



Classic Store Merchandising Standards

CONTENTS

Overview...	1
Merchandising Guidelines..	2
Stock Levels...	4
Counter...	5
Store Ambience...	5
Back of House...	6
Cleaning and Maintenance...	7
Safety...	8
Retail House Keeping Checklist...	9



OVERVIEW

What is Visual Merchandising?

Visual Merchandising is the art of presentation, with the aim to put the merchandise in focus. It:

- Educates the customer and creates desire to buy.
- Is the presentation of a store.
- Reflects the brand image of the 'lifestyle' concept.
- Makes shopping easy and enjoyable.
- Increases the frequency of purchases from customers.



When to Re-merchandise/Re-stock

You should be able to re-merchandise/re-stock during business hours. If you are merchandising while open, it is important to carefully consider how you go about this process without creating a messy showroom for customers.

Things to consider are:

- Merchandise section by section. Rather than pulling the whole showroom apart at once, pick a starting point and work your way around the showroom.
- Make sure any large moves are completed outside of your peak sale times.
- Ensure you have enough prongs, shelves and brackets before you start.

Retail Housekeeping Checklist

This checklist can be found at the end of this document. It has been created to help stores manage the standards of stores on going. Stores must meet the minimum requirement of 80% at all times. If this is not met, time must be allocated to ensure this is fixed.

This is to be printed from **Dealer Dashboard > In Store > Visual Merchandising Guides**.

MERCHANDISING STYLES



Horizontal Merchandising

Horizontal merchandising places products in a horizontal layout. While this type of display technique has the potential to present items at or near the customer's line of sight, it also forces the customer to move from side to side to follow the display.



Vertical Merchandising

Vertical merchandising is the practice of displaying items in a vertical layout. By placing popular products closer to the customer's line of sight, those products have higher visibility than items that have a much lower turnover.

A vertical merchandising display allows customers to stay in one position and use their eyes to follow the display of items from top to bottom.



A/B/A Merchandising

The A/B/A style of merchandising involves repetition across a wall. In this example we have used (A) hang sell, (B) shelves, (A) hang sell to create the effect. This is an effective way of creating visual breaks within long walls.

MERCHANDISING STYLES



Sightlines and Focal Points

Sightlines refer to the elements that are in a customer's direct line of sight.

The hero or highest selling products should be displayed in sightlines so they hold the prime positions within the showroom.

It is important to make sure sightlines and focal points appear strong and fully stocked before your customer enters the showroom.

(e.g. ends of fixtures)



Negative Space

Negative space refers to the space surrounding a product. Just as important as the product itself, negative space helps to define the boundaries of positive space and brings balance to a display.

Allow for negative space in your store, don't overstock the showroom with so much product that the customer can't shop easily. Too much product can be overwhelming for anyone making purchase decisions.

(e.g. Using graphics is a great way to break up a large wall or display)

STOCK LEVELS

Stock must be lower than the fixture height.

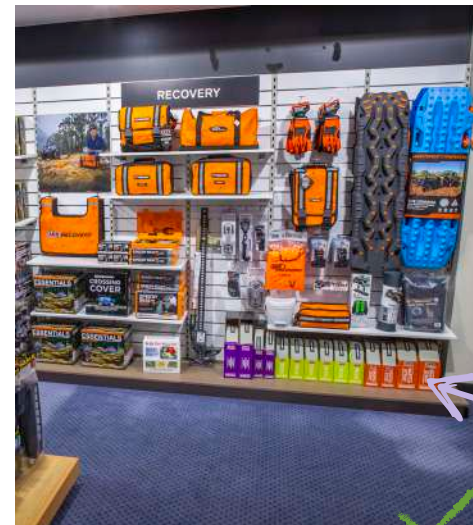


Restocking shelves is just as important as re-merchandising. Showrooms must be fully stocked at all times.

Stock levels should be checked and refilled daily or when required.



Products should be displayed neatly to prevent damage to packaging.



Shelves and prongs should be filled at all times. Be careful not to overstock these. (store excess stock in back of house storage areas.)

COUNTER

The counter should always be kept clutter-free.

Only displays approved by marketing are to be displayed on your counter. This is to ensure too many messages aren't displayed at one time. Approved displays include: LINX display, business cards, catalogue, 4x4 culture and the relevant promotional sign.

If you have glass cabinets at your counter, ensure these are kept neat and well displayed at all times.

Cash and carry items are great products to have on the fixtures closest to your counter to encourage last minute add-on purchases.



Cords need to be kept tidy at all times and cable ties are to be used where needed



Counter should be clutter free



STORE AMBIENCE

Ambience in a store includes: fixtures, flooring, sound level, temperature and lighting. Ambience can be a large influence to how much time a customer will spend in a showroom.

Temperature Control

Be mindful of the temperature level (heating and cooling) in the store.

If customers are too hot or too cold, they will not be encouraged to stay long.

In Store Music

Music should also be considered in your showroom. This helps to make the customer feel welcome, especially in a large space.

Keep in mind, music shouldn't be played too loudly and must be family friendly. (i.e. No explicit language, competitor adds, etc)

BACK OF HOUSE AREAS

All back of house areas should reflect the look of your showroom by remaining neat and tidy at all times.



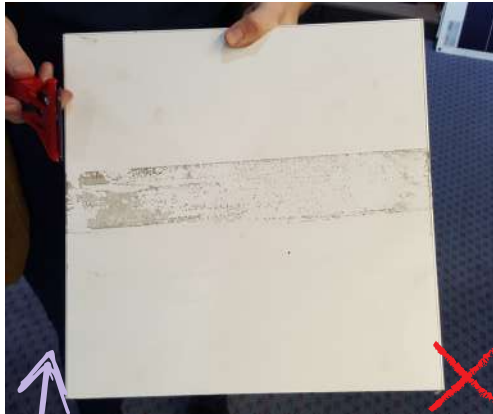
Keep areas clean for both safety reasons and easy maintenance.



Divide shelves and cupboards into sections. Excess stock from each zone should be stored together so they're easy to find.

Label each shelf with what belongs where.

CLEANING AND MAINTENANCE



All marks must be removed on shelves, joinery, walls and floors (Scrapers and orange oil may be required)



Excess cords should be hidden
Use cable ties



Carefully scrape off any excess hooks



Touch up paint may be required



Tidy garden beds, remove weeds and rubbish



Complete Retail Checklist regularly



Tie up all loose cords and chains



All shelves and prongs must match



Prongs must have perspex flipper to allow for easy ticketing

SAFETY

When re-merchandising, the use of safety precautions is a must.

Prongs should never be left empty on walls and gondolas

Bull Bars are only to be merchandised on reinforced and weight rated walls

The showroom must be kept neat at all times to prevent tripping hazards, especially during trading hours. Use trolleys when required to hold/relocate stock

There must always be a safe gap between fixtures 1.2m - 1.5m

No heavy products or large boxes should be placed up high on walls or fixtures



Paths should be kept clear of obstructions at all times

Be mindful of the cleaning products that are used in store. Avoid strong smells and chemicals



Use enough people to move fixtures when required



Always use ladders where required

HOUSEKEEPING CHECKLIST

The Retail Housekeeping checklist can be found on
Dealer Dashboard > In-store > Visual Merchandising Guides.

This checklist is to be completed on a monthly basis.
At minimum, 80% of the list must be completed to ensure the showroom is kept at a high standard at all times.

If this requirement is not met, you'll need to ensure a plan is put in place to rectify this.

ARB 4x4 ACCESSORIES		ARB RETAIL SHOWROOM, HOUSEKEEPING CHECKLIST	
Score	Task	Notes *Stores must meet the minimum requirement of 80% at all times.*	
Retail Showroom			
/6	Merchandising Standards	Is product on display appealing and easy to shop? Is product tidy on shelves and hung neatly onto prongs? Has excess stock been stored in storage areas?	
/6	Restocking of Shelves	Is showroom full and free of gaps? Has missing stock been ordered? Are all showroom lines displayed?	
/2	Packaging	Is all packaging displayed in the showroom of a high quality?	
/4	In Store Displays	Are all displays tidy and dust free? Including display cars and canopies? Have displays been checked to ensure no display product is missing or damaged?	
/2	Cleaning of Fixtures	Are all shelves wiped clean, and the base of fixtures dusted?	
/6	Floors and Walls	Are pathways free of obstructions? Have floors been cleaned and vacuumed? Have any marks, chips or scuffs on walls or skirting boards been cleaned?	
/2	Lighting	Are all store lights and hero bay lights in working order and turned on?	
/2	In Store TVs	Are all in store TVs turned on and in working order?	
/2	Ceiling Tiles	Are all ceiling tiles free of marks and water damage?	
/4	Hero Bays (Flagship stores)	Do all the Hero Bays have approved stock displayed? Are they clutter free, dusted with lights turned on?	
Ticketing and In Store Signage			
/6	Ticketing	Has ticketing been placed in ticket holders and attached to all prongs and shelves? Does all the ticketing look consistent across the showroom with ticketing on the left hand side of shelves? Is pricing reflective of the current price list?	
/6	In Store Signage	Is all marketing across the showroom current, in good condition and placed correctly? Has all supplier collateral been approved by Marketing before being displayed in the showroom? Is all supplier collateral current, in good condition and not damaged or faded?	
/2	4x4 Culture Magazine	Is there enough stock of the 4x4 Culture magazine and ARB Catalogue available for customers?	
Retail POS			
/4	Retail POS	Is the POS kept clutter free at all times? Have all products/displays on counter been approved by Marketing?	
/1	Desks	Are customer facing desks clutter free and tidy?	
/1	Zip Pay	Is there one A5 ticket at every point of sale?	
In Store Promotions			
/2	Promo Guide	Is the current promo set up as per the Visual Merchandising setup guide?	
/2	Stock Levels	Does the store have sufficient stock levels for the promo?	
/4	Banners/Posters	Are correct banners hung up in store and have Visual Merchandising guides been followed? Are there any old/damaged banners/posters that need replacing?	
/2	End of Promotion	Has all promotional material been removed from previous campaigns?	
Back of House			
/2	Storage Rooms	Are store rooms and other storage areas clean and clearly labeled?	
/2	Offices	Are offices that are in view of customers, tidy and clutter free?	
Customer Waiting Area/Customer Bathrooms			
/2	Kitchen	Is the kitchen stocked and clean? Including coffee, tea, mugs and clean tea towels?	
/4	Bathrooms	Are bathrooms clean and tidy? Are toilet paper, paper towel and soap dispensers full?	
/4	General	Are floors swept and mopped? Are chairs and tables wiped clean?	
Staff Uniforms			
/2	Staff Uniforms	Are all staff in correct and clean uniform and well presented? Are all staff wearing a name tag in the current design?	
External			
/2	Display Cars	Are display cars clean and in good condition?	
/2	Garden	Is the garden tidy, litter free, and weeded?	
/2	Signage/Logos	Are all signs and logos current, not faded and in good condition and clean?	
/2	Paint	Is paint in good condition, free from chips or other damage?	
/2	Dirt and Grime	Are all external walls, signs and parking areas free of dirt, grime and cob webs?	
/2	Line Marking	Is car park line marking clearly visible and in good condition?	
/2	External Lighting	Are all external lights working and clean, including pylon lighting and other illuminated signs?	
/4	Other	Are there any other external maintenance issues that need addressing? Is all required safety signage displayed and in good condition?	
TOTAL		/100	
TO DO:			
COMMENTS:			
Store: _____ Checked by: _____ Date: _____ BM Signature: _____			