

STORE QUALITY CHECKLIST

PRESENTATION

Signage

- Exterior, easy to read
- Store hours posted clearly

Bathrooms

- Available to all genders
- Clean
- Stocked on amenities

Physical Space

- WotC-branded promo items
- Clean
- Comfortable walkways
- Comfortable temperature
- Game-store appropriate décor
- Well lit
- No structural damage or issues
- Primarily a gaming/hobby store
- True brick and mortar location
- In-store internet access
- Dedicated store phone line

Event Calendar (in-store)

- Clearly posted
- Beginner/casual events listed

Event Operations

- Pre-registration available
- TV/Screen or other timer

Play space

- Comfortable seating
- Sturdy tables and chairs
- Minimum seating for 16

RETAIL

Inventory

- Current Magic products

Sales

- Accepts credit and debit cards
- Identifiable sales area

Staff

- Awareness of events
- Greets customers
- Wears store identifier
- Knowledgeable on products
- Pleasant

Merchandising

- Demo area
- Acceptable merchandise
- Plentiful and presentable
- Prominent display of WotC items
- Drinks and snacks available



Signage

- Easy to read from a reasonable distance. Placed above or in front of the business.
- Clearly posted store hours.

Bathrooms

- Available for all genders.
- Clean.
- Stocked on amenities. (Toilet paper, soap, and paper towels, where relevant.)

Physical Space

- Magic, Dungeons & Dragons, Avalon Hill, or other WotC-branded promotional items. (i.e. posters, standees, window clings, etc.)
- Overall cleanliness. Recently dusted and swept, mopped, or vacuumed.
- Comfortable walkways, with no clutter.
- Comfortable temperature. (Slightly cold okay; should not be hot.)
- Décor appropriate for game store. (i.e. no biker gear adorning the walls.) There should be no lewd or suggestive artwork.
- Well lit, with adequate lightning for reading.
- No exposed wiring, holes, dangerous construction, or other similar hazards.
- Space/product selection dedicated to gaming or related hobbies.
- Location is a true brick and mortar store and is not a temporary structure or kiosk. They are not sharing space with another store and are in a clearly commercial area. Not a home or apartment, unless they meet above criteria AND have separate, permanent living areas.
- In-store internet access. Not required to be available to customers. Must be able to use WER in location via internet.
- Dedicated store phone line for use during business hours and on site. Call the number to see how they answer it.



Inventory

- Most recent Magic boosters, Planeswalker Decks, and Deck Builder's Toolkits available.

Sales

- Accepts credit and debit cards.
- Identifiable sales transaction area.

Staff

- Aware of upcoming events and tells customers about them.
- Greet customers as they enter the store.
- Wear store identifier. (i.e. company shirts, aprons, lanyards, name tags, etc.)
- Speak confidently about our products.
- Generally positive and add to fun atmosphere.

Merchandising

- Demo area or table for new products or WotC games.
- Only acceptable items for sale and on display. (i.e. no porn, firearms, drugs, fireworks, etc.)
- Shelves well stocked and presented.
- Wizards of the Coast items quickly and easily seen or found.
- Drinks and snacks available. Some type of drink and food options available for players. A restaurant or café within the facility is acceptable and so are simple snacks like candy bars, chips, sodas, and energy drinks.



In-Store Calendar

- Easy to locate and read.
- Lists beginner/casual events. (i.e. Leagues, Commander, Learn to Play, or other similar events. Not just Standard, Modern, Legacy, or Draft, or Preliminary Pro Tour Qualifiers/PPTQs.)

Event Operations

- Preregistration available for upcoming special events.
- Timer for rounds easily visible. (i.e. timer clock, screen, TV, monitor, etc.)

Play Space

- Comfortable spacing between the tables and chairs. Players should be able to walk between occupied tables.
- Sturdy tables and chairs. Not worn or broken.
- Permanent seating for 16 players, at minimum.

