

# SOP Template: On-site Merchandising Setup Steps

## Purpose

This SOP details the **on-site merchandising setup steps**, covering site preparation, display arrangement, product placement, signage installation, lighting and visual enhancements, inventory checks, and quality control. The purpose is to ensure an efficient, attractive, and consistent presentation of merchandise that maximizes customer engagement and sales potential at the retail location.

## Scope

This procedure applies to all staff responsible for merchandising and product presentation at the retail location.

**Note:** Adherence to this SOP ensures compliance with brand standards and enhances customer experience.

## Setup Steps

- 1. Site Preparation**
  - Ensure sales floor is clean, clear of debris, and ready for setup.
  - Check that fixtures, shelves, and equipment are in good repair and properly installed.
- 2. Display Arrangement**
  - Position display fixtures and tables according to store planograms.
  - Maintain clear customer pathways and accessibility standards.
- 3. Product Placement**
  - Arrange merchandise by category, brand, or promotional theme as required.
  - Follow visual merchandising guidelines for product-facing, shelf spacing, and alignment.
- 4. Signage Installation**
  - Install promotional, directional, and pricing signage in designated locations.
  - Ensure signage is visible, accurate, and adheres to branding standards.
- 5. Lighting and Visual Enhancements**
  - Adjust lighting to highlight key displays and products.
  - Install any props, mannequins, or decorative items as required.
- 6. Inventory Checks**
  - Verify stock quantities and replenish shelves as needed.
  - Remove damaged or expired products from display.
- 7. Quality Control**
  - Inspect merchandising setup for accuracy and visual appeal.
  - Take photos for records and management approval if required.

## Documentation

- Setup checklists and completion sign-off forms
- Photos of completed displays
- Inventory count sheets (if applicable)

## Responsibilities

- **Merchandising Team:** Complete setup steps and report issues to supervisor.
- **Supervisor/Manager:** Review setup, ensure compliance, provide final approval.

# Review and Updates

This SOP will be reviewed annually or as needed to reflect changes in merchandising standards and store layout.