

SOP Template: Shelf Arrangement and Product Facing Standards

This SOP establishes **shelf arrangement and product facing standards** to ensure optimal product visibility, accessibility, and presentation. It covers guidelines on shelf organization, product placement, front-facing, spacing, and labeling to enhance the shopping experience, maintain store aesthetics, and increase sales efficiency. Consistent adherence to these standards helps in inventory management, promotes brand image, and improves overall customer satisfaction.

1. Purpose

To outline the standards and procedures for arranging products on shelves and maintaining optimal product facings in-store, ensuring consistent presentation and customer satisfaction.

2. Scope

This SOP applies to all store staff responsible for merchandising, replenishing shelves, and maintaining the retail sales floor.

3. Responsibilities

- **Store Managers:** Oversee implementation and compliance.
- **Floor Staff:** Arrange and front-face products as per guidelines.
- **Supervisors:** Monitor shelves and report discrepancies.

4. Shelf Organization

- Categorize products by type, brand, and size for easy navigation.
- Follow planogram instructions (if applicable) for each section.
- Prioritize top-selling and promotional items at eye level.

5. Product Placement

- Ensure products are aligned at the front edge of the shelf (â€œfront-facedâ€).
- Fill gaps, and do not leave empty spaces; use dummy packs or shelf fillers as needed.
- Rotate products during restocking, placing those with the earliest expiry in front (FIFO).

6. Facing & Spacing Standards

- Maintain consistent facings as per SKU guidelines.
- Keep at least one â€œfaceâ€ of each SKU visible to customers.
- Ensure even spacing between products; avoid overcrowding or excessive gaps.

7. Labeling

- Place shelf edge labels (SELs) directly below corresponding products.
- Ensure all pricing and promotional tags are current, clean, and correctly positioned.
- Remove outdated or incorrect labels promptly.

8. Housekeeping

- Keep shelves clean and free of dust or debris.
- Remove damaged, expired, or leaking products immediately.
- Report maintenance issues promptly to management.

9. Compliance & Review

- Supervisors to conduct daily checks and document compliance.
- Store managers to review adherence and provide regular feedback.
- Continuous improvement through team training and updates to guidelines as needed.

10. Revision History

Version	Date	Description	Author
1.0	2024-06-01	Initial release	[Your Name]