

FLAGSHIP STORES



Merchandising Standards

VISUAL MERCHANDISING GUIDES

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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:

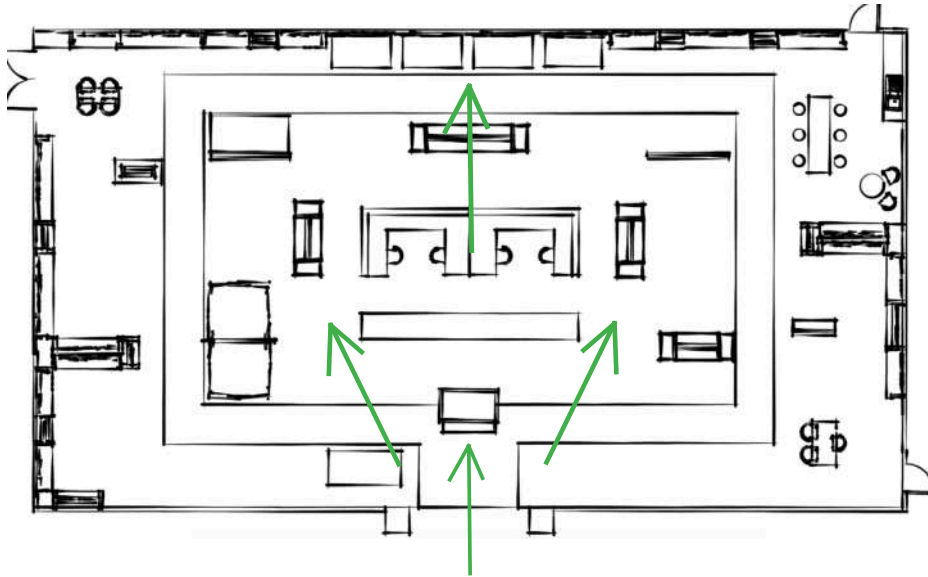
- Merchandise section by section. Rather than pulling the whole showroom apart at once, pick a starting point and work your way around the showroom.
- Make sure any large moves are completed outside of your peak sale times.
- Ensure you have enough prongs, shelves and brackets before you start.

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 ongoing. 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



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, back wall)



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 or products out of packaging is a great way to break up a large wall or display)

MERCHANDISING STYLES



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.



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.

NESTED TABLES

Promo Table

Nested tables are to be filled with bulk stock when there is no promotion running. There should always be a theme to the table. E.G.- Recovery.

Nested tables should follow the 'Pyramid Principle,' where if you have one item at the top, and all other items 'one step down'. This forces the eye to look at the focal point and then work it's way down.

Ticketing

An A4 editable PDF has been created for each zone.

This is available for download from Dealer Dashboard > In-store > Ticketing.

This must be displayed in an A4 Acrylic block and displayed to the left hand side of the table.

If your store does not already have acrylic ticket holders, these are available to order from warehouse.

570176 ACRYLIC BLOCK A5

570177 ACRYLIC BLOCK A4



Father's Day 2018 example



NESTED TABLES



Recovery Option

Stock List

RK9	Premium Recovery Kit
RK11	Essentials Recovery Kit
RK12	Weekender Recovery Kit
GLOVEMX	Recovery Gloves
TPMK	Tred Pro Mounting Kit
10000010	ARB SPEEDY SEAL
10100010	SPEEDY SEAL SPARE CORDS
TPBAG	Tred Pro Carry Bag
ARB2091	ARB Snatch Block 7000kg
10100020	ARB Light Weight Snatch Block 9000kg
ARB501	Winch Pack Recovery Bag - Large
ARB502	Snatch Pack Recovery Bag - Small
ARB705	Snatch Strap 8000kg
ARB710	Snatch Strap Heavy Duty 11000kg
ARB715	Snatch Strap Super Duty 15000kg
ARB720	Winch Extension Strap 4500kg
ARB725	Winch Extension Strap 8000kg
ARB730	Tree Trunk Protector Strap 3m x 75mm
ARB735	Tree Trunk Protector Strap 5m x 75mm



Air Systems Option

Stock List

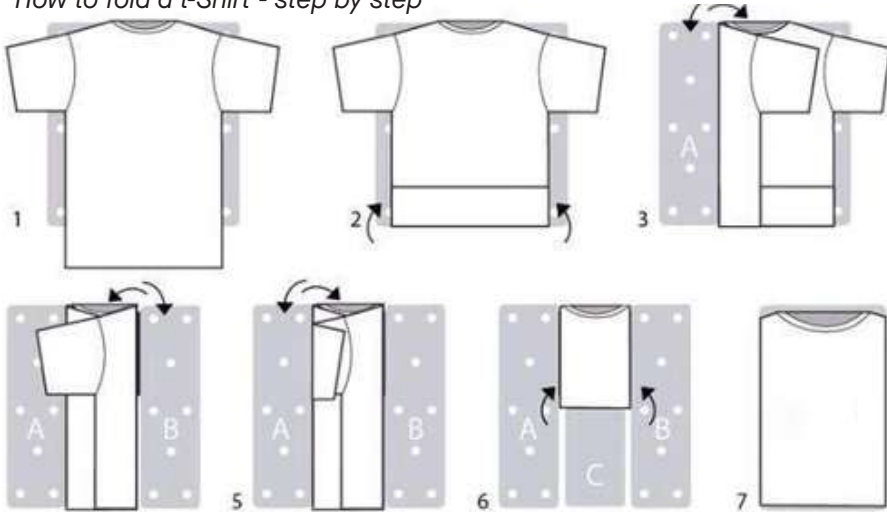
CKMA12	Single Compressor Mountable 12V
ARB4296	ARB Inflation Case
CKMP12	Single Compressor Portable
CKMTP12	Twin Compressor Portable
CKSA12	Compact Compressor (Locker)
ARB601	Digital Tyre Inflator
171301	Air Hose
171302	Pump Up Kit
171601	4L Tank
171503	Manifold Kit

APPAREL

Folding

- Apparel placed on shelves must be folded neatly and to the same size at all times
- Be sure to display folded apparel in size order (Smallest at the top, largest at the bottom)
- A size range should always be displayed in the showroom
- Swing tags should be tucked into the t-shirts

How to fold a t-Shirt - step by step



Hanging

- There should always be a size run of apparel displayed at all times
- Matching coat hangers must be used and hung facing the same direction
- 30 top hanging, 10 bottom hangers - Part number 570149
- All apparel swing tags must be tucked in
- Remove all product from its plastic packaging
- Always hang apparel in size order, with the smallest size at the front
- The front item should be 'dressed out'. (e.g. layering a t-shirt underneath a shirt, roll up the sleeves or tuck jacket arms into the pockets)
- Excess apparel stock is to be stored back of house neatly and in size order, to make it easy for staff to find requested sizes.

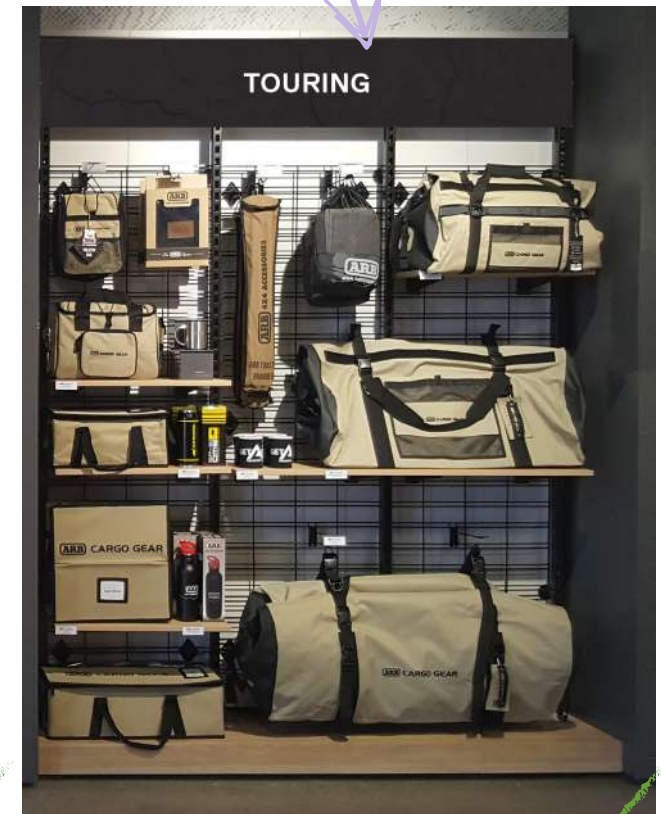


TOURING

Excess stock is to be stored back of house.

Bags are to be stuffed to appear full.

A size range of bags is to be displayed out of packaging. no bags should be displayed in plastic.





A snorkel display has been created for stores to have a greater presence for Snorkel and ECU in their showrooms.

Double Hero Bay

If stores do not have a double hero bay for snorkel, please contact Marketing for an alternative solution.



Brochures

Supplier provided

X 100 Safari Snorkel Range Brochures

X 40 X-Series ARMAX ECU Brochures

X 240 Vehicle Specific Brochures

Refer to the Snorkel
Set-up Guide available on
Dealer Dashboard

STOCK LEVELS



Stock levels should be checked and re-filled daily or when required.

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

Stock must be lower than the fixture height.



Products should be displayed neatly to prevent damage.



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

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 ads, 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.



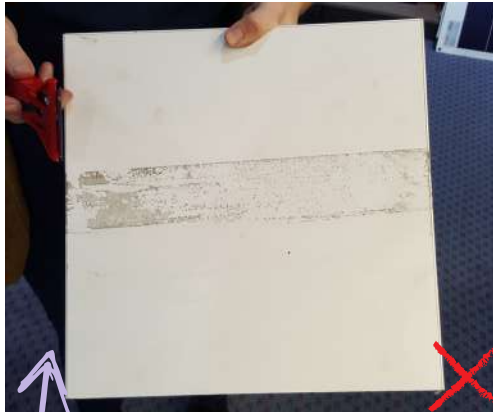
Keep areas clean for both safety reasons and easy maintenance.



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



Tidy garden beds, remove weeds and rubbish



Complete retail housekeeping checklist regularly



Ticket flipper must be the same size as the ticket



Must be correct ticket.
Refer to ticketing standards guide for more information



Tie up all loose cords and chains, when not in use



All shelves and prongs must match and be the same length



All 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

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



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

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



FRONT COUNTER STANDARDS

Flagship Stores

Stores are to keep counters clear at all times with the exception of computers/Eftpos and phones.

All phone/computer cords should be hidden, or tied up neatly using cable ties.

A5 perspex blocks are to be placed in front of computers and cords to keep counters as clear as possible.

All computer desks that are in view of customers should be kept neat and tidy at all times.

Promotional Material

When no promotions are running, only items on the current approval list are to be displayed.

No promotional material or product displays should be placed on counters without approval from marketing.

Current promotional POS approval list:



ARB Catalogue and Magazine Stand
- Product Codes: 217556



Linx Counter Display
- Product code 570142



Accepted Payment Methods
- Download from Dealer Dashboard
Displayed in A5 perspex block at every POS



Customer service mirror survey
- Dealer Dashboard
Displayed in A5 perspex block



Gift Cards



Business Cards



BANNERS RAILS

Flagship Stores

Placement for hanging collateral from the in-store banner rails will be specified in each promotional guide sent out by marketing.

Safety

Please ensure that platform ladders are always used to install banners.

Hooks

Collateral is to be hung using black 'S' hooks and hung straight and flat. All S'hooks must be the same size.

Once promotion is over, 'S' hooks are to be removed and stored safely for future use.



TICKET HOLDERS

Acrylic Blocks

570176 Acrylic Block A5



570177 Acrylic Block A4



Shop for Shops

Slatwall/Pegboard Hook with
80 × 26mm Flipper Scan Plate



Classic Format Stores

Slatwall/Pegboard Hook with
80 × 26mm Flipper Scan Plate



Flagship Stores

Display Decorations

Flat Adhesive Clear Flat Data Strip
30MM ADHESIVE CLEAR FLAT DATA
STRIP



Curved perspex not to be used in showrooms.

