



## Store Presentation & Display

### Product Displays That Entice The Customer

Displays that are organized and created to efficiently meet your customers' needs will assure continuing business from your existing customers and will entice prospective customer's to purchase from you. It is essential to consider what type of professional image you want to convey to the customer and your community when creating and organizing your facility. Consider the following questions when evaluating the image you want to promote in your community:

- What do I want people to think about first when they think about my store?
- How does my store and displays support this image?
- What do I think of first when I think about my store's appearance?
- How do other people respond to my store?
- What do people say when asked about my store's facility, staff and service?
- What frustrates me most about my store or product layout?
- What one word best describes my store?
- What excites me about my facility?
- What have I learned from considering these questions?

*Take this opportunity to evaluate all the characteristics about your store's facility and product layout and create a new environment to showcase your products.*

### Product Displays That Work

By the time a customer walks into your store, he or she has received several impressions about you from your advertising, word of mouth, your store front, and now your product display. This is your last chance to make a good impression. You can create an effective product display after determining what type of image you want your store to project to your community and your customers. Some dealers prefer to present their merchandise in an informal country store environment and other dealers prefer displaying their merchandise in technically advanced learning or demonstration centers. Consider the following when creating product displays that work:

- "Live" display products are easier to demonstrate to the consumer.
- Kitchen or Home Theater vignettes are great ways to display how the product may look in the home.
- Plan how your customers will flow through your store to increase sales in certain products. Showcase products in high traffic areas.



- Product displays should be easy to locate. Proper signage can help guide customers and make it easier and more pleasant for them to find products and services customers to compare size, price, and features of products and makes it easier and convenient for your sales people to sell them. The display should make it easy to step to logical price points.
- Increasing the number of models you display can give your customers the impression that you are committed to the business, your price is competitive, and that they can find what they need in your store. Visit a Toys R Us to see the effect of what a deep display can do. *However, it is critical to keep in mind that reasonable inventory turns must be maintained.*
- To maximize space, make use of vertical displaying where appropriate for Built-In Ranges, Microwaves, etc.
- Utilize P.O.P. materials that enhance the sell-through of the product such as pointing out key benefits or specials. Be careful not to clutter up the product.
- Your store should be inviting and a comfortable place to shop.
- Use appliance display fixtures and special lighting to enhance your display as well as your image.
- Put in a small children's play area with toys as a convenience to parents while they shop to help them concentrate on a major purchase.

Your strategic placement of displays clearly states to your customer how you plan to conduct business and how you plan to respond to your customer's unique needs. It also makes it easier for the sales staff to close a sale as well as enhance profitability.

## Evaluate Your Retail Space

How does your store measure up? Compare your store and display against the following characteristics. Circle the appropriate numerical value that you feel your store/display ranks on a scale of 1 to 5 with 5 rating the highest.

	<b>Low</b>				<b>High</b>
1. The store's location in your community	1	2	3	4	5
2. The store's physical location in the neighborhood and street	1	2	3	4	5
3. The location and amount of parking available to customers	1	2	3	4	5
4. The physical appearance of the store's parking lot	1	2	3	4	5
5. The store's architectural design	1	2	3	4	5
6. The exterior color of the store	1	2	3	4	5
7. The location and size of store windows	1	2	3	4	5
8. The location and size of store doors	1	2	3	4	5



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9.	The accessibility of the store for the physically handicapped	1	2	3	4	5
10.	The size and location of the outside store identification signs	1	2	3	4	5
11.	The graphic design of the outside store identification signs	1	2	3	4	5
12.	Lighting for outside store identification signs	1	2	3	4	5
13.	Outside lighting around the store and parking areas	1	2	3	4	5
14.	Outside store security	1	2	3	4	5
15.	Landscaping around store and parking areas	1	2	3	4	5
16.	Overall outside appearance	1	2	3	4	5
17.	Window treatments	1	2	3	4	5
18.	Types of window displays	1	2	3	4	5
19.	The overall store layout	1	2	3	4	5
20.	Aisle spacing for handicap access	1	2	3	4	5
21.	The interior design of the building	1	2	3	4	5
22.	The interior wall, floor and ceiling colors	1	2	3	4	5
23.	The floor covering	1	2	3	4	5
24.	The interior fixtures and display areas	1	2	3	4	5
25.	The interior lighting	1	2	3	4	5
26.	Adequate heating and air conditioning	1	2	3	4	5
27.	Rest room facilities	1	2	3	4	5
28.	Location of a customer service area	1	2	3	4	5
29.	Availability of a customer courtesy telephone	1	2	3	4	5
30.	Availability of water, coffee, beverages and snacks for customers	1	2	3	4	5
31.	Play area, toys and activities for children	1	2	3	4	5
32.	The organization of the product displays	1	2	3	4	5
33.	Demonstration area for products	1	2	3	4	5
34.	Product information displays and centers	1	2	3	4	5
35.	Display of used appliances	1	2	3	4	5
36.	Service department layout and access	1	2	3	4	5
37.	Integration of technology with product displays	1	2	3	4	5
38.	Use of appliance cartons in display areas	1	2	3	4	5
39.	Storage of appliance inventory	1	2	3	4	5
40.	Overall housekeeping and visual appeal	1	2	3	4	5

**Total Score**

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With 200 being the most points you can get and 120 the mid-point, how appealing is your store/display?



Review your scores and comment on the three highest characteristics:

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Review your scores and comment on the three lowest characteristics:

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Based on your responses to these characteristics, how does your retail space represent the image you want your store to project to the community and your customers?

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What retail space characteristics should you change to better project the desired image?

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After reviewing your responses, what word best describes your retail space?

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## **SUMMARY**

Is your store display an asset or liability? Taking a look at your store from your customers' viewpoint can give you valuable information on how to maintain or improve your image and retail position in the market.

There are many ways to layout your floor to maximize sales and profits. Experiment with different designs to see what works best for your store and sales people. Ask your customers for input. Select products that will address all the important price points in your market that meet the needs and desires of your customers.

The display is the lifeblood of a retailer.