

16. BEST RETAIL LIQUOR OUTLET

HOTEL:

ADDRESS:

TELEPHONE:

DATE VISITED:

TOTAL SCORE:

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COMMENTS:

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16. BEST RETAIL LIQUOR OUTLET

HOTEL:

This category may include drive-in bottle shops, walk-in bottle shops or a combination of both.

➔ Circle corresponding score out of 5, and write given number at end of line

GENERAL

Design, layout & lighting	1	2	3	4	5	_____
Evidence of effective venue marketing	1	2	3	4	5	_____
Efficiency & appeal of stock presentation	1	2	3	4	5	_____
Effective special promotions	1	2	3	4	5	_____
Relaxed atmosphere	1	2	3	4	5	_____
Cleanliness & hygiene of premises	1	2	3	4	5	_____

General Score: _____ **/30**

General Comments:

STORE PRESENTATION

Entrance clearly and easily accessible	1	2	3	4	5	_____
Neat and tidy layout	1	2	3	4	5	_____
Displays (incl. windows) merchandised appealingly	1	2	3	4	5	_____
Signs and price points professionally written	1	2	3	4	5	_____
Point of sale area clean, tidy and uncluttered	1	2	3	4	5	_____

Store Presentation Score: _____ **/25**

Store Presentation Comments:

BEVERAGE

Local, national and international variety of beers	1	2	3	4	5	_____
Local, national and international variety of wines	1	2	3	4	5	_____

Local, national and international variety of spirits	1	2	3	4	5	
Product range suits local needs	1	2	3	4	5	
Provision for wine tasting? (0= No, 1 = Yes)	0	1	-	-	-	

Beverage Score: /21

Beverage Comments:

STAFF

Presentation of staff	1	2	3	4	5	
Knowledge of products	1	2	3	4	5	
How well did the staff member present the merchandise?	1	2	3	4	5	
Adequate number of staff relative to number of customers	1	2	3	4	5	
Were all staff wearing some form of identification?	0	1	-	-	-	
Were staff aware of activity within the store or drive-in?	0	1	-	-	-	
Were staff security conscious?	0	1	-	-	-	
How well did the staff member establish the needs of the customer?	0	1	-	-	-	
Was the customer offered assistance within 2 minutes of entering store?	0	1	-	-	-	
Did the staff member display a friendly manner in their approach to the customer?	0	1	-	-	-	
Did the staff member offer an open-ended question leading into a conversation?	0	1	-	-	-	
Was the customer given priority over other tasks?	0	1	-	-	-	
Did the staff member take the opportunity to introduce an <i>add-on</i> sale?	0	1	-	-	-	
Was the staff member pleasant and courteous during the completion of the sale?	0	1	-	-	-	
Was the sale processed confidently, efficiently and with a minimum of fuss?	0	1	-	-	-	
Did the staff member thank the customer for the purchase?	0	1	-	-	-	
Was the customer invited to return?	0	1	-	-	-	

Staff Score: /33

Staff Comments:

TELEPHONE TECHNIQUE 0 = NO 1 = YES

Was the telephone answered within 3 rings?	0	1	-	-	-	
Was the name of the hotel identified?	0	1	-	-	-	

Did the speaker identify themselves?	0	1	-	-	-	
Did the speaker encourage you to visit the hotel?	0	1	-	-	-	
Did the speaker offer a pleasant parting comment?	0	1	-	-	-	

Telephone Score: /5

Telephone Comments:

JUDGES OVERALL EXPERIENCE: 1 2 3 4 5 6 7 8 9 10 /10

➔ TOTAL SCORE /124