



You are required to call check in call from each store to 1-800-556-0230 event ID# **123456** and event recap report # 220

Then record your check-in confirmation here:

**TOPS**  
**ETHNIC HAIR CARE STORE SURVEY**  
**(TWT Distributing)**

<b>YOUR NAME</b>				Today's Date:
<b>MERCHANDISER ID# (This is your Web username)</b>		<b>STORE#</b>		
<b>STORE PHONE#</b> Please list store phone number is this is not correct.		<b>ADDRESS</b>		
<b>MANAGER NAME (print)</b>				
<b>MANAGER SIGNATURE</b>	Indicates assignment was completed to Manager's Satisfaction			
<b>YOUR SIGNATURE</b>				
<b>YOUR PHONE</b>				

All Questions must be answered completely. Note any comments in the section below.

1. Does this location have an ethnic Section? Yes No

2. If so please indicate the following:

Current Section Size (Circle one):

4ft 8ft 12ft other \_\_\_\_\_

3. How many shelves does each section have?

(Example 4ft / 7 shelves)

<b>Section Height (inches)</b>	
<b>Section Width (foot)</b>	
<b>Number Of Shelves</b>	

4. Is this a High Profile Gondola or a Low Profile Gondola? \_\_\_\_\_

5. Does the section have plenty of products? Is it fully stocked? Yes No

**Merchandiser Comments:**

Managers: If you have problems, issues or questions please contact ISM toll free at 877-288-7886 ext 2.

STORE STAMP HERE

Please fax completed store reports to 877-288-7891 with in 24 hours for payment processing. Failure to fax store completion reports within 5 days will result in non payment.

**Complete and fax to ISM at 877-288-7891**  
**Questions??? Lynn Morgan at 877-288-7886 ext 2**

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## TOPS ETHNIC HAIR CARE SURVEY PROGRAM (TWT DISTRIBUTING)

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**Please read all instructions completely to insure a successful store survey**

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### **Dress Code:**

You will need to dress casual but professional for this assignment. Slacks (or skirt), Collared shirt, comfortable shoes. No sandals or flip flops, no jeans, no t-shirts and no hats.

### **Check In Call**

When you arrive at each store you will make a check-in call to the ISM reporting line. This call is very important to the success of this event. **There is NO Check out Call required for this event.**

Follow these instructions to complete the required check-in call:

1. Phone the ISM store reporting line at 1-800-556-0230
2. Enter the event ID located on your schedule confirmation report of the top right corner of your reset report form
3. Enter the event recap report number (220)
4. Select 1 for a check-in call

Record your check-in confirmation in the space provided on your store report form.

### **SURVEY PROCEDURES:**

#### **Tools needed:**

1. Tape Measure
2. Survey Report Form
3. Pen

Check in with the store manager when you arrive at the location. Explain that you are there to do a visual survey of the Ethnic Hair Care Section of the store.

**Question 1.** Locate the Ethnic Hair Care Section (If there is no Ethnic Hair Care Section, Mark "No" to question 1 your survey report form and have the manager sign & store stamp the report & fax to ISM)

**Question 2.** A) Measure the Height (in Inches) of the section from floor to the top of the gondola (not to the top shelf) and write this measurement in the box provided on your survey report form

B) Measure the TOTAL Width (in Inches) of the Ethnic Section from left to right and write this measurement in the box provided on your survey report form

**Question 3.** Measure each section separately (this should be 4ft or less) Make note of each sections measurement and the number of shelves contained in each individual section (example 4ft with 7 shelves)

Make note is there is a pegboard section and the size of the pegged section as well as its location in the set (example Top of 1<sup>st</sup> 4ft section)

**Question 4.** Is this a high gondola (60in and above) or a low gondola (below 60 inches)?

**Question 5.** Check to see if there are a minimum of 3 of each item stocked for each sku shown in the current plan-o-gram and make note as to your findings. Note your survey report as to the number of items with less than 3 items per sku and the number of items that are totally out of stock.

When you have completed the survey, Have the store manager sign & store stamp the survey report and fax to ISM at 877-288-7891 as quickly as possible.

If you have questions, Contact Lynn Morgan at 877-288-7886 ext 2