Ship Store Merchandising Training

2017 - 2018
THE PROMOTION OF THE SALE OF GOODS, ESPECIALLY BY THEIR PRESENTATION, THROUGH STIMULATION AND INTEREST
THE ART OF MERCHANDISING

- Clean, Fresh, Inviting
- Properly arranged
- Appropriately Stocked
- Prices Marked
BASICS OF MERCHANDISING

- Allocation of Space and Product Positioning
  - Top Performers
  - Add-Ons
  - Nonmovers
- Labeling
- Appearance of Fullness
- Snap, Crackle, Pop
Non-Verbal Communication

- **Appearance** – Creating an environment that influences one’s sense that product is organized, fresh, clean, easy on the eye, reduced confusion
- **Appeal** – Creating excitement
- **Answer** - unasked questions
  - **What** (is this and is it different then a similar item)
  - **How** (much is this?)
  - **Why** (must I have this? / why should I buy this versus a different product)
  - **Where** (can I get what I am looking for or where I want to go).
Space Allocation of Commodities

- Proper ratio of space to properly display merchandise

- Fixture Placement – Utilize the right fixture to display merchandise while maintaining appropriate and comfortable shopping area

- Supports customer demands
  *Cannot satisfy every sailor.*
  **Utilize PUB 81 for top sellers**

- Supports replenishment requirements and restrictions
MERCHANDISE FLOW

- Define “anchors”
  - Entry point
  - Register
  - Exit

- Dictate traffic pattern of customer through adjacencies

- Make a Statement
Product Positioning within Commodities

- Grouping
- Combo
- Adjacencies
- Plan-o-gram or Merchandising techniques
Basic Principles of Merchandising – Consumable/ Hard Lines

Vertical Set

- Refers to space contained vertically to merchandise a certain commodity.
- Provides distinction between commodities by changing shelving profiles to identify or “make a border” of that commodity
- It allows for different shelving profiles due to item height differences in different commodities

Merchandise techniques

- Inside the “Set” are several merchandise techniques:
  - Ribbon (stripped)
  - Horizontal
  - Block

- These are determined by the product assortment that make up that commodity.
Ship Store Merchandising

Flow

Set

Alignment
Commodity Hierarchy

- Each Commodity has its own reputation on how a consumer shops it.
- A commodity is defined as the product grouping i.e. Chips, Convenience Food, Nuts, Candy, etc.
- Commodity is then broken down to class. Classes may be driven by packaging, manufacture, flavor or pricing differences i.e. Candy grouping has 2 classes:
  - Pegged
  - Sleeve
- Classes can be broken down into sub-classes
  - Chocolate
  - Non Chocolate
  - Gum
  - Mint
- In this example (as shown in the manual) candy would go to the sub-sub class of manufacture i.e. M&M Mars, Hershey, Nestle etc.

- By determining to the smallest grouping of that commodity one is prepared to execute by those sub class groupings.
Basic Principle of Merchandising – Soft Lines

- Create a storyline by using themes and color.
- Merchandise techniques
  - Hang or fold (when is it appropriate)
  - Grouping priority – type then color then size
  - Pants/Trousers hung by sides. No front hang
  - Color sequence - light to dark
  - Display sizes – top to bottom, left to right
  - Create texture by intermingling U-bars and Face-outs
• Labeling
  – Price Display
  – Product Identification
  – Space Holder
  – Replenishment vehicle
Silent Communication Will Sell Product

• Keep product front faced at all times (the store will look full, even when it’s not)

• Keep shelves close together to minimize negative space. Slant shelves, if needed, to fill the space

• Merchandise the most popular item at eye level, give it the most retail space

• Place large items at the bottom of a fixture to draw the eye across all the merchandise (for example, big bags of chips or Pringles with smaller bags and dips above)
Maintenance and follow-on is key to sustaining the effects branding and increasing sales.

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