

Standard Operating Procedure (SOP): Visual Merchandising Setup and Display Guidelines

This SOP details **visual merchandising setup and display guidelines**, covering principles of effective product presentation, layout optimization, use of lighting and color schemes, signage and promotional materials placement, seasonal and thematic display adjustments, maintenance of display cleanliness and organization, and evaluation of visual impact. The goal is to enhance customer experience, attract attention, and boost sales by ensuring consistent and appealing store visuals.

1. Scope

This SOP applies to all staff involved in the setup, maintenance, and evaluation of visual merchandising displays across retail sales floors, windows, and special promotional areas.

2. Responsibilities

- **Store Manager:** Oversee overall compliance with SOP and visual standards.
- **Visual Merchandisers:** Implement and update displays per guidelines.
- **Sales Associates:** Maintain display cleanliness and organization daily.

3. Guidelines

3.1 Principles of Effective Product Presentation

- Group products by category, color, or promotion for easy navigation.
- Use focal points (e.g., mannequins, platforms) to highlight key items.
- Display products at eye level whenever possible.
- Keep displays full but uncluttered.

3.2 Store Layout Optimization

- Ensure clear, unobstructed pathways for customer movement.
- Utilize high-traffic zones for featured and impulse products.
- Apply the “right to left” rule where appropriate - lead customers through key areas.

3.3 Lighting and Color Schemes

- Use lighting to draw attention to highlighted displays and new items.
- Adjust color schemes to complement product lines and current themes.
- Regularly check and replace faulty bulbs or fixtures.

3.4 Signage & Promotional Materials Placement

- Place signage at entrance, key display zones, and above relevant product sections.
- Ensure all promotional materials are up-to-date and match marketing campaigns.
- Use clear, concise messaging and ensure signage visibility from a distance.

3.5 Seasonal & Thematic Display Adjustments

- Refresh displays for major holidays, seasons, and store events.

- Coordinate colors, props, and themes as per approved guidelines.
- Remove outdated materials promptly.

3.6 Display Cleanliness & Organization

- Clean all surfaces, props, and products daily.
- Re-stock and re-align items as needed throughout the business day.
- Immediately replace damaged or missing display components.

3.7 Evaluation of Visual Impact

- Conduct weekly checklist reviews of display compliance and effectiveness.
- Gather customer and staff feedback for ongoing improvement.
- Document changes and results for future display planning.

4. Documentation / Records

- Visual Merchandising Checklist (completed daily/weekly)
- Display Change Log (record of setup and updates)
- Incident/Feedback Reports (for major issues or suggestions)

5. Review and Continuous Improvement

- SOP to be reviewed bi-annually or as required by changes in branding or retail strategy.
- All team members encouraged to propose improvements based on customer and sales feedback.

6. Approval

Prepared By	Date	Reviewed By	Date	Approved By	Date
Name/Title	YYYY-MM-DD	Name/Title	YYYY-MM-DD	Name/Title	YYYY-MM-DD