



Quality Checklist

Store Aesthetics

—Design—

- Store sign:** highly visible, permanent
- Store hours:** highly visible, permanent
- Exterior:** well-maintained, inviting
- Interior layout & design:** inviting, comfortably navigable
- Merchandising:** clearly defined (organized by brand, audience, shape, etc.)
- Interior signage, labels, pricing:** matching, highly legible
- Fixtures:** high-quality, clean, in excellent repair*
- Lighting:** excellent overall
- Tables and chairs:** matching, in excellent repair, high-quality*
- Magic set-specific marketing materials:** only sets/products from Standard or the last 12 months
- Magic branding/logos:** current
- Posters & other imagery:** appropriate/congenial, framed/kept in matching, high-quality display*
- Magic product:** all Standard sets available

—Accessibility—

- Retail and play areas:** easily accessible at all times
- Seating:** comfortably navigable while occupied
- Transportation:** public lines and/or parking available within ½ mile

—Housekeeping—

- Environment:** clean, clutter-free, organized (including but not limited to POS, shelves, windows, displays, restrooms)
- Restrooms:** clean, well-supplied, in excellent repair, include permanent hygiene fixtures (soap, hand-drying)
- Hygiene:** staff follows local recommendations and requirements
- Cleaning supplies:** out of view
- Trash bins:** high-quality, emptied often*
- Card storage:** either 1) in a clean, organized, and matching storage solution, or 2) out of view*
- Shipping boxes/cardboard:** out of view
- Cables/electronics:** properly managed*

—Information—

- Sales policies (buy/sell, credit card minimums/fees, returns, etc):** high-quality display, highly visible
- Event calendar (physical and online):** high-quality, organized, up-to-date
- Code of conduct:** high-quality, permanent, highly visible
- Event information (calendar, player cap, prizing, pairing):** accessible, highly visible

*See appendix



Quality Checklist

Customer Service

—Staff—

- Positive and professional manner
- Training regimen (general + *Magic* product/event knowledge)
- Staff on hand who can provide *Magic* product/event recommendations, properly correlated to customer experience level
- Staff on hand with knowledge of the key selling points of Standard-legal *Magic* sets
- Store-branded apparel (i.e. shirt, lanyard, or badge)

—Customer Interaction—

- Welcoming to all people
- All customers immediately greeted
- High-quality online sales platform
- Expert social media presence on 2+ platforms (including website)
- Actively and professionally engage with customers and prioritize new customers
- Events regularly promoted

—Play Experience—

- Preregistration available (online, in-store, and/or through *Magic Companion* app)
- Online community hub available and promoted to players (Discord, Facebook Groups, WhatsApp, etc.)
- On-time events
- Instructions and prize details communicated at start of events
- Staff available to assist players

—Amenities—

- Food and drink, including water, available on site
- Guest computer(s) available for account creation, *MTG Arena* demos, etc.
- Screen/TV(s) for event management and advertising

Fixtures



Tables and Chairs



Trash Bins



Images provided as examples, but are not the only acceptable options.

Card Storage



Images provided as examples, but are not the only acceptable options.