

Retail Cleaning Standards – Boost Sales Edition (Mobile & Baldwin County, AL)

1	Frequency	Task	Primary Zone(s)	Goal / Sales Impact
	Open (before doors)	 Polish entrance glass Vacuum / shake entrance mats Disinfect checkout countertops & PIN pads 	Storefront, Entry, Checkout	First-impression shine increases walk-ins; clean PIN pads reduce micro-hesitation at payment.
	Hourly (high traffic)	 Spot-wipe door handles & push bars Polish display-case glass Empty small trash/recycling at fitting rooms 	Entry doors, Display cases, Fitting rooms	Maintains perception of freshness; prevents clutter that shortens dwell-time.
	Mid-Shift (2 pm)	 Sanitize fitting-room benches, hooks, mirrors Wipe shelf fronts during restock 	Fitting rooms, Aisles	Keeps try-on areas "Instagram ready" and product fronts fingerprint-free.
	Close (after customers leave)	 Collect trash & change liners Dust merch shelving top → bottom Disinfect high-touch surfaces (POS, handrails) Auto-scrub or vacuum all floors Restock restroom & break-room consumables 	Whole store	Leaves store sale-ready at open; prevents overnight bacterial growth in Mobile humidity.
	Bi-Weekly	Steam-clean fitting-room curtains/chairs Dust high gondola tops & lighting tracks	Fitting rooms, Aisles lighting	Prevents allergen build-up; improves light quality on merchandise.
	Monthly	Strip & wax stock-room / back-office floors Pressure-wash storefront sidewalk & façade Clean HVAC returns & change pre-filters	Stock-room, Exterior, HVAC	Extends floor life, boosts curb appeal, keeps indoor air clean during peak humidity.
	Seasonal Adjustments	Spring: add pollen wipe-downs on displays Summer: run dehumidifiers; double glass polishing (fingerprints) Fall: extra mat vacuuming for red-clay dust Winter: deploy absorbent mats for rain-slick entries	Whole store, Entry	Aligns cleaning focus with Mobile climate to keep perception of cleanliness—and sales—high all year.
	Quarterly KPI Review	Compare pre-/post-clean conversion rate Track dwell-time via in-store analytics Audit Google reviews for "clean" mentions	Management	Quantifies ROI of standards and identifies new content for marketing.