



# RETAIL STORES

QUALITY CLASSIFICATION MANUAL FOR RETAIL STORES

ROYAL COMMISSION FOR ALULA

2024 -2025

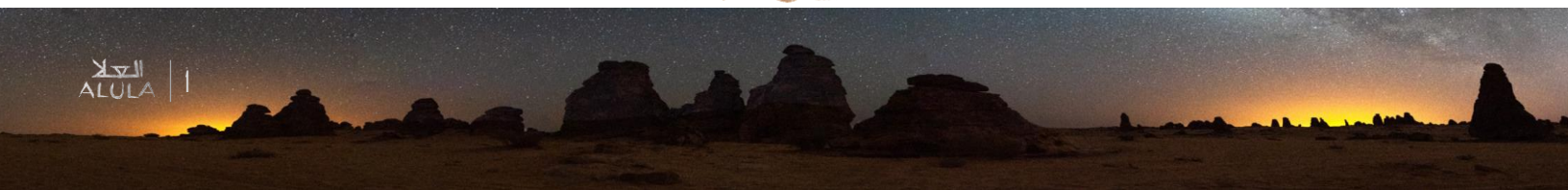


# QUALITY CLASSIFICATION MANUAL RETAIL STORES

ROYAL COMMISSION FOR ALULA  
DMMO EXCELLENCE DEPARTMENT

V3.0  
2024-2025

الـعـلـا  
ALULA





## TABLE OF CONTENTS

VERSION CONTROL .....	3
DEFINITION OF GRADING PROCESS.....	4
GRADING PROCESS.....	4
QUALITY STANDARDS.....	5
MYSTERY SHOPPER STANDARDS.....	6





## VERSION CONTROL

Version Date	Version No.	Responsible for Change	Changes
May 22, 2022	1.0		
August 21, 2023	2.0	Amro Alkhudair	New mandatory requirement: #12
August 7, 2024	3.0	Hussein Alsheikh	Adding the mystery shopper requirements

### Disclaimer

This guideline was produced after consultation with MKG, testing with responsible business owners over the course of a year and continued feedback from multiple departments. The guideline will be revisited as necessary to include amendments and addition/removal of standards.





## DEFINITION OF GRADING PROCESS

To operate any retail store activations during Alula season, the operator must ensure full compliance to the below set standards.

All standards are mandatory and must be followed to allow operation.

A schedule of unannounced inspections to ensure compliance will commence including inspections conducted by quality auditors and mystery Shoppers who will gauge the level of quality based on the standards below. If the level of quality falls below the required grade or mandatory requirements are not followed, permission to operate will cease until the findings are closed and a reinspection is conducted. Obtaining all mandatory requirements does not automatically qualify as fulfilling the required percentage to operate, and thus, a number of optional requirements must be fulfilled.

## GRADING PROCESS

Mandatory Requirements: All mandatory requirements ("M") must be met by the Retail Store operator. Without full compliance to these points, a classification is not possible.

## QUALITY STANDARDS

CATEGORY	RETAIL STORES
Mandatory Requirements	12

## MYSTERY SHOPPER STANDARDS

CATEGORY	RETAIL STORES
Mandatory Requirements	33





## QUALITY STANDARDS

REQUIREMENT	No	CRITERIA	STATUS
GENERAL	1	All licenses & certificates are available and valid	M
	2	Stores that are operational more than 45 days must have both TripAdvisor & Google Map accounts to receive feedback.	M
	3	TripAdvisor and Google map are available for the store and provide accurate information (location & description of store)	M
	4	Store operator must respond to any feedback on TripAdvisor & Google Maps within 72 hrs. from the date of feedback	M
	5	Opening hours and days are clearly displayed outside the store, phone number is provided for more information when closed.	M
	6	Different means of payment are accepted and clearly displayed inside: type of credit cards (Visa, American Express, Mastercard)	M
	7	Change is available to give customer when required	M
	8	A receipt / proof of fare is provided	M
	9	Separated waste containers specific to type of waste & recyclability e.g. glass, organic etc. to be placed in the store (if applicable)	M
	10	A high standard of cleanliness high practices is maintained throughout all parts of the establishment.	M
	11	The exterior of the establishment does not pose any safety risks for customers.	M
	12	The volume of background music when provided is maintained at an appropriate level and not obtrusive to conversation	M



## MYSTERY SHOPPER STANDARDS

CATEGORY	NO	REQUIREMENT	POINTS
GOOGLE MAPS	1	Does the store have a Google Maps page?	1
	2	Is the store's Google Maps page showing its location?	1
	3	Does the store's Google Maps page show the store's operating hours?	1
	4	Does the store's Google Maps page include pictures of the outlet?	1
OUTSIDE	5	Is the "Open" sign visible outside the store?	1
	6	Are the store's opening hours displayed outside?	1
	7	Is the store's sign visible from the outside and in good condition?	1
	8	Is the store sign in both Arabic and English?	1
	9	Is the store sign illuminated at night?	1
	10	Is the entrance of the retail store wheelchair accessible and clear of obstacles?	1
	11	Is the exterior of the retail store clean and free from litter?	1
ENTRANCE	12	Is the retail store air-conditioned?	1
	13	Was the store free from any unpleasant smell?	1
STORE INSIDE	14	Are all the lights in the store working and undamaged?	1
	15	Is the store clean and free from litter?	1
	16	Were the store walls clean and free of stains or damage?	1
	17	Are all items for sale neatly folded, on hangers, or displayed on shelves?	1
	18	Are prices easily visible on items or shelves?	1
STAFF PERFORMANCE	19	Did any of staff member notice you and greet you upon your entrance within 25 sec?	1
	20	Were the staff members wearing their name tags and uniforms?	1
	21	Were the staff members well-groomed and presentable?	1
	22	Were the staff members acting in a professional manner?	1
	23	Did the store employee let you browse if you don't need assistance?	1
	24	Were the staff members attentive and aware of customers needing help?	1
	25	Was he/she friendly when you asked for help?	1
	26	Did the staff member have adequate product knowledge?	1
	27	Did the staff ask appropriate questions to customers and make sure to match products with each customer's specific needs?	1
CHECK OUT	28	In case of purchase, did the employee offer a bag and wrapping for the purchased item?	1
	29	In case of purchase, did the store offer various payment methods?	1
	30	Did the store employee inquire about your experience, like asking if you found what you were looking for?	1
	31	In case of Purchase, did the store employee provide you with a receipt?	1
	32	In case of Purchase, Was your receipt free of any errors?	1
	33	Did the store employee thank you for your visit?	1