

# Cosmetics Store Mystery Shopper Report

## Store & Visit Information

Date of Visit

Time of Visit

Store Location

Shopper Name

## Store Appearance

Was the store clean and organized?

Was the product display attractive and neat?

Comments

## Staff Service

Were you greeted upon entering?

Did staff offer assistance proactively?

Was the staff knowledgeable about products?

Comments

## Product Availability

Were all major cosmetic brands available?

Were testers available and usable?

Comments

## Checkout Experience

Was the payment process quick and efficient?

Did the staff thank you after purchase?

Comments

## Overall Comments & Suggestions