



Differentiated Instruction: Retail Council of Canada

Module 4 – Maintain Appearance of Department/Store

Module 4, Skill 2: Maintain Product Presentation and Displays

LEARNING OBJECTIVES:

- Explain how to arrange products.
- Describe guidelines for maintaining displays.
- Describe how to gather information on the effectiveness of store displays.
- Describe how to dismantle displays.

NEW VOCABULARY FOR WORD WALL

Impulse buy: a purchase that is unplanned, for example, buying a magazine that you notice while waiting in the check-out line at the grocery store.

Plan-o-gram: a floor plan of the store that identifies the location of permanent store features such as display areas, service desks, change rooms, product areas, entrances, and exits; may also dictate how displays are set up.

2.1 ARRANGE PRODUCTS

How your product is arranged in your store can help customers locate products and maximize sales. The location and access of displays are very important. A number of factors must be considered when choosing a location:

- Displays located near entrances can draw customers into the store.
- Displays near checkouts can lead to impulse buying.
- Displays near heavy levels of traffic will be seen by more customers but have a greater chance of being knocked over.
- Displays near minimum traffic areas may be a security issue.

2.2 PLACING THE PRODUCTS AND MAINTAINING DISPLAYS

Products need to be arranged to maximize their visual appeal and meet customers' needs. The maintenance of the display is also an important part of the display's success (Appendix 4-1).

2.3 RELAY FEEDBACK FROM CUSTOMERS ON EFFECTIVENESS OF DISPLAYS

As displays are a form of advertisement, you can judge its success by the sales it generates. Your observations of and comments from customers are a source of feedback to help make displays more successful.

Activity 1:

Students will choose a type of retail store, e.g., jewellery store, men's or women's clothing store, sports store, etc. and do an online search for in-store and window displays and prepare a PowerPoint of the ten most impressive displays. Use a variety of window displays and displays from various sections of the store (five from inside the store and five window displays). Under each display, comment on how the display meets or does not meet one of the requirements of proper placement and maintenance of displayed products. Do not use the same requirement for all displays. Find displays that will highlight different requirements.

Students will present their PowerPoint to each other and obtain feedback on the effectiveness of at least one display. Each student must comment on the "one cool fixture/display they saw." by placing a post-it note with this comment on a sheet beside the PowerPoint. (Graffiti) (See Marking Scheme – Appendix 4-1a.)

Activity 2:

As comments from customers help us make displays more effective, you will now take your post-it notes from Activity 1 and prepare a listing in Microsoft Word in point form with bullets of all the comments you received. (Part of Appendix 4-1a Marking Scheme)

2.4 DISMANTLE DISPLAYS

RSA Candidate

Activity 3:

Borlam Drug Store (or any retail store) has been extremely successful over the past few years. You have decided that it is now time to expand and open another store. Borlam has hired your company, Debonair Designs, to create a layout that will make optimum use of the available floor space while enticing customers to come in and shop at your store. The store layout will show the size, location of all fixtures, merchandise space, selling space, and personnel space.

Before beginning the layout, you would like Borlam management to give you a list of what should be included in the merchandise, selling and personnel space. Having been in many drug stores, have students brainstorm a list of fixtures/items and areas that should be included in that layout. Once the students have exhausted their list, display an overhead with these items broken down into appropriate spaces (Appendix 4-2).

Students will then complete their own Store Layout Planning Sheet outlining the items to be included in their retail store (Appendix 4-3).

Activity 4:

Using Microsoft Excel, hand drawing, Photoshop or any appropriate software, you are to design the plan-o-gram of your store. Be sure to include all the items/areas listed on your Store Layout Planning Sheet—selling, merchandise and personnel space.

Select a floor plan type for the SELLING space from the following website:

http://retail.about.com/od/storedesign/ss/store_layouts.htm

Choose from one of the following selling area designs:

- Straight Floor Plan
- Diagonal Floor Plan
- Angular Floor Plan
- Geometric Floor Plan
- Mixed floor Plan