

# SOP: Product Placement and Shelf Arrangement Standards

This SOP establishes **product placement and shelf arrangement standards** to optimize visual appeal, enhance customer experience, and maximize sales opportunities. It covers guidelines for product categorization, shelf organization, signage usage, and inventory rotation, ensuring consistency and efficiency in merchandising. The goal is to create attractive, accessible, and well-maintained displays that reflect brand identity and encourage customer engagement.

## 1. Purpose

To define standards and best practices for arranging products and organizing shelves to maximize sales and customer satisfaction, while adhering to brand guidelines.

## 2. Scope

This SOP applies to all retail staff involved in product placement, shelf stocking, and visual merchandising at [Store/Outlet Name].

## 3. Responsibilities

Role	Responsibility
Store Manager	Oversee compliance with SOP and conduct routine inspections.
Visual Merchandising Team	Develop display plans and ensure execution according to standards.
Store Associates	Implement product placements and maintain shelf organization daily.

## 4. Procedures and Standards

### 4.1 Product Categorization

- Group similar products together by category, brand, or use.
- Place best-selling or promotional items at eye level.
- Ensure new arrivals are featured in prominent locations.

### 4.2 Shelf Organization

- Keep shelves clean, dust-free, and fully stocked at all times.
- Align products uniformly with labels facing forward ("facing out").
- Avoid overstocking; maintain defined product facings as per planogram.
- Leave adequate space between products for an uncluttered look.

### 4.3 Signage Usage

- Use clear, branded signage to indicate product categories, promotions, and prices.
- Signs must be accurate, clean, and securely fixed.
- Update promotional signage as per the marketing calendar.

### 4.4 Inventory Rotation (FIFO)

- Adhere to First In, First Out (FIFO) for perishable goods and expiring products.
- Check for expired products daily; remove and record as per protocol.
- Replenish shelves regularly to avoid out-of-stock situations.

## 5. Monitoring & Compliance

- Conduct daily visual inspections to ensure standards.
- Document and address non-compliance issues immediately.
- Continuous feedback and training will be provided for staff.

## **6. Documentation**

- Complete merchandising checklists at the start and end of each shift.
- Record replenishment and adjustment actions in inventory logs.

## **7. Review & Updates**

This SOP will be reviewed annually or when changes in store layout, product assortment, or branding guidelines occur.