Quality Checklist

Store Aesthetics
Shown in Walkthrough Video

—Store Design—

☐ Clearly displayed permanent store sign
☐ Well-maintained and inviting exterior
☐ Inviting interior layout and design
☐ Clearly defined merchandising areas
☐ Professional, uniform retail fixtures and displays, kept clean and in good repair
☐ Well-stocked with most recent Magic product
☐ Excellent overall level of lighting
☐ Professional, comfortable, and uniform tables and chairs, kept clean and in good repair

—Store Housekeeping—

☐ Professional trash bins, emptied often
☐ All store areas kept free of trash, dust, and clutter
☐ Shipping boxes/cardboard kept to non-public spaces
☐ Clean, organized environment, including POS area
☐ Toilets available and kept clean, well supplied, and maintained, with adequate amenities for larger events

—Store Accessibility and Comfort—

☐ Accessible aisles, bathrooms, POS, and gaming areas
☐ Public transport links nearby or parking available
☐ Appropriate imagery (including marketing items)
☐ Comfortable space between tables and seats

—Store Amenities—

☐ Supplies available (pens and note pads)
☐ Food and drink available onsite
☐ Guest/player computer(s) (for account creation or demoing MTG Arena, etc.)
☐ Screen or TV(s) for events and/or advertising
☐ Professional presentation of events (table numbers, prize structures, & pairings)

—Customer Interaction—

☐ Clearly marked sales policies
☐ Professional “store rules” prominently displayed
☐ Up-to-date physical and online event calendar
Quality Checklist

Customer Service

Established by Secret Shopper or Visit

—Staff—

☐ All customers immediately greeted

☐ Professional demos offered to anyone expressing an interest

☐ Positive and professional manner

☐ Training regimen (general + WotC brand knowledge)

☐ Store-branded apparel (i.e. shirt, lanyard, or badge) to identify staff

☐ Staff on hand who can provide Magic product and event recommendations, properly correlated to customer experience level

☐ Staff on hand with knowledge of the basic features of all current Magic products, including Standard-legal Magic sets

—Customer Interaction—

☐ Welcoming to all types of people

☐ Professional social media presence in two or more platforms (including website)

☐ Professional business interactions and demeanor

☐ Actively and professionally engage with customers and prioritize new customers

☐ Events regularly promoted

—Play Experience—

☐ Run all WPN programs

☐ Events available for all play levels (beginner, casual, and competitive)

☐ Online and/or in-store preregistration system

☐ On-time events

☐ Instructions and prize details communicated at start of events

☐ Staff available to assist players