

SOP Template: Set-up and Display Guidelines at Retail Locations

This SOP details the **set-up and display guidelines at retail locations**, covering store layout optimization, product placement strategies, signage and promotional material standards, shelf organization, lighting requirements, and compliance with brand presentation policies. The objective is to create an engaging and consistent shopping experience that maximizes product visibility, attracts customers, and drives sales while maintaining brand integrity across all retail outlets.

1. Scope

This SOP is applicable to all retail stores, including new and existing locations, and must be followed by staff responsible for merchandising, store management, and compliance teams.

2. Responsibilities

- **Store Manager:** Ensure adherence to guidelines, oversee set-up, and conduct routine inspections.
- **Merchandising Staff:** Execute product displays, maintain shelf standards, and update displays as required.
- **Compliance Officers:** Audit store layouts and displays for policy adherence.

3. Procedure

3.1 Store Layout Optimization

- Follow approved floor plans to ensure optimal traffic flow and easy customer navigation.
- Keep aisles clear and ensure adequate space between displays for accessibility.
- Place high-demand and promotional items near store entrances and main aisles.

3.2 Product Placement Strategies

- Group similar products together to facilitate comparison and cross-selling.
- Allocate prime eye-level shelves to high-margin or new products.
- Rotate product placements regularly to increase exposure.

3.3 Signage and Promotional Materials

- Use only approved signage and promotional materials consistent with brand guidelines.
- Ensure signage is clear, correctly placed, and updated with current promotions.
- Remove and recycle outdated materials promptly.

3.4 Shelf Organization

- Maintain clean, orderly shelves, with products front-faced and labels visible.
- Replenish stock daily and remove damaged or expired items immediately.
- Align products with designated category markers or shelf talkers for easier customer identification.

3.5 Lighting Requirements

- Ensure all display areas are well-lit using in-store lighting standards.
- Highlight feature displays and new arrivals with accent lighting where possible.
- Replace faulty bulbs or fixtures promptly to maintain product visibility.

3.6 Brand Presentation Compliance

- Adhere strictly to company's brand presentation policies regarding colors, logos, and display equipment.
- Report any deviation or damaged branded fixtures immediately for corrective action.
- Participate in periodic training on brand standards.

4. Documentation and Records

- Complete set-up checklists after each display change or store reset.
- Maintain signed copies of all audits and compliance reviews on-site for a minimum of one year.
- Document all corrective actions taken for non-compliance issues.

5. Review and Updates

- Review this SOP annually or as needed with any changes in brand standards or retail strategy.
- Communicate updates to all relevant staff members and retrain as necessary.

6. Appendix

Item	Description
Store Layout Plan	Latest approved floor plan indicating key areas for display and customer flow.
Display Checklist	Template for daily/weekly compliance checks.
Brand Guideline Reference	Document detailing approved signage, color schemes, and display fixtures.

Effective Date: [Insert date]

Version: 1.0

Approved by: [Name/Title]