

SITE SURVEY REPORT

Retail Pricing and Promotion Audit

Prepared for	Ashby Neighbourhood Foods Ltd
Date	21 Oct 2026
Site	Store 512, Calderbrook
Prepared by	H. Varga

FORM

Retail Pricing and Promotion Audit

1. Store and price file

Project	Store 512, Calderbrook: pricing and promotion audit (completed example)
Store address	88 Harrow Road, Calderbrook CB7 3NE
Retailer or brand	Ashby Neighbourhood Foods Ltd
Location (GPS)	53.7421, -1.8655
Audit date	21 Oct 2026
Auditor	H. Varga
Store name or number	Store 512, Calderbrook
Store manager or duty manager	D. Mensah
Sales floor area	Over 280 m²
Price file or price change batch in force	Price batch 43, live from 19 October
Promotion period being audited	Autumn deals, 6 October to 2 November
Lines to sample	30

The Price Marking Order 2004 requires a selling price for products for sale to consumers, and a unit price for many products sold by quantity. From 6 April 2026 prices must also be in a clear font of reasonable size, and a product with more than one price (such as a loyalty price) must show each price and any conditions. The Digital Markets, Competition and Consumers Act 2024 bans misleading price information. This audit records what you found; it does not confirm the store complies.

2. Store-wide price marking

Every product on display has a selling price	Acceptable
Prices clearly legible, in a clear font of reasonable size	Acceptable
Prices shown close to the product they belong to	Acceptable
Prices visible without asking staff	Acceptable
Unit prices shown where required	Action needed
What needs doing, or why not checked	Fabric conditioner and oven cleaner labels in aisle 6 have no unit price. Not in the sample; reprint requested.

Loyalty or member prices show both prices and the conditions	Action needed
What needs doing, or why not checked	Six member-price labels on the butter and spreads shelves show the member price only, with no price for non-members.
Reductions shown by a general notice give the details clearly	Acceptable
No two different prices showing for the same product	Acceptable
No wrong price label next to a product	Acceptable
Price rises on the shelf edge before the till	Acceptable
Was and now prices backed by the record of the earlier price	Acceptable
Expired promotions taken down	Action needed
What needs doing, or why not checked	Back-to-school multibuy card still on the end of aisle 4. Offer ended 30 September.
Acceptable	9
Needing action	3
Not checked	0

3. Sampled lines

Departments or aisles 1: Aisle 2: tea, coffee and soft drinks

Department or aisle	Aisle 2: tea, coffee and soft drinks
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Sampled lines 1: Ashby breakfast tea, 80 bags

Product	Ashby breakfast tea, 80 bags
Barcode	EXAMPLE-0001
Shelf price (£)	2.15
Price charged at the till (£)	2.15
Till minus shelf (£)	0.00
Price result	Match
Unit price	Shown and correct
Promotion on this line	None

Signage and label	Correct
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Sampled lines 2: Ashby ground coffee, 227 g

Product	Ashby ground coffee, 227 g
Barcode	EXAMPLE-0002
Shelf price (£)	3.75
Price charged at the till (£)	3.75
Till minus shelf (£)	0.00
Price result	Match
Unit price	Shown and correct
Promotion on this line	Price reduction (was and now)
Promotion start	6 Oct 2026
Promotion end	2 Nov 2026
Promotion applied correctly at the till	Yes
Signage and label	Correct

Sampled lines 3: Cola, 6 x 330 ml

Product	Cola, 6 x 330 ml
Barcode	EXAMPLE-0003
Shelf price (£)	2.75
Price charged at the till (£)	3.5
Till minus shelf (£)	0.75
Price result	Overcharge
Overcharge (£)	0.75
Unit price	Shown and correct
Promotion on this line	Price reduction (was and now)
Promotion start	6 Oct 2026
Promotion end	2 Nov 2026
Promotion applied correctly at the till	No
Signage and label	Correct

What was wrong and what was done	Shelf says now £2.75, was £3.50. Till charged £3.50: the reduction is missing from price batch 43. Shelf label left on; till price corrected by head office at 11:40 and re-tested at £2.75.
Lines priced at the till	3
Matched	2
Overcharges	1
Undercharges	0
Overcharge value (£)	0.75
Label, unit price or promotion problems	1
Lines with any problem	1

Departments or aisles 2: Chilled dairy

Department or aisle	Chilled dairy
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Sampled lines 1: Semi-skimmed milk, 2 pints

Product	Semi-skimmed milk, 2 pints
Barcode	EXAMPLE-0004
Shelf price (£)	1.45
Price charged at the till (£)	1.45
Till minus shelf (£)	0.00
Price result	Match
Unit price	Shown and correct
Promotion on this line	None
Signage and label	Correct

Sampled lines 2: Mature cheddar, 400 g

Product	Mature cheddar, 400 g
Barcode	EXAMPLE-0005
Shelf price (£)	3.2
Price charged at the till (£)	3.2
Till minus shelf (£)	0.00

Price result	Match
Unit price	Shown and correct
Promotion on this line	Loyalty or member price
Promotion start	13 Oct 2026
Promotion end	26 Oct 2026
Promotion applied correctly at the till	Yes
Signage and label	Correct

Sampled lines 3: Natural yoghurt, 500 g

Product	Natural yoghurt, 500 g
Barcode	EXAMPLE-0006
Shelf price (£)	0.95
Price charged at the till (£)	0.95
Till minus shelf (£)	0.00
Price result	Match
Unit price	Shown and correct
Promotion on this line	None
Signage and label	Correct
Lines priced at the till	3
Matched	3
Overcharges	0
Undercharges	0
Overcharge value (£)	0.00
Label, unit price or promotion problems	0
Lines with any problem	0

Departments or aisles 3: Aisle 6: household

Department or aisle	Aisle 6: household
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Sampled lines 1: Washing-up liquid, 450 ml

Product	Washing-up liquid, 450 ml
Barcode	EXAMPLE-0007
Shelf price (£)	1.1
Price charged at the till (£)	1.1
Till minus shelf (£)	0.00
Price result	Match
Unit price	Shown and correct
Promotion on this line	None
Signage and label	Correct

Sampled lines 2: Bleach, 750 ml

Product	Bleach, 750 ml
Barcode	EXAMPLE-0008
Shelf price (£)	0.85
Price charged at the till (£)	0.85
Till minus shelf (£)	0.00
Price result	Match
Unit price	Missing
Promotion on this line	None
Signage and label	Correct
What was wrong and what was done	No unit price on the shelf-edge label. Reprint requested.

Sampled lines 3: Kitchen roll, 2 pack

Product	Kitchen roll, 2 pack
Barcode	EXAMPLE-0009
Shelf price (£)	2.4
Price charged at the till (£)	2.2
Till minus shelf (£)	-0.20

Price result	Undercharge
Unit price	Shown and correct
Promotion on this line	None
Signage and label	Correct
What was wrong and what was done	Till price £2.20, shelf £2.40. Price batch 43 cut the price but the label was not reprinted. Customers are charged less; label reprinted.
Lines priced at the till	3
Matched	2
Overcharges	0
Undercharges	1
Overcharge value (£)	0.00
Label, unit price or promotion problems	1
Lines with any problem	2

4. Audit result

Lines priced at the till	9
Matched	7
Price accuracy (%)	77.8
Overcharges	1
Overcharge value across the sample (£)	0.75
Undercharges	1
Lines with label, unit price or promotion problems	2
Store-wide checks needing action	3
Sampled lines with any problem	3
Result	Overcharges found

The till charged more than the shelf price on at least one line. Correct the shelf label or the till price before the line is sold again, and follow your own policy for customers already charged.

Price accuracy is our own measure: lines where the till price matched the shelf price, as a share of the lines with both prices recorded. It covers the sample only.

5. Actions and sign-off

Items needing action	6
Result	Action needed before the next price check

Actions 1: Head office to add the cola reduction to the price file and confirm every store. Re-test at the till.

Action	Head office to add the cola reduction to the price file and confirm every store. Re-test at the till.
Priority	Today, before the line is sold again
Who will do it	Pricing team (S. Holloway)
Due by	21 Oct 2026
Status	Done, checked

Actions 2: Reprint the butter and spreads member-price labels to show both prices and the condition.

Action	Reprint the butter and spreads member-price labels to show both prices and the condition.
Priority	Before the store opens
Who will do it	D. Mensah
Due by	22 Oct 2026
Status	In progress

Actions 3: Reprint the aisle 6 labels with unit prices (bleach, fabric conditioner, oven cleaner) and the batch 43 kitchen roll price; remove the expired end card on aisle 4.

Action	Reprint the aisle 6 labels with unit prices (bleach, fabric conditioner, oven cleaner) and the batch 43 kitchen roll price; remove the expired end card on aisle 4.
Priority	This week
Who will do it	D. Mensah
Due by	23 Oct 2026
Status	Open
Actions still open	2
Decision	Fix the listed prices and labels, re-check at the next visit

Re-check date 4 Nov 2026

Summary for the store manager 9 lines priced at the till. One overcharge: cola reduction missing from the till file, fixed the same morning. One undercharge from a label not reprinted after a price cut. Six member-price labels on butter and spreads miss the non-member price, and three household labels have no unit price, one of them in the sample.

Auditor name H. Varga

Auditor signature

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Store manager name D. Mensah

Store manager signature

D. Mensah