

# Standard Operating Procedure (SOP)

## In-Store Visual Merchandising and Display Setup

This SOP details the procedures for **in-store visual merchandising and display setup**, covering the strategic arrangement of products, design and installation of promotional displays, maintenance of store aesthetics, and adherence to brand guidelines. It ensures an engaging shopping environment that maximizes product visibility, attracts customer attention, and drives sales through effective visual presentation techniques.

### 1. Purpose

To establish a consistent process for visually merchandising the store in accordance with brand standards to improve product visibility and enhance the customer experience.

### 2. Scope

Applies to all store staff, visual merchandisers, and team members responsible for display design, setup, and maintenance.

### 3. Responsibilities

- **Store Manager:** Oversee implementation, approve final layouts, and ensure compliance with brand guidelines.
- **Visual Merchandiser:** Design layouts, install displays, and train staff on proper maintenance.
- **Sales Associates:** Assist with setup, replenish products, and maintain visual standards during operations.

### 4. Procedures

#### 1. Preparation

- Review the latest brand guidelines and promotional plans.
- Assess floor space, fixtures, display props, and stock availability.
- Gather necessary materials for setup (signage, props, cleaning supplies, etc.).

#### 2. Design & Planning

- Sketch or digitally render proposed layouts, featuring focal points and product hotspots.
- Obtain approval from management before proceeding to installation.

#### 3. Product Placement

- Arrange products according to planograms or strategic placement guidelines.
- Group items by category, color, brand, or promotional theme to create visually compelling displays.
- Ensure top-selling and promotional items are at eye level and within easy reach.

#### 4. Display & Signage Setup

- Install branded displays, POS materials, and promotional signage.
- Ensure signage is readable, accurate, and free of damage or errors.

#### 5. Final Review & Approval

- Inspect the setup for compliance with guidelines and merchandising best practices.
- Obtain sign-off from the Store Manager or designated supervisor.

#### 6. Ongoing Maintenance

- Perform daily checks to replenish stock, straighten displays, and clean display areas.
- Update or rotate displays as directed by promotional calendars or product launches.

### 5. Health & Safety

- Follow all safety protocols for lifting, moving fixtures, and using ladders/tools during setup.
- Maintain clear aisles and emergency exits at all times.

### 6. Documentation

- Maintain records of display layouts, planograms, and approvals for future reference.
- Report and document issues or non-compliance.

## **7. Review & Updates**

This SOP is to be reviewed annually or when significant changes to branding, layout, or merchandising strategy occur.

## **8. Appendices**

- Sample planograms/layouts
- Brand guideline summary
- Display maintenance checklist