

# General Merchandising Checklist

- The high turnover, high-profit items should also be placed at eye level.
- If possible, remove a sample from the container to allow the customer to handle and feel the item.
- Old merchandise should be cleaned and pulled forward as new merchandise is added to the back.
- Use a starter gap in which at least one item is missing, so the customer will not feel like they are messing up a neat display.
- Restock the display before it gets down to the last item so customers will not get the impression that something is wrong with the item.
- As merchandise begins to have broken sizes or assortments, the remaining items should be moved to the bottom shelves of the gondola.
- Consider your customer's eye level. **The selling zone is from the customer's eye to the knee.** Customers very rarely look up and they most certainly do not buy from the floor.
- Too much product: Many stores have too much stuff in them. Many times, the wrong stuff and dated stuff. Lots to cover here for another time, another article.
- Product that does not perform: Get rid of it. If it has been in your store for more than a year and has not done well, out it goes. Do not get emotionally involved with your products, let them go.
- Not the right mix of product: Know your customers; know what is relevant in their lives. If you **don't know? Ask them. Do a survey in your store.**
- Stores in which store merchandise is placed on shelves places stock so that the customer is exposed to as many items as possible. A variety of goods is stocked horizontally, while vertical space is used for various sizes of the same product.
- Another scheme is to save top or bottom shelving for products that customers are willing to reach for or bend down to pick up. Middle shelf space is prime retail property, with merchants often renting this shelf space to the highest bidders.

- Stock locations tend to remain constant for long periods. Once customers learn the locations of items, they like to know they can return to that same spot and quickly find what they need. That is why all chain store stores are laid out exactly the same - customers can visit any location and it will feel familiar to them. If merchandise is frequently moved around, customers become frustrated.
- The merchandise should be neatly arranged without giving a cluttered look to the store.
- The merchandise must complement each other to create the desired impact.
- Cross merchandising refers to the display of opposite and unrelated products together to earn additional revenues for the store. Products from different categories are kept together at one place for the customers to find a relation among them and pick up all.
- According to cross merchandising:
  - Unrelated products are displayed together.
  - The retailer makes profits by linking products which are not related in any sense and belong to different categories.
  - Cross merchandising helps the customers to know about the various options which would complement their product.
- **Cross merchandising makes shopping a pleasurable experience as it saves customer's precious time.**