



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)

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, pricing, pairing): accessible, highly visible

*See appendix



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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

Expert social media presence on 2+ platforms (including website)

Actively and professionally engage with customers and prioritize new customers

Events regularly promoted

—Play Experience—

Run all WPN programs

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

Preregistration available (online and/or in-store)

On-time events

Instructions and prize details communicated at start of events

Staff available to assist players



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Appendix

Fixtures



Tables and Chairs



Trash Bins



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



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Appendix

Card Storage



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