

Global Pet Expo

“Power Merchandising Part I”

By Chris Miller

Introduction

Visually, what retail store stands out in your mind?
What one thing you would like to get out of this session?

MERCHANDISING 10 Commandments

When merchandising your store... How much of an increase in sales could you expect?

Following are the 10 important techniques that any store owner should follow daily:

1. **KEEP YOUR STORE CLEAN**
Customers equate cleanliness to newness and value. If you cannot keep your store clean, there is no point in attempting to apply the remaining merchandising basics.
2. **FACE AND FRONT DAILY, HOURLY, CONTINUALLY.**
Move each product to the front of the shelf and face each product label square for best viewing. Products that hang on hooks should be pulled forward.
3. **SPREAD TO FILL**
Empty space kills sales. You want to give the appearance of abundance. If a product sells out, replace it with another product until you can restock. Double face products to double the exposure of the product.
4. **FOLLOW THE 2-FINGER RULE**
Just as horizontal empty space can kill sales, so can empty vertical space. Shelves should be spaced so there is no more than a 2-finger wide space between the top of the product and the bottom of the shelf above.

NOTES:

TIP :

Double facing the same product within a category will sell 46 % better....

5. **CREATE COLOR BLOCKS AND COLOR BREAKS**

Strategically place color items so that they each stand out. For example, place a white product between two blue ones and run color vertically to draw the customer's attention down to the lower shelves.

6. **LEAN TO THE RIGHT**

80% of the population veer to the right when entering a store. The English language reads from left to right and the majority of the population is right handed. Therefore, by positioning more expensive items to the right you ensure optimum visibility and sales in a population primed for this setting.

7. **PRICE MERCHANDISE ON BACK OR ON THE BOTTOM**

Consumers generally buy value, not price. You have a better chance of selling a product if they read the label before they read the price tag. Keep in mind, if they pick up the product, you have a 50/50 chance of making a sale.

8. **DISPLAY HEAVY ITEMS AT THE BOTTOM AND LIGHTER ITEMS ON TOP**

This establishes a natural flow of merchandise and keeps products and displays from being top-heavy. We never want to shade a product from ambient light, either from the actual product itself or by a shelf above a peg hook display.

9. **THROW A VISUAL CURVE**

A visual curve is the tiering of products like a pyramid. This allows overhead light in the store to hit the edges of each item. You can also achieve a visual curve by using shelves and hooks of different sizes in progression.

10. **AVOID THE MANHATTAN SKYLINE**

Keep the general top line of sight even and appealing to the eye. This will allow focal points or other featured displays to stand out. "Less is More" applies to this technique. Focal points should not compete. Do not merchandise above the back bone of the shelving.

NOTES:

TIP :

Having Trouble selling a product? Bring it up from bottom shelf to eye level. This will increase sell-ability by over 80 %. Customers are lazy and bringing merchandise to eye level will enhance visibility. Add a suggestive informative sign to aid in telling your story about this merchandise.

TIP :

Get rid of visual train wrecks in your store!
No Graphic pollution!

There is more to merchandising, "If you can find it you'll buy it!"

End Caps and Tonnage Statements

Use End Cap and Tonnage Statements Correctly

More than 30% of a store's sales can be generated from End Caps that are merchandised correctly. Plan your purchases: use these areas to show off new and price point merchandise. Use the following rules:

1. Display 1 or 2 products – Do not display an entire manufacturer's line. Limit yourself to 2 s.k.u.s and try to use products in different colors.
2. Products must be related – If you use 2 products, they should always be related so you double your chances for an add-on sale.
3. Must be abundant. There is a cycle to displays, their perception of abundance equates to volume. No one ever wants to buy the last one. Just like at home, no one wants to take the last piece of pizza.
4. Must have a sign, preferably professionally printed and framed. (Insignia Sign Making Machines)

KEEP UP THE GOOD WORK!!!

After working hard to achieve the optimum display for your products, you now need to keep your store looking like this all the time. The following steps will assure a tip-top shape store:

Take Photos of Your Merchandising Sets

Think of your sets as a 4' store, this will show how you want products in each 4' section merchandised. Take Photos to retain product locations and overall image that will need to be maintained on a daily basis.

Create a Merchandising Workbook

Use the photos that you have taken of your merchandising sets and make your own workbook. This will give your employees a ready-made training aid to teach them correct merchandising. If a product sells out and another item has replaced it, the photo will show what the original product was and the location.

NOTES:

Tip: Once a display is set, full and perfect, remove one item to show the buying has started! This will subliminally trigger impulse buying.

SKU = Storage Keep Unit

One bar coded item

Visual Merchandising PART II

What Percentage of buying decisions are made in store? _____

Do you use theme props and Mannequins?

Visual Display Sources:

1. Superior Specialties
2. VSDM Magazine - POP Times

WOW FACTOR

WOW ideas

1. Hide Money in the merchandise
2. Random acts of WOW
3. When was the last time you walked into a store and laughed?
4. Gift Wrap old merchandise – give away
5. Gift Certificate VS Coupon = more value
6. Christmas sock filled
7. Photo magnet for refrigerator
8. Thank you notes!
9. Constant Contact – email broadcast 4 x year or more
10. Vehicle wraps
11. T-shirts

In-Store Signage

1. 3 layers of signs
 - Departmental – Universal – décor and fun unique
 - Directional – Aisle ID
 - Informational – Tell a story, 3 bullet points max

Must be:

Professionally Printed
 In a sign Frame
 Show respect for your signage
 1 per display and intent- do not over sign a store

Merchandising Cart – Be organized!

NOTES:

Melissa and Doug – Stuffed animals

What makes you different visually in the retail Pet marketplace???

Be careful of creating a visual train wreck !

**Get the right
Fixture for the Right Job!**

**Signature Conversation Pieces-
Fixtures, design elements or themed departments**

Focal Points

Sightlines – Billboard your store

Angles – Movement

Window displays that create attention!

Lighting Basics “Layers of Light”

General

Accent

Task

10 Space-Saving Ideas

- 1. Swing Display Panels**
- 2. Sliding Display Panels**
- 3. Tiered Collar and Leash Rack**
- 4. Side Impulse Panels**
- 5. Checkout Impulse Panels**
- 6. Recess Front Counters**
- 7. 1-1/2” Aluminum Slatwall Panels**
- 8. Drop Hook Peg Hooks**
- 9. 2 Finger Rule and Tighten Sets Left to Right**
- 10. Cantilever Shelving vs. Standard or Light Duty Pallet Rack**

Bonus tip! Go 6” taller on your wall gondola and use low base 6” tall vs 8”

Review

- **Traffic Flow is the lifeblood to sales**
- **Use Good Basic Merchandising techniques every day!**
- **Create a promotional calendar and set visual goals to attract attention!**
- **Dare to be different! Change is the only given in retail!**
- **Find more selling space in your store!**
- **Update your lighting – create layers of light**

Conclusion

List 1-2 things you learned in this session that you promise to implement in your store:

1 _____

2 _____

NOTES

About your trainer:

CHRIS MILLER, President of Pacific Store Designs, has been active in the design and development of the retail pet industry for the past 38 years. He served on Superzoo's board of directors from 1996-2002, and was the trade show chairman 1997-98. A contributing editor to Pet Age magazine for 2003-06 columns titled "Problem Solvers," Chris welcomes any questions that may be considered for future titles.

Chris's firm has completed stores worldwide and within most of the 50 United States, including Alaska, New Jersey, Hawaii, and St. Thomas USVI+BVI. International locations include Guam, Finland, New Zealand, Guatemala, Canada, and Australia.

Pacific Store Designs was awarded 2013 Supplier of the Year by Global Pet Foods, Canada, for their work at the following locations: Orangeville, New Market, Markham, Bolton, Edmonton, Red Deer, Winnipeg, and St. John. Currently under design, upcoming projects include Waterdown, Burlington, Waterloo, Brimley, London, Oshawa, Stouffville, and St. Laurent. Stateside projects include Pet Wants, Brea, CA, and Soldan's Pet Supplies Flagship Store in Okemos, Michigan. Just finished: Bones-N-Scones in Palm Desert, CA and My Pet Naturally in Santa Monica, CA.

Pacific Store Designs offers retailers: design services, fixtures sales, custom cabinetry, vented animal enclosures, general contracting, architectural services in all 50 states through permit procurement, professional installations, merchandising assistance and educational seminar presentations/training. His expertise ranges from business planning, costing and budgeting to sales projections and payback analysis. Chris has designed well over 3,500+ retail stores worldwide--you will not find a more diversified or experienced retail expert for the pet industry.

Chris's design center and custom manufacturing facility is located in Garden Grove, CA. However, PSD offers a variety of drop ship points throughout the US. Featured Lozier Store Fixtures ship from Omaha, NE; Scottsboro, AL; and Joplin, MO. Many other fixtures ship from Atlanta, GA and Hazelton, PA.

Chris currently resides in Costa Mesa, CA with his wife of 33 years, Jeanne. They have 29-year-old identical twin daughters: Danielle, a DO practicing in Scottsdale, AZ, and Rachel, a scientist and DNA Lab Manager in Berkeley, CA. Their 27-year-old son, Ryan, is living the dream in Maui, Hawaii.

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