

Standard Operating Procedure (SOP)

Planogram Adherence and Floor Layout Instructions

This SOP details the **planogram adherence and floor layout instructions**, focusing on precise product placement, shelf organization, and consistent visual merchandising to optimize store appearance and enhance customer experience. It includes guidelines for maintaining product facings, ensuring compliance with brand standards, and adjusting layouts based on promotional activities and inventory changes. The goal is to maximize sales potential through strategic floor planning and systematic planogram execution.

1. Purpose

To ensure all store staff follow a consistent process for implementing planograms and floor layouts, maximizing product visibility and maintaining brand standard compliance.

2. Scope

This SOP applies to all store teams responsible for product placement, shelf organization, floor layouts, and visual merchandising across all sales areas.

3. Responsibilities

- **Store Managers:** Coordinate planogram execution and floor updates.
- **Visual Merchandisers:** Oversee compliance with brand guidelines and promotional layouts.
- **Store Staff:** Implement changes, maintain product facings, and report discrepancies.

4. Procedure

1. **Preparation**
 - Obtain latest planogram and floor layout documents from head office or merchandising team.
 - Ensure all necessary stock is available and accessible before starting execution.
2. **Planogram Implementation**
 - Follow the planogram exactly, placing products in prescribed positions on the assigned shelves/racks.
 - Maintain proper product facings, rotation (FIFO), and shelf labeling at all times.
 - Fill gaps and ensure shelves are always fully stocked to the front edge.
3. **Floor Layout Adjustment**
 - Arrange fixtures and displays as specified in the floor layout instructions.
 - Leave clear, unobstructed aisles and comply with all accessibility standards.
 - Change placements immediately in response to promotional activities or inventory changes.
4. **Compliance and Verification**
 - Supervisors perform daily and weekly checks for adherence to planograms and floor layouts.
 - Report deviations or out-of-stocks to the store manager or merchandising team for prompt resolution.
5. **Documentation**
 - Complete planogram checklists and compliance forms after setup.
 - Retain documentation for audit and training purposes.

5. Quality Control

- Random audits conducted by management or merchandising teams.
- Immediate corrective action for any compliance gaps.

6. Health and Safety

- Follow all safety protocols when moving fixtures or using ladders/step stools.
- Maintain clear and safe aisles at all times.

7. Revision and Feedback

- Review SOP annually or as required by brand updates.
- Submit feedback to the merchandising team for continuous improvement.

Note: *Non-compliance impacts store appearance, customer satisfaction, and sales performance.*

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