

Standard Operating Procedure (SOP): Merchandise Display Planning and Store Layout Adjustment

Purpose

This SOP details **merchandise display planning and store layout adjustment**, focusing on strategic placement of products to maximize visibility and sales, optimizing store layout for customer flow and convenience, ensuring attractive and functional displays, and regularly updating arrangements based on seasonal trends, inventory changes, and customer feedback. The aim is to enhance the shopping experience, increase product appeal, and drive store performance through effective visual merchandising techniques and spatial organization.

Scope

This SOP applies to all retail store personnel responsible for merchandising, display planning, and store layout adjustments.

Responsibilities

- Store Manager: Oversee plan implementation and approve final layouts.
- Merchandising Team: Design and execute displays according to guidelines.
- Sales Associates: Maintain and replenish displays, provide feedback.

Procedure

- 1. Planning and Assessment**
 - Review current store layout and product performance reports.
 - Collect feedback from staff and customers regarding navigation and product visibility.
 - Consult sales data to identify high and low performing products and areas in the store.
- 2. Strategic Placement of Merchandise**
 - Position high-margin, seasonal, or promotional items in high-traffic areas (e.g., store entrance, endcaps).
 - Group related products together to encourage add-on sales.
 - Ensure bestsellers are at eye level, with adequate signage.
- 3. Store Layout Adjustment**
 - Map optimal customer flow (create clear paths and spacious aisles).
 - Eliminate clutter and remove obstructions.
 - Adjust fixtures and shelving for accessibility and safety.
- 4. Display Design and Setup**
 - Develop display themes based on current trends or seasonal events.
 - Use props and lighting to enhance visual appeal.
 - Follow brand standards and maintain neatness at all times.
- 5. Regular Review and Updates**
 - Schedule weekly and monthly reviews to assess displays and layout.
 - Update arrangements based on new inventory, seasonality, and observed traffic patterns.
 - Document changes and collect ongoing feedback from team and customers.
- 6. Compliance and Safety Check**
 - Ensure all displays meet safety regulations (no blocked exits, secure shelving).
 - Maintain accessibility standards for all customers.

Documentation

| Document | Description | Frequency |
|--------------------|---|----------------------------|
| Store Layout Plan | Visual map of all fixtures and key product placements | Reviewed quarterly |
| Display Change Log | Record of all adjustments to merchandise displays and layouts | Updated after every change |
| Feedback Form | Customer and staff feedback on store layout and displays | Ongoing collection |

Review and Continuous Improvement

- Analyze sales and feedback data to identify impact of changes.
- Incorporate learnings into future plans.
- Conduct periodic training for all staff on display best practices.

References

- Company Merchandising Guidelines
- Local Health and Safety Regulations
- Industry Best Practice Manuals