



Merchandising Tips from a Small Store

LESSON OBJECTIVE: Help employees learn some of the merchandising techniques often used by small stores. You can use this to prompt a discussion of some of the merchandising techniques used in your own store.

ESTIMATED COMPLETION TIME: Approximately 2 minutes for the video. Use the Summary section if you wish to review the main points in the video. Use the Additional Discussion section to spend more time on this topic.

HOW TO USE: View the video. If you wish to spend additional time, use the discussion guide below.

SUMMARY OF POINTS FROM THE VIDEO:

- Sliding racks can help maximize shelf space. These planograms will be tight and may eliminate double product facings.
- Small stores may have to stray from manufacturer planograms. But it's always important to keep the products organized and linear. It's also a good idea to arrange displays by manufacturer.
- Use POP, aisle violators and other signage to make specific sections stand out.
- Arrange aisles so departments are together and flow in a logical progression of what products go together.

ADDITIONAL DISCUSSION:

- If your store has a small retail space, discuss some of the techniques you use for maximizing the square footage you have. Some other common techniques in addition to those discussed in the video are using wing panels on endcaps and moving shelves closer together.
- What are some of the best practices for creating attractive displays? Discuss elements of merchandising such as use of color, use of light and placement of product. It's also important to have displays that are full, faced and fronted.
- No store is large enough for every product a customer could possibly want, so another way to make more products available to customers is by special order. If you have a special order program, remind employees to suggest this to customers who request an item the store does not carry.

ADDITIONAL TRAINING: If you want your employees to learn more about merchandising, have them take NHPA's "Retail Merchandising" training course. This course available to NHPA members at www.yournhpa.org.