



Brand Audit Form

Shop Name: Metro Solutions
Brand: Karmi Phones
Location/Branch: Norwich High Street
Date of Visit: 21st March 2025
Time of Visit: 1:15 PM
Employee(s) Interacted With: Tara (Manager)

1.Exterior Branding

- ✓ Store signage is clean, visible, and follows brand guidelines.
- ✗ Window decals/posters are current and in good condition.
- ✓ Outdoor promotional materials align with brand visuals.
- ✓ Lighting highlights signage appropriately.

Notes:

The store signage was bright, well-maintained, and easy to see from the street. However, two posters in the window were sun-faded and one referenced an expired promotion, which detracted from the overall appearance. Outdoor promotional standees were neat and aligned with the brand's visuals.

Photos:

Five empty rectangular boxes with black borders, arranged in two rows: three in the top row and two in the bottom row. These boxes are intended for the user to paste or upload photos of the store's exterior branding.

2. Interior Branding

- X Wall graphics, posters, and displays are up to date
- ✓ Brand colours are consistent across materials.
- ✓ POS (point-of-sale) materials are correctly placed.
- ✓ No outdated or damaged materials on display.

Notes:

Interior branding matched brand colours well, with clear and professional use of logo and typefaces. Some wall posters were out of date, promoting last year's models. POS counters were neat, with brochures and digital screens aligned to guidelines.

Photos:

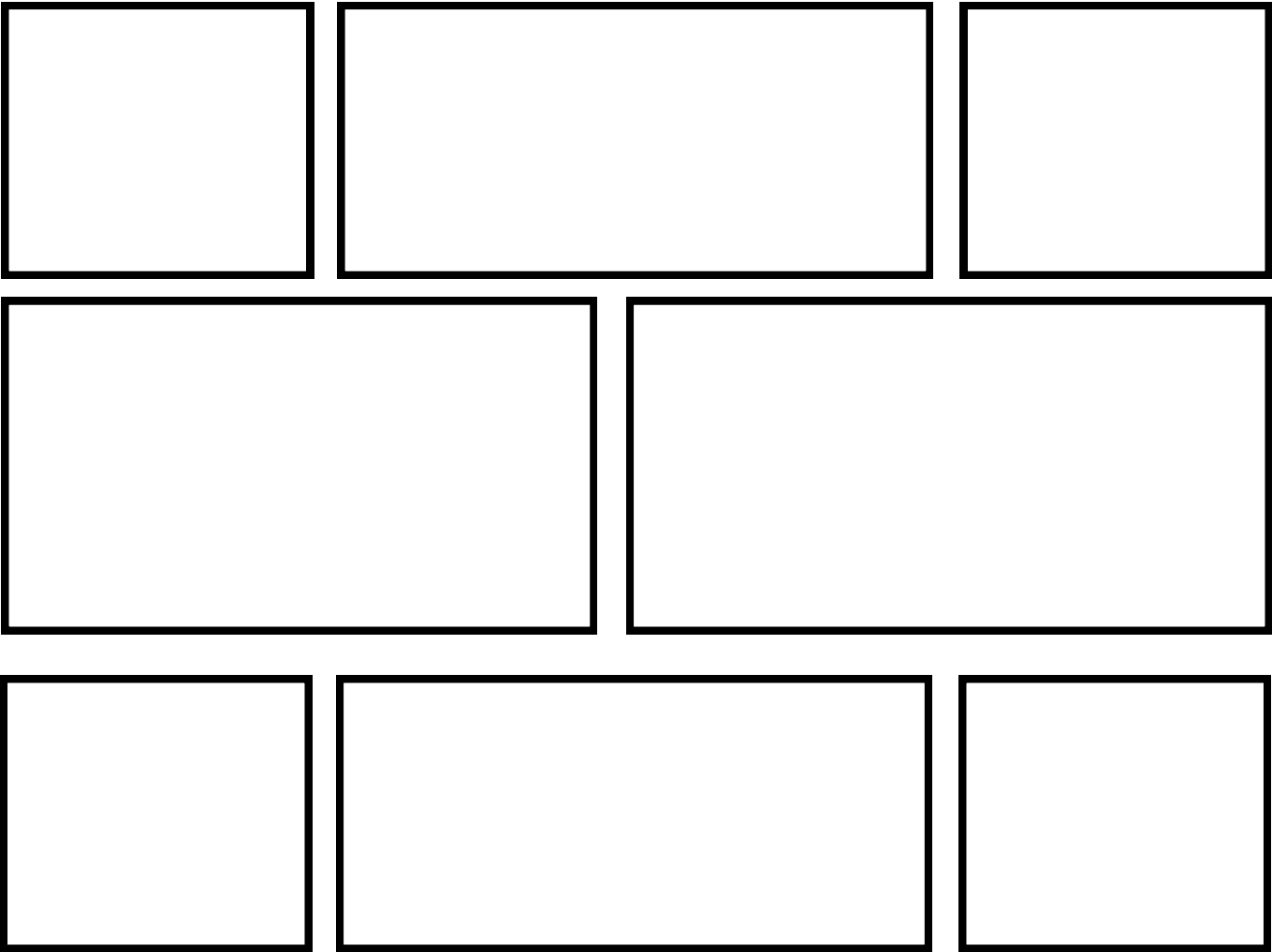
3. Product Display

- ✗ Products are arranged according to planogram/brand guidelines
- ✓ Key products are in priority placement (eye-level, feature displays, etc.).
- ✓ Shelves are fully stocked, tidy, and organised.
- ✗ Correct pricing and promotional tags are displayed.

Notes:

Feature phones and bestsellers were placed in prominent locations, but the secondary accessories section did not follow planogram order, creating slight inconsistency. Some pricing tags were missing or incorrectly aligned with products.

Photos:



4. Promotional Materials

- ✓ Current promotional signage is in place.
- ✗ Expired promotions have been removed.
- ✓ Digital displays/screens show correct content.
- ✗ Flyers, brochures, or handouts are available and updated.

Notes:

Digital displays were engaging and accurate. However, a stack of promotional flyers at the entrance referenced offers that expired in February, these have been removed. New handouts were not available.

Photos:

5. Overview

The Norwich High Street branch of Metro Solutions presents a strong first impression with clean, visible signage and professional outdoor branding that aligns with Karmi Phones' visual identity. The use of consistent brand colours throughout the store contributes to a cohesive look, and digital displays provide engaging, up-to-date content. The store layout is tidy, shelves are fully stocked, and key products are placed prominently to capture customer attention.

However, several issues weaken the overall brand execution. Some window and wall posters are outdated or faded, which creates an impression of neglect. Promotional handouts and flyers were not updated, with some referencing offers that had already expired, potentially confusing customers and undermining trust in the brand. Additionally, a lack of adherence to the official planogram in certain product categories (particularly accessories) made displays look less structured. Price tags and promotional labels were inconsistent, with several items missing correct signage, which could hinder sales and cause frustration at checkout.

Employee engagement was a positive element of the audit: Tara, the manager, demonstrated strong product knowledge and was proactive in explaining promotions and features, which balanced out some of the weaker visual elements. This suggests that with proper brand material support, the store team could deliver an even stronger customer experience.

Recommendations: To strengthen brand consistency, the store should conduct regular checks of all printed materials and replace outdated items promptly. A weekly review of promotional signage and flyers will ensure accuracy and professionalism. Staff should also be retrained on planogram compliance to maintain consistency across all product displays, especially in high-traffic accessory zones. Improving these areas will help the store maintain Karmi Phones' premium brand image, boost customer trust, and support sales performance.