes:

Entryway

Yes	No	Is this an inviting space?
Yes	No	Is the floor clean?
Yes	No	Is your front desk staff welcoming?
Yes	No	Is there a logical place where your customer should go next?
Yes	No	Is it too warm or cold?
Yes	No	Does it smell? (damp, moldy, stale, etc.)
Yes	No	Is the space well lit?
Yes	No	Is the area free from fall and trip hazards?

Notes:

Reception Area

Yes	No	Is the countertop clean and free of scratches and gouges?
Yes	No	Do the staff areas behind the counter look neat and organized?
Yes	No	Is there sufficient room for a customer to approach the counter?
Yes	No	Is the counter large enough for the customer to set down their bag?
Yes	No	Are there too many or too few brochures, signs and accessories?
Yes	No	Is any paperwork easily available and ready to be filled out?
Yes	No	Is there a working pen ready for use?

Notes:

Waiting Area

Yes	No	Is there sufficient room to sit?
Yes	No	Are all the chairs clean, comfortable and in good repair?
Yes	No	Are there working pens available?
Yes	No	Is any reading material current?
Yes	No	Are the seats facing the display boards and not the wall?
Yes	No	Do customers have a place to hang coats and jackets?
Yes	No	Could children entertain themselves for twenty minutes?

Notes:

Preliminary Exam Room

Yes	No	Is the space comfortable and inviting?
Yes	No	Is the equipment in good working order and free of obvious wear?
Yes	No	Can the customer easily and smoothly transition between instruments?
Yes	No	Is the lighting functional and appropriate?
Yes	No	Are all the lights and dimmers in working order?
Yes	No	Are any POP and/or visual aides current and in good condition?
Yes	No	Is the space clean and free of clutter?

Notes:

Exam Room

Yes	No	Is the space comfortable and inviting?
Yes	No	Is the equipment in good working order and free of obvious wear?
Yes	No	Is the lighting functional and appropriate?
Yes	No	Are all the lights and dimmers in working order?
Yes	No	Are any POP and/or visual aides current and in good condition?
Yes	No	Is the space clean and free of clutter?

Notes:

Optical

Yes	No	Are all posters current and free from tears, curling, and fading?
Yes	No	Are all fashion blocks current?
Yes	No	Are all business cards current and standing upright?
Yes	No	Are all manufacturer displays current?
Yes	No	Are the displays clean?
Yes	No	Are all frames current and appropriate for your clientele?
Yes	No	Are the frame boards / shelving attractive and in good repair?
Yes	No	Is the lighting flattering to the merchandise and the customer?

Notes:

Restrooms

Yes	No	Are the toilets clean?
Yes	No	Are the toilets and toilet seats free from wear and stains?
Yes	No	Do the toilets reliably flush?
Yes	No	Is there ample toilet paper and paper towels available?
Yes	No	Do you have trash cans with lids?
Yes	No	Can the doors be opened with a paper towel and then thrown away?

Notes:

Emergency

Does everyone working in the store know where to find the following?

Yes	No	Water main cutoff? Do they understand how to use it to turn off the water?
Yes	No	Electric panel? Do they understand how to shut off power to the entire store in the event of an emergency?
Yes	No	Phone number for building owner?

Notes:

Break Area

Yes	No	Is the microwave clean?
Yes	No	Is the refrigerator clean and free of moldy food?
Yes	No	Are the counters, tables, and floors clean?
Yes	No	Is everyone aware that microwaving popcorn and other strong smelling foods can be offensive to customers and fellow coworkers?

Notes:

General Interior

Yes	No	Are the spaces free of chipped paint?
Yes	No	Is the ceiling free of stains, mold, chipped/broken tiles?
Yes	No	Is the carpet in good condition, free from tears, snags, and obvious wear?
Yes	No	Are the walls in good shape, clean, free from scuffs, dents, and holes?
Yes	No	Is the lighting sufficient and in working order? "Natural white" or "full-spectrum" bulbs improve the appearance of the space and increase sales!

Notes:
