



How to Build a Great Endcap

LESSON OBJECTIVE: Show employees five elements that go into creating a great endcap.

ESTIMATED COMPLETION TIME:

Power Point Presentation Only—5 Minutes

Power Point Presentation and Worksheet—10 Minutes

HOW TO USE: The lesson includes a PowerPoint presentation and a worksheet. The trainer's notes will offer notes for each slide, but you may elaborate on each as much as you wish.

WORKSHEET INSTRUCTIONS: Hand a worksheet to each employee. The purpose of the worksheet is to test how much your employees already know about creating an endcap. At the end of the lesson, they should review the endcap they created and see what improvements they could make. Tell employees that there are several correct answers; what is important is that they follow the best practices for creating good endcaps, which you'll review during the lesson.

NOTES: Have the employees complete the first two items on the worksheet, then stop. Next, review the first six slides of the lesson.

Slide 1

Introduction

- Endcaps are highly effective ways of calling attention to a particular product or project. They can be some of a store's best merchandisers. But in order for them to be effective, they have to be well designed. This lesson will explain the building blocks of a great endcap.

Slide 2

- There are five areas: Product, price, location, design and maintenance.

Slide 3

Product: Mass displays convey low prices.

- There are different reasons you choose to create an endcap. Mass display endcaps have a single item, often a low-priced consumable like paper towels. These convey the message that the store is well stocked in that particular product. It also encourages quantity buying.

Slide 4

Product: Themed displays show a project or related items.

- Some endcaps are centered on a theme or project, where all products on the endcap are related. Projects are often seasonal or related to promotions the store is running. Endcaps with a project theme may help show a customer how to do a particular project.

Slide 5

Price: Use a mix of special buys and non-advertised items.

- Customers expect to see special prices on endcaps, and in fact, endcaps are a powerful way for the store to develop a competitive price image. This is a good place to promote special buys, but don't limit yourself to advertised specials. Use endcaps for new items and other items you want to promote to customers.

Slide 6

Design: Products should relate to surrounding items.

- One of the purposes of endcaps is to draw customers off of the main aisle into departments, so the location of the endcap is important. If an endcap features a project starter, for example, then nearby in the aisle should be the various add-on items for that project. If an endcap stocks light fixtures, then wire nuts and electrical boxes should be nearby.



Now finish step three of the worksheet.

Slide 7

Design: Keep product arrangement tight and simple.

- When arranging product on the endcap, remember to keep the products balanced with bulkier products on the bottom. Keep the shelves tight so there are no empty spaces. Keep the design symmetrical. Signage should be simple, clear and informative.

Slide 8:

Design: Don't clutter with too many items.

- The most effective endcaps have no more than three items. Sometimes you'll have more items, but less is always more when it comes to endcaps. If you put too many items on an endcap, it will appear cluttered or lose its ability to grab the customer's attention. If necessary, a good approach is to balance the store with some endcaps with one item, others with two or three items, and some with multiple items that promote a project.

Slide 9:

Maintenance: Keep endcaps stocked, clean and fronted.

- Pay close attention and keep the endcap fronted and full. Since these are one of the first parts of the store customers see, it's important endcaps stay organized and clean. When you start running low on inventory on the product, bring in a new product.

Slide 10:

Maintenance: Change endcaps frequently.

- Have a schedule for changing out the products on endcaps. It's important that customers don't get used to seeing the same endcap, otherwise they'll lose interest and likely won't notice it anymore. Some stores rotate them every two weeks. Never let an endcap stay the same for more than a month.

Slide 11:

- These are the general best practices for creating a good endcap. Sometimes, we'll use manufacturer displays for an endcap, and we'll use a mix of types of endcaps throughout the store. But these basics will get you started in understanding the building blocks of effective endcaps.

Instruct employees to answer question 4 of the worksheet.

If the group is small enough and you have enough time, ask each employee to share his or her endcap and discuss the merits and what could be improved with each.

ADDITIONAL TRAINING: If you want your employees to learn more about endcaps and other types of merchandising, have them take NHPA's Retail Merchandising course. This course contains a 50-question test is available to NHPA members.