



## MERCHANDISING BASICS

### CLEAN

Keep it dust-free and shined and it will look newer. All customers want new merchandise.

### SPACED

Use straight lines, evenly spaced which makes it easy to shop. Avoid clutter and keep it simple.

### FACED

Let products speak by showing their faces! Keep stickers and top labels faced neatly to feature the item's branding.

### ORGANIZED

Display only a few of each item, neatly kept and prominently featuring logos. Back stock should be well organized at all times to maximize operational impact.

### APPEALING

Make the displays fun! Aim for harmonious balance, balancing the left and right sides of a display. Fun items like trays and books to make them more visually appealing.

