

Ensuring your standards are met!

Rigorous store audits are critical to protecting company assets, compliance to regulation and brand image.

Poor store audits lead to declining standards, under performance, customer complaints and increase hygiene or food safety risks.

BrandM8 solves the store audit problem and saves time normally spent collating paperwork and re-entering hand-written data.

Web based reporting provides easy access to monitor and benchmark store performance.

Quick results help managers react to problem areas and resolve critical issues before it's too late.



Technology To Optimize Store Audits

BrandM8 is an intelligent audit system, providing multi-store retailers with a centralised web based store audit tool. Traditional paper based checks are replaced with intelligent electronic checks to provide head office with real useable audit information and action points.

Powerful head office reporting gives clear visibility, allowing stores to be quickly ranked against each other based on the results of the latest audits. Stores can be assessed on areas such as customer service, ambience, product quality, hygiene, POS display, food safety, store presentation, staffing or any other way you choose.

At the click of a button newly created checklists can be quickly deployed to area managers or in-store personnel to their PC, PDA or smartphone. Emails and alerts can be automatically generated from the checks to create follow-on action points to critical issues.

BrandM8 is a powerful tool to help protect your brand, comply to regulation and to ensure that your high standards are being met.



You can't expect what you don't inspect!



Efficient tools for store audit and compliance checks.

Big benefits for your business

- Customized audit checks** - tailored to your business
- Remove hand written paperwork** - clearer answers & automatic scoring system
- Reduce paper usage** - environmentally friendly
- Standardised questions** - ensure uniform data collection
- Automatic real-time action points** - timely corrective action
- Reduce time spent in the field** - increase location coverage
- Eliminate data re-entry** - save time at head office
- Improve reporting** - reduce time between check completion & data collation
- Web based reporting** - access to information wherever you are
- Quick deployment of new checklists** - instantly downloaded from HQ.
- Store Ranking** - compare stores based on points accumulation
- Store Compliance** - measure stores against compliance to standards
- Assess Managers** - Are they performing the way you want!
- Competition** - use the data to introduce inter-store competition & rewards
- Make a difference** - you can't expect what you don't inspect

Example checklist summary report

Mobo Coffee Huts – Store Audit			
<p>One Star = 0% - 50%</p> <p>Two Stars = 51 - 79%</p> <p>Three Stars = 80 - 100%</p>			
South East Region	Points Available	Points Scored	%
Store 101: Camden Road	Jake Smith		June 2011
Store Ambiance			
Store Exterior	34	30	88.20 %
Shop Floor	70	70	100.00 %
Back Of House	23	23	100.00 %
Equipment	124	93	75.00 %
Service Areas	16	12	75.00 %
Total	267	228	85.30 %
Product			
Product Quality	50		
Food Safety	50		
Coffee Quality	120		
Retail	100		
Total	320		
Service			
Customer First	90		
Staff Presentation	120		
Signage	140		
Marketing & Point Of Sale	60		
Store ready	40		
Total	450		
Overall Result	1037		

