

VISUAL MERCHANDISING

Merchandise display is an integral part of your ship's store visual merchandising program. The entire selling process begins with an eye-pleasing presentation of merchandise. Display merchandise in such a way that it is attractive to the eye. It must look clean, fresh and inviting to the potential customer. A merchandise display must capture the buyer's attention. This can be accomplished by making the products that you have to sell look the very best that they can.

Shopping can be expedited and customers made to feel more satisfied with their selection, if merchandise can be identified quickly and clearly.

The initial step to accomplish this is to merchandise the various category sections of the ship's store. After related departments are placed near one another, attractively display and correlate the items within the section. This results in quick identification and easy accessibility.

The proper way to merchandise shelving sections is to start from the bottom shelf. When merchandising shelves, the larger merchandise items should be placed on the lower shelves graduating merchandise sizes upward.

Utilize box lots to determine the amount of merchandise to display on the shelf. The amount of space for each item should be determined by how much comes in a box. Some items will only be one box, while other faster selling merchandise should be two or more boxes. That way you can stock the shelf with the merchandise and, will not have loose items of merchandise to store elsewhere.

Shelves should be set with approximately 1" to 1½" inch of air space between the top of the tallest product on the lower shelf and the lower edge of the shelf above it. This amount of room will allow for customers to comfortably remove merchandise from the shelves. Do this for every merchandise section within the ship's store. This will convey to the customer a very well stocked store. It will allow more merchandise to be placed in a section. Thus carrying a wider variety of merchandise. This is especially helpful in a ship's store, where every inch is critical. Keeping the shelves closer together like this, gives the store a neat and fuller appearance. It also allows additional shelving to be placed in a section, which in turn allows for more merchandise to be on the shelves. More merchandise means more sales.

Merchandising the shelving closer together, will often leave an open area at the top of the shelving unit, in some merchandise categories. This area should be utilized for hanging items on peg hooks or, used for display purposes. A combination of peg-hooks and shelving is recommended for most merchandise categories.

When placing merchandise on peg hooks, hang the items in straight rows. Place items of a similar size beside or below one another. Allow room between pegs so merchandise will not overlap as rows and columns are created. Hang multiple facings of the same product. Example: many rows of film or, rows of batteries or, rows of similar razor brands.

This will convey the image of a well-stocked store. It will create the impression of having what the customer needs. Allow enough space

below the lowest pegged item for merchandise to be placed on the shelf without interfering with the pegged item above.

Set up merchandise in related continuity for convenient shopping. Place personal care items with other personal care items and, candy and snacks near one another. Set up smaller shopping areas within your store. You want to make it simple and easy for the customer to shop in your store. So, if a customer is shopping for personal care items – the shopper only has to go to one area of the store, to find what they are seeking. Placing related merchandise departments near one another acts as a helpful reminder that additional items may be needed. It encourages multiple sales. It allows the customer to conveniently compare quality, price, and style. Trading up or buying an item at a higher price than intended may occur when better quality and workmanship are recognized by the comparison.

The end result of a good merchandise arrangement is that it should reduce the number of shopping trips a customer makes to the store, while at the same time encouraging – total shopping.

The secondary purpose of this release is to provide recommendations for the merchandising accessories to facilitate your store's conversion to the new ROM II system. These aids will greatly assist you in placing the UPC labels in front of the desired merchandise, for scanning purposes.

- The Scan-Hook is a standard peg-hook with a scanner panel attached above the merchandise. The UPC label can be inserted into the panel, so as the item can be scanned.
- The Omega Grip-Zip Strip and the Die-Cut Ticket Holder are a one-piece tag holder that attaches to the fencing, on the front of the shelf. A UPC label can be inserted into the strip, so as the item can be scanned.
- The Merchandise Hang-Tab are self-adhesive tabs that can be attached to a product, so as that product can be placed on a peg-hook. They can also be utilized to repair some damaged product packaging.
- The Lansa Kit is an interchangeable pricing cube system. These pricing cubes can be placed with items in a showcase.

There is a large variety of merchandising accessories available for the ship's store. The accessories that you need for your ships store greatly depend on the type of shelving system installed in your store. Not all accessories will fit all types of shelving.

Contact me if there are any questions or any assistance is required to determine which merchandising and display accessories would be correct for your ships store. I can be reached at (757) 443-2534, Fax (757) 443-2540 or eric_johnson@nexnet.navy.mil