

Sample Scoring from Martec's Store Visit Analyzer

Scoring Summary

OVERALL IMPRESSION:	Total Points Potential	My Score	My %	Competitor's Score	Competitor's %	Gap
SECTION 1: STORE EXTERIOR	21	17	81%	0	0%	81%
SECTION 2: STORE INTERIOR	105	70	67%		0%	67%
SECTION 3: IN STORE ADVERTISING AND PROMOTIONS	42	28	67%		0%	67%
SECTION 4: DRIVING SALES	54	37	69%		0%	69%
SECTION 5: CUSTOMER SERVICE AND STORE PERSONNEL	72	41	57%		0%	57%
SECTION 6: ASSORTMENT CARRIED	114	104	91%		0%	91%
SECTION 7: TECHNOLOGY	42	38	90%		0%	90%
TOTALS	450	335	74.4%	0	0%	

Scoring Threshold for Potential Need: 35%

Possible Solution Needed	Possible Need?	
In-Store Systems excluding EPOS	YES	40.0%
Omni-Channel Retailing		30.8%
Assortment Planning & Management		9.1%
Merchandise/Category Planning & Management		0.0%
Inventory Management		20.5%
Customer Service		34.0%
Advertising/Promotions/ Signage	YES	35.7%
Visual Merchandising Standards		20.0%
Store Operations Practices/Housekeeping	YES	37.0%
Employee Relations/HR Management		0.0%
Traffic Generation		33.3%
Sales Associate Training	YES	37.0%
Supply Chain Management		21.4%
Loss Prevention	YES	50.0%
Aging Stock		16.7%
ERP/Merchandise Management		10.3%
EPOS/POS	YES	36.7%
Mobile	YES	35.7%
Loyalty/CRM		30.0%
Digital Wallet/Passes		0.0%
E-Commerce	YES	41.7%

