

Sangster's has built its reputation as a leading health food retailer, in part, due to their clean and well organized locations. Appearance is everything and Sangster's feel that the more attractive your location, the more people will want to walk into your store. It is especially important to portray your location as being clean due to the nature of the business you are in. When your store is disorganized and sloppy looking, people will get the impression that your product is treated in the same manner.

One of the most successful marketing tools you have is the appearance of your store. It is very important to arrive at your location half an hour before you open to objectively look at your store. Look at your store from different directions and ask yourself:

**Are the shelves dusty, is the floor clean, are the lights burned out?**

By objectively looking at your store you will see what the consumer sees.

**Does that display attract my eye?**

At the beginning of a sale always check to make sure products are priced correctly and displayed in a way to show the consumer it is on sale.

Check that the bag stuffing materials are readily available. At the end of each shift, each staff member's duty is to fold 50-75 bag stuffers. They should contain 3 pamphlets and a magazine. Bag stuffers are silent salesmen. Once the consumer goes home or down the mall for coffee they may read the info and then come back for the product. The bag stuffers can consist of sale items or information on products that aren't selling that quickly or pamphlets on new products recently brought into the store.

Keeping the store attractive to the customer is as important as having the store remain clean at all times. Here are some reminders and helpful tips of keeping the store clean and updated through-out the year.

### **Cleaning Shelves**

- ☐ Shelves are to be cleaned once a week.
- ☐ Take the bottles off the shelves.
- ☐ Clean both the shelves and the bottles thoroughly.
- ☐ Replace the bottles properly so as not to mix sizes and products, as well as to make sure to have the product with the lower expiry date at the front.
- ☐ Initial and date the attached checklist so that the next person knows where you left off.
- ☐ If you find an expired product remove it from the shelf immediately.

## Section 9: Retail Store Operations

### Store Cleanliness and Appearance

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#### \*NOTE\*

Sangster's brand of vitamins and herbs are put on the shelf in alphabetical order according to your Restore Holdings Wholesale Catalogue. Follow the order and it will be easier to find your products.

#### Miscellaneous Duties

- ☐ Computer should be updated periodically so as to keep it in top condition.
- ☐ The cooler should be cleaned out monthly so that it does not take on any unwanted odour.
- ☐ All windows and glass doors should be cleaned daily.
- ☐ Products should be neatly displayed on shelves and at all times "fronted"
- ☐ All lights must be working.
- ☐ Garbage emptied every night
- ☐ Ceiling vents should be dusted twice a year

The following charts on the next page can be used for scheduling clean ups. Please have yourself and/or your staff initial and date the charts so that you may monitor the cleaning. Post these charts in the backroom so that each staff member, manager/franchisee knows what has been cleaned and by whom.

#### Section 1: Vitamins and Minerals

| Row  | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date |
|------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1    |           |           |           |           |           |           |           |
| 2    |           |           |           |           |           |           |           |
| 3    |           |           |           |           |           |           |           |
| 4    |           |           |           |           |           |           |           |
| 5    |           |           |           |           |           |           |           |
| 6    |           |           |           |           |           |           |           |
| 7    |           |           |           |           |           |           |           |
| 8    |           |           |           |           |           |           |           |
| 9    |           |           |           |           |           |           |           |
| Base |           |           |           |           |           |           |           |

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### Section 2: Herbs

| Row  | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date |
|------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1    |           |           |           |           |           |           |           |
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| 3    |           |           |           |           |           |           |           |
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| 5    |           |           |           |           |           |           |           |
| 6    |           |           |           |           |           |           |           |
| 7    |           |           |           |           |           |           |           |
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| 9    |           |           |           |           |           |           |           |
| Base |           |           |           |           |           |           |           |

### Section 3: Herbal Teas

| Row  | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date |
|------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1    |           |           |           |           |           |           |           |
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| 5    |           |           |           |           |           |           |           |
| 6    |           |           |           |           |           |           |           |
| 7    |           |           |           |           |           |           |           |
| 8    |           |           |           |           |           |           |           |
| 9    |           |           |           |           |           |           |           |
| Base |           |           |           |           |           |           |           |

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### Section 4: Body Building and Weight Loss

| Row  | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date |
|------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1    |           |           |           |           |           |           |           |
| 2    |           |           |           |           |           |           |           |
| 3    |           |           |           |           |           |           |           |
| 4    |           |           |           |           |           |           |           |
| 5    |           |           |           |           |           |           |           |
| 6    |           |           |           |           |           |           |           |
| 7    |           |           |           |           |           |           |           |
| 8    |           |           |           |           |           |           |           |
| 9    |           |           |           |           |           |           |           |
| Base |           |           |           |           |           |           |           |

### Section 5: Cosmetics/Natural Body Care

| Row  | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date |
|------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1    |           |           |           |           |           |           |           |
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| 9    |           |           |           |           |           |           |           |
| Base |           |           |           |           |           |           |           |

**Section 6: Gondolas/Bunks**

| Row  | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date | Init/Date |
|------|-----------|-----------|-----------|-----------|-----------|-----------|-----------|
| 1    |           |           |           |           |           |           |           |
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| 8    |           |           |           |           |           |           |           |
| 9    |           |           |           |           |           |           |           |
| Base |           |           |           |           |           |           |           |