



HELPFUL MERCHANDISING TIPS

What you sell and the presentation of the store and your products are some of the most important components to attracting customers and promoting sales. Attractive products, displays and signs further enhance the experience for the customers and will help promote sales and encourage customers to come back.



A **clean and tidy store** will make a good first impression, providing a sense of security and quality. The way your store looks can affect how much you sell. If store is cluttered or dirty, customers assume your products are not fresh.

Keep shelves looking full to convey a sense of freshness and organization, and give customers confidence in your store. If an item sells out, fill the space with something else to maintain the full look.



Pull products to the front of the shelves Align all products to the outer edge of the shelf with the labels facing out to keep your store looking well stocked.

Face products forward with the label showing to make it easier for your customers to see the products. This will also maintain the store's neat and organized look.



Label everything with clear and consistent signs Make sure all items are labeled and prices should be visible and consistent. Customers want to be able to clearly identify products and how much they cost.

Highlight NEW and SALE items Customers like to see and try new items. Marking these products with signs will help draw your attention to them.



Use shelf space efficiently Minimizing the space between the products and the shelf above will help you maximize space to help you stock more products and keep your store looking full.

Stock like products together Displaying similar products next to each other on your shelves will make it easier for your customers to locate the items their looking for. This will also help keep your store well organized.

Use wobblers and other healthy signage to highlight your new healthy items. This will draw added attention to these items and will encourage customers to purchase more of them.



Advertising and promotions Advertising and promotional sales help attract customers and draw their attention to new products. Advertising outside will let them know and bring them in. Inside the store, use display signs and offer promotional sales such as creating specials to further encourage people to try new, healthy products.



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