

# Standard Operating Procedure (SOP): Product Merchandising and Display Standards

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This SOP defines **product merchandising and display standards** to ensure consistent, attractive, and effective presentation of products across all retail locations. It covers guidelines for product placement, visual merchandising techniques, signage usage, shelf organization, promotional displays, and compliance with brand aesthetics. The purpose is to enhance customer experience, increase product visibility, and drive sales through well-structured and appealing product displays.

## 1. Scope

This SOP applies to all retail staff, store managers, and merchandisers across all retail locations.

## 2. Responsibilities

- **Store Manager:** Ensure SOP compliance, supervise merchandising, and inspect displays.
- **Retail Staff:** Implement display standards, maintain cleanliness, and replenish stock as needed.
- **Visual Merchandisers:** Design display layouts, update planograms, and train staff.

## 3. Product Placement Guidelines

1. Follow the latest approved planograms for all product categories.
2. Position bestsellers and new arrivals at eye level whenever possible.
3. Group complementary products together to encourage cross-selling.
4. Prioritize core products in high-traffic areas and promotional end caps.

## 4. Visual Merchandising Techniques

- Maintain clear sight lines; avoid over-cluttering shelves or displays.
- Apply the "first in, first out" (FIFO) method for product rotation.
- Use balanced color schemes and block products by brand or category.
- Regularly update seasonal and promotional displays according to the marketing calendar.

## 5. Signage Standards

1. Use branded, professionally printed signage only (no handwritten signs).
2. Ensure labels are clear, accurate, and price tags are visible.
3. Post required informational and promotional signage according to guidelines.

## 6. Shelf Organization & Maintenance

- Keep shelves tidy, fully stocked, and free from dust or debris.
- Face all products forward with labels visible to the customer.
- Remove damaged, expired, or non-compliant products promptly.
- Follow regular cleaning and restocking schedules.

## 7. Promotional Display Setup

1. Set up promotional displays promptly as per promotional calendar.
2. Use only approved display materials and props.
3. Highlight promotional items with clear signage and attractive arrangements.
4. Check displays daily for tidiness and replenish as necessary.

## 8. Compliance with Brand Aesthetics

- Follow brand color, layout, and décor guidelines at all times.
- Coordinate with the visual merchandising team before making any major changes to layouts or displays.
- Report any challenges in maintaining brand standards to management.

## 9. Review and Continuous Improvement

- Conduct weekly walk-throughs and audits using the attached checklist.
- Solicit customer and staff feedback on product visibility and ease of shopping.
- Document and address any issues or areas for improvement.

## 10. Attachments

- Planogram Templates
- Display Maintenance Checklist
- Brand Guidelines Overview

### Revision History

Date	Version	Description	Approved By
2024-06-20	1.0	Initial release	Retail Operations Manager