



## Management Planning Checklist In-Store

Target Date	Responsibility	Completed	<b>Executive Planning (4-6 months prior to opening)</b>
			FSI Training Consultant to meet onsite with financial institution
			Determine branch hours
			Determine staffing requirements
			Determine Incentive Plan
			Determine marketing budget
			Determine salary ranges
			Determine staff dress code (Logo wear, name tag, business cards)
			FSI to provide Project Manager's name
			Review of Branch Goals and Expectations
			Determine special offering for retail employees

Target Date	Responsibility	Completed	<b>Pre-Opening (2 - 4 months prior to opening)</b>
			Send introductory letter to store manager, district manager, or higher
			Visit with store manager as soon as possible
			Coordinate opening date and plans with store manager
			Begin recruiting for staff
			Hire staff/ Train staff on financial institutions operations/products
			Order supplies and equipment
			Coordinate a "Meet the Financial Institution Day" with store manager
			Participate in store activities, as allowed
			Banner or Sign during building phase, if sign ordinances allow. If store is already open, consider the following: "Coming Soon" in-store signage, grocery bag stuffers, greeters
			Determine where to have branch main delivered (P.O. Box suggested)

Target Date	Responsibility	Completed	<b>Pre-Opening Security Decisions (2 - 4 months prior to opening)</b>
			Create security procedures for store related issues such as: fire, flood, earthquake, active shooter, bomb threats, etc.
			Visit with store manager to review store related security procedures
			Establish an "All Clear" signal/code for branch daily opening
			Obtain/Install Security Height Markers
			Exchange Emergency Contact information with Store Management
			Designate an area for employees to go in case of evacuation
			Robbery Procedures: In addition to normal procedures determine who to notify within the store; block off area to protect finger prints; obtain information from witnesses

Target Date	Responsibility	Completed	<b>Pre-Opening (10 days - 2 months prior to opening)</b>
			FSI Training Consultant to conduct a one day Sales Training (1 to 2 weeks prior to opening)
			Press release of opening date (get approved)
			Determine Soft and Grand Opening Plans
			Order grand opening giveaways
			Print and/or broadcast ads, direct mail (approval needed)
			Statement stuffers (approval needed)
			Social Media
			Branch Manager to meet Retail Store management & employees

Target Date	Responsibility	Completed	<b>Soft Opening (Day the Retail Store Opens)</b>
			"NOW OPEN" in-store signage / banners
			PA announcements, if allowed
			In-store business development
			Determine if additional assistance is needed from other branches
			Promotional items (balloons, chip clips, pens, etc.)
			Product promotion
			Begin in-store promotion/drawing for Grand Opening
			Informational flyers
			Determine store opening time for 1st Day; plan to be present
			<b>NOTE: Purchase all items from retail partner</b>

Target Date	Responsibility	Completed	<b>Grand Opening Planning (2 - 3 weeks prior to Grand Opening)</b>
			Send out Grand Opening/Ribbon Cutting Ceremony Invitations; ribbon may be made up of money to be donated to local charity
			Press release for Grand Opening Celebration
			Print and/or broadcast ads for Grand Opening
			"Grand Opening" in-store signage
			Begin registering for Grand Opening Prizes

Target Date	Responsibility	Completed	<b>Grand Opening (Approximately 4 - 6 weeks after Soft Opening)</b>
			Ribbon Cutting Ceremony (board members, store manger, local dignitaries should be invited)
			Product promotions
			Refreshments, promotional items, contests/giveaways
			Photographer/Video, and/or Microphone
			Determine if additional assistance is needed from other branches
			Branch decorations