KeyDate Advisory

FREE · RETAIL EDITION

The 30-Day Store Opening Checklist

40 checks, from 30 days out to one week after opening. Walk each one with its owner. Write down the proof.

How to use it

- Walk each item with the person who owns it.
- Name one owner and one due date per item.
- Write down the proof: a test result, a photo, a record. "They told me it's done" counts as in progress. Proof counts as done.
- Cross out items that don't apply. Add the ones your store needs.
- The dates are starting points. Confirm them with your team and your vendors.

The six steps

- **T–30 · Confirm the plan.** Dates, owners, vendors, and the order things happen in.
- **T–21 · Prepare the gear.** What shipped, what arrived, what is missing.
- **T–14 · Test the systems.** Internet, backup, checkout, payments, Wi-Fi, printers.
- **T–7 · Rehearse with staff.** A full practice day and who to call.
- **T–1 · Final checks.** The go/no-go call, and who makes it.
- **Days 1–7 · Support and review.** Money in the bank, open issues, when support ends.

START HERE

Nine checks that catch most opening-day problems.

Nearly every opening delay we have seen traced back to one of these. The numbers point to the items below.

1. **Backup internet.** On its own path. Fail over both ways. Items 4, 17
2. **Payment setup.** Each card machine tied to this store's account. Items 11, 12
3. **Selling without internet.** Pull the line, ring a sale, plug it back in. Item 22
4. **Store Wi-Fi.** Tested after the fixtures went in. Item 19
5. **Connected systems.** Each one tested on its own, with a name and a date. Item 23
6. **Registers at busy times.** Every register and mobile device ringing at once. Item 24
7. **A plan if launch fails.** One person can call it off, by a set time. Items 28, 33
8. **Money reaching the bank.** A closed batch is not proof. Finance checks. Items 35, 36
9. **Support after opening.** Named owners and an end date. Items 29, 38, 39

A vendor may say "done." Ask for the test result too.

Confirm the plan

T−30

		OWNER	DUE	PROOF
☐	01 Get the opening date in writing from operations, the contractor, and the landlord.			
☐	02 Confirm the date you can occupy the building. Add real wait time for inspections.			
☐	03 Get the internet carrier's order number and paperwork. Confirm where the line enters the building.			
☐	04 Make sure the backup internet comes in on its own path, not next to the main line.			
☐	05 Lock the floor plan, the fixture plan, and the register and mobile checkout counts. Name one person who can approve changes.			
☐	06 Match the equipment list to the final floor plan: models, software versions, and spares.			
☐	07 Name one owner for each system: internet, network, registers, payments, back office, phones.			
☐	08 Build the support call list with after-hours numbers. Test each number.			

Prepare the gear

T−21

		OWNER	DUE	PROOF
☐	09 Count the gear at the staging site against the order. A shipping record is not proof it arrived.			
☐	10 Set up each device on the agreed software version. Record versions and serial numbers.			
☐	11 Have the payments provider load the security keys. Confirm each card reader uses this store's account.			
☐	12 Check the payment IDs and the payment types at checkout, including gift cards and store credit.			
☐	13 Check the store record in the register system: tax rules, prices, and hours.			
☐	14 Have the future store manager review the item list and the price book.			
☐	15 Write down the network design: segments, Wi-Fi names, firewall rules, and how payments are kept apart.			
☐	16 Walk the cable runs. Label each outlet, photograph it, and mark it on the floor plan.			

Test the systems

T−14

			OWNER	DUE	PROOF
☐	17	Test internet speed and response. Fail over to the backup and back again.			
☐	18	Confirm the firewall or SD-WAN gear is installed and that support can reach it after hours.			
☐	19	Test the Wi-Fi again with the fixtures and equipment in place.			
☐	20	Power on and connect every register, mobile checkout device, printer, cash drawer, and scanner.			
☐	21	Test every payment type at every register, including refunds and voids where supported.			
☐	22	Run a planned outage test using the approved offline payment steps. Confirm each payment posts once.			
☐	23	Test each connected system on its own: online orders, store pickup, ship-from-store, gift cards, scheduling, stock.			
☐	24	Run a busy-period test with every register and mobile device ringing at once.			

Rehearse with staff

T−7

			OWNER	DUE	PROOF
☐	25	Run a full-day practice with real equipment and a real transaction volume.			
☐	26	Train the store manager and key holders. Name a trained backup for each role.			
☐	27	Share the launch plan: steps, times, owners, and what passes or fails.			
☐	28	Write the fallback plan. Name who can pause the launch and the latest time to decide.			
☐	29	Confirm opening-day support, on site and remote, with hours.			
☐	30	Stock spares on site: a register, a printer, a router, cables, and receipt paper. Confirm the security contact.			
☐	31	Get the store manager's sign-off on the written plan.			
☐	32	Agree who gets launch updates, milestone updates, and problem alerts.			

Final checks

T−1

		OWNER	DUE	PROOF
☐	33 Hold the go/no-go call with each owner. Write down the decision.			
☐	34 Finish the last data updates: prices, staff records, and tax rules.			
☐	35 Run a real test payment using the approved steps. Confirm when it should reach the bank.			

Track payments and issues

OPENING DAY

		OWNER	DUE	PROOF
☐	36 Close the first batch. Have finance confirm the money reaches the bank on time.			
☐	37 Start the issue log the moment the doors open. Name who keeps it.			

Support and review

DAYS 1–7

		OWNER	DUE	PROOF
☐	38 Hold a short call every day for seven days. Agree what must be true before extra support ends.			
☐	39 Close or assign every opening-day issue before support ends.			
☐	40 Review the opening. Put the lessons into the prep checklist for the next store.			

WALK RECORD

SITE ..... OPENING DATE .....

DATE OF THIS WALK ..... CHECKED BY .....

ITEMS WITH NO OWNER OR DATE ..... NEXT WALK DATE .....

HAVE GAPS IN YOUR PLAN?

Start with a free review. 30 minutes, no prep. We walk through one store that is opening soon. The next business day you get the 3 to 5 issues we would fix first, in writing.

Want the checks run on site? We scope that with you on the call. KeyDate works mostly with technology vendors and installers, and still helps brands that open stores.

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KEYDATE ADVISORY 18+ years in store technology: new store openings, system cutovers, and rollouts for restaurant and retail chains. Metro Atlanta, working across the U.S.

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