

Appendix 4-1

PROPER PLACEMENT & MAINTENANCE OF PRODUCTS IN DISPLAYS

- Arrange the products to meet your customers' physical limitations.
- Place products so that they are facing forward.
- Place products that complement each other close together.
- Place more products within reach of right-handed people.
- Avoid overfilling a display unit, as display can look overcrowded.
- Arrange clothing by size, and place clothing so that items are all facing the same way.
- Ensure displays are tidy, attractive and clean.
- Ensure proper signs and labels are on displays.
- Ensure that sales and promotional items have noticeable signs or tags.
- Ensure displays are secured to maintain customer safety.
- Ensure the aisles around the displays are kept clear.
- Adjust lighting so that it does not hit the customers in the eyes and enhances the display.
- Ensure burnt out bulbs are replaced.
- Ensure stock is replenished when sold and if sold out, replace with a comparable product.
- Create a new display with different product when stock levels decrease.