

# ***Creative Merchandising Ideas***

## ***Store Design and Merchandising***

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### **Does your store have an identity?**

From the outside looking in:

- Outside sign
- Department identity signs
- “Open” sign
- Hours of business sign
- Sale, special event signs and banners
- Window display
- NO clutter in window
- NO trash on sidewalk or parking lot

### **Is my store appealing to my customers?**

- Store should have as emphasis
- Clean, uncluttered aisles
- Inside store identity signs
- Name of store displayed inside
- Merchandise full and straight
- End cap displays
- Shopping carts and/or baskets
- EVERYTHING clean

## Is my merchandise in the right place at the right time?

- Put floor space to its best use

### Good layout encourages:

- Multiple purchases
- Impulse buying
- Economy of salespeople's time and energy

### Self-Service vs. Shelves behind the counter

Natural Foods, like many other kinds of stores, used to have shelves behind counters with merchandise out of customers' sight and reach.

Most common today are self-help stores, where if the customer can touch it, they are most apt to buy it.

### Which way do customers usually go when entering a store?

#### *The degree of priority of placement of merchandise*

- 1<sup>st</sup> – Right Front
- 2<sup>nd</sup> – Center Front, Right Middle
- 3<sup>rd</sup> – Left Front, Center Middle
- 4<sup>th</sup> – Left Middle
- 5<sup>th</sup> - Back

**Studies have shown that 65% of all purchases are made at retail level. Thus, let us take advantage of this and merchandise as properly as we can.**