

Standard Operating Procedure (SOP): In-store Visual Merchandising and Display Setup

This SOP details the process for **in-store visual merchandising and display setup**, covering the design principles, product placement strategies, signage usage, lighting optimization, and seasonal or promotional display arrangements. The objective is to enhance the shopping experience, attract customer attention, and maximize product visibility to drive sales and reinforce brand identity within the retail environment.

1. Purpose

To establish standardized procedures for setting up in-store visual merchandising and product displays that consistently reinforce the brand, drive sales, and create an engaging retail environment.

2. Scope

This SOP applies to all visual merchandising staff, in-store display teams, and store managers responsible for store floor setup and maintenance.

3. Responsibilities

- **Visual Merchandising Team:** Design, plan, and execute visual displays and floor layouts.
- **Store Employees:** Maintain display presentation and restock as needed.
- **Store Manager:** Supervise implementation, approve final displays, and ensure compliance with this SOP.

4. Procedure

4.1 Design Principles

- Follow the brand's style guide for color schemes, materials, and layout consistency.
- Prioritize uncluttered, focal displays that tell a product story.
- Ensure easy flow of customer traffic, with clear sightlines to key products.

4.2 Product Placement Strategies

- Place bestsellers and new arrivals at eye level and in high-traffic zones.
- Group products by category, theme, or color to facilitate cross-selling.
- Ensure all products are front-faced and fully stocked.
- Rotate displays regularly (weekly or bi-weekly) to maintain freshness.

4.3 Signage Usage

- Use clear, accurate, and on-brand signage for pricing, promotions, and wayfinding.
- Display promotional signage in store windows and at entrance points.
- Update signage as soon as changes in offers or products occur.

4.4 Lighting Optimization

- Utilize spotlights or accent lighting to highlight feature displays and new products.
- Ensure lighting levels are adequate and uniform, with no dark or excessively bright areas.
- Adjust lighting for different times of day and seasonal requirements.

4.5 Seasonal & Promotional Display Arrangements

- Plan seasonal displays in advance in line with the marketing calendar.
- Incorporate themed props, visuals, and color palettes to support campaign messaging.
- Promptly remove or update displays at the end of each season or promotion.

5. Documentation & Evaluation

- Maintain photographic records of all key displays for reference and auditing.
- Complete a visual merchandising checklist (see sample below) for each setup.
- Review sales reports to assess display effectiveness and make improvements as needed.

Checklist Item	Status (✓/✗)	Notes
Display matches planogram/layout		
Signage is accurate and on-brand		
Lighting is optimal for featured displays		
Product quantities are adequate		
Seasonal/promotional elements in place		

6. Health & Safety

- Ensure displays do not obstruct emergency exits or pathways.
- Secure all heavy or potentially hazardous display elements.
- Comply with all relevant workplace safety regulations.

7. Revision & Review

- This SOP should be reviewed annually and after significant store redesigns or brand updates.
- Feedback from staff and customer observations should be considered during each review cycle.