Category	Criterion	Points (0-5)	Comments
Google Business Profile		1	
Google Business Profile		2	
Google Business Profile		3	
Google Business Profile		4	
Google Business Profile		5	
Google Business Profile		1	
Social Media Presence		2	
Social Media Presence		3	
Social Media Presence		4	
Social Media Presence		5	
Social Media Presence		1	
Social Media Presence		2	
Website		3	
Website		4	
Website		5	
Website		1	
Website		2	
Website		3	
Website		4	
Website		5	
Website		1	
Website		2	
QR Code Use		3	
QR Code Use		4	
QR Code Use		5	
QR Code Use		1	
QR Code Use		2	
Digital Signage		3	
Digital Signage		4	
Digital Signage		5	
Digital Signage		1	
POS System		2	
POS System		3	
POS System		4	
POS System		5	
Store Appearance		1	
Store Appearance		2	
Store Appearance		3	
Store Appearance		4	
Store Appearance		5	
Marketing Strategy		1	
Marketing Strategy		2	
Marketing Strategy		3	
Marketing Strategy		4	
Marketing Strategy		5	
Customer Engagement Tools		1	
Customer Engagement Tools		2	
Customer Engagement Tools		3	
Customer Engagement Tools		4	
Analytics & Tracking		5	
Analytics & Tracking		1	
Analytics & Tracking		2	
Analytics & Tracking		3	
Brand Identity		4	
Brand Identity		5	
Brand Identity		1	
Brand Identity		2	
	Total Points	**168**	
	Evaluation	**Needs Improvement**	