



RETAIL MERCHANDISING CHECKLIST



- **Display merchandise vertically** rather than horizontally (display similar products up and down your shelves rather than extending them across).
- **Place top sellers at eye-level.** Eye-level is the best-selling height on every display - as it is the easiest height for shoppers to browse.
- **Use signage** - outdoor signage, informational signage, directional (location) signage, and promotional signage
- **Display as much merchandise as possible.** Fill your shelves with as much merchandise as possible. This will minimize re-stocking while giving shoppers the impression that you can meet product needs.
- **Make sure all merchandise or shelves are priced** - have clear price or shelf tags for all of your merchandise. Be consistent throughout your store.
- **Cleanliness is key.** Cleanliness in your retail space includes a clean storefront (window displays, front doors etc.), fresh floors and shelves, and neatly stacked product displays.
- **Refresh your displays and shelves periodically** - adjust for holidays and seasons. Feature your newest products at the front of your store.
- **Cross merchandise** - place similar and complementary products together. This promotes impulse purchases by helping customers through the discovery process and making it more convenient.
- **Use loss leaders** - this is when you sell products at below cost (or minimum profit margin) to encourage shoppers to make a purchase elsewhere in the store. Place your loss leaders at the back of the store to get shoppers to walk past other product displays. The intention behind this tactic is to drive sales of higher margin products in your store.

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