

Merchandising Plan

American Fire Glass



Why merchandise to the plan? Our goal is to maximize the your square footage but merchandising & putting together plans for your location that best represent a collection, show variety, accommodate your store size & most importantly reflect the customer's needs specific to your location. These decisions are made based on past sales statistics, demographic research, industry insight, special order capability and over all store presentation. The objective: a complete presentation to our customers, increased foot traffic, repeat customers & increased average sale.

What did we buy? Decorative Fire Media sold in 10lb jars in a variety of colors, shapes & sizes.

Why did we buy? To provide our customers with more options to personalize their fire pits at a better value than our current fire pit manufactures provide.

How should I Show? To the right is an image of the 6- shelf point of purchase display & below is a grid of the colors we are stocking.



¼" Azuria Reflective FIRG-AFF-AZBLRF-10-J 	Pacific Blue Luster 2.0 FIRG-AFF-ATBLLST12-2-10-J 	Yosemite Reflective FIRG- AFF-YSMRF12-10-J 
Coastal Blue Luster FIRG-ZIR-CSTBLLST-10-J 	½" Pacific Blue Reflective FIRG- AFF-PABLRF12-10-J 	Bora Bora Reflective FIRG- AFF-BBRF12-10-J 
Natural Lite 15 Stone Set FIRG-AFG-LSTONE-NS-15 		Small Gray Lava Stone FIRG-LAVAST-S-J 
¼" Platinum Reflective FIRG-AFF-PLAT-10-J 	¼" Grey Reflective FIRG-AFF-GRYRF-10-J 	¼" Copper Reflective FIRG-COPRF-10-J 
Light Blue Medium FIRG- CG-LTBLUE-M-10-J 	Starfire Luster 2.0 FIRG- AFF-STFRLST12-2-10-J 	Onyx Medium FIRG-CG-ONYX-M-10-J 
Backstock & Overflow		