THE POWER OF PLACEMENT

USING THE BASIC PRINCIPLES OF RETAIL PLACEMENT TO MAKE YOUR CASH REGISTERS RING!
Currently:
Manager of Kaiser Permanente Santa Clara Medical Center Gift Galleries and
High School Student On-Site Coordinator, Volunteer Services Department, Kaiser Santa Clara

Experience:
Managed a Maritime souvenir and retail store in San Francisco, California

Volunteer for Kaiser Permanente Santa Clara

Real Estate Broker/Owner in Missouri and Kansas
BACK TO BASICS OF RETAIL DESIGN

STRUCTURE

LIGHTING

AMBIANCE

MATERIALITY
STRUCTURE OF YOUR STORE

- The Straight Plan- this type uses walls to both display merchandise and provide transitional areas from one part of the store to the other. This plan works for most all stores.
- **The Pathway Plan** - typically guides consumers by the use of unobstructed paths and bodes well to large, one-level stores.

- **Diagonal Plan** - cashier is centrally located and accessible and you see an angular traffic flow.
Curved Plan- characteristics include circular fixtures placed to create different zones or a “boutique” feel when shopping. Works well for large stores.
Varied/Mixed Floor Plan- has special focus areas and storage along the walls. Typically exhibited by shoe or jewelry stores.
Geometric Plan- characteristics include racks and fixtures that create both geometric floor plan and movement or flow.
STORE LAYOUT SOFTWARE

- SAS Merchandise Intelligence
- Shelf Logic
- SmartDraw
- SmartFurniture
- Custom Designer Tool
- SpaceMan by PlanData Systems
LIGHTING

- Layered
- Intensity and fixtures varied
- Flood lights are hot and not optimal
- Natural light is optimal but mix with direct lighting that is not too intense
- Cashier areas need to be well-lit
AMBIANCE

- Store vibe should reflect target audience in both sense and sound

- Music tailored to audience; sell what you play

- Fragrance is powerful tool
  EX: Warm Chocolate Chip Cookies
  “Warmth & Caring Feelings”
MATERIALITY

- Architecture of your store
- Durable materials
- Complimentary background colors - neutrals
- Develop Plan-O-Grams
- Branding
Plan-O-Grams

These are visual representations of your store. They are used as a helpful tool in changing your store’s look.

They are used to achieve two goals

1) create optimal visual product placement
2) create optimal commercial product placement
Three Theories of Product Placement

- **Horizontal** product placement is used to create a concentration of product to the customer. Side by side display of merchandise with approximately 4”-6” between items

- **Vertical** product placement consists of placing product on more than one shelf level to focus the customer in a different pattern

- **Block** placement is a style that incorporates side by side, on top of each other, centered and magnetized product placement
MARKET SHARE PLACEMENT-MARGIN PLACEMENT

Market share placement is the placement of your high turnover products. Example: Candy

Margin placement is when your highest margin products are placed in the “A” or better locations in the store.
BRANDING

- Make it consistent
- Computer signage looks more polished
- Merchandise bags
- Advertisement

- Ultimate goal is to provide the customer with a memorable shopping experience so that they return to your store
VISUAL TOOL BOX

- “Command” or Re-useable Hooks of Varying Sizes
- Regular Pliers
- Small Screwdriver Set
- Super Glue
- Steel WireMag Movers
- Click magnets
- Regular & Phillips Head Screwdrivers
- Needle Nose Pliers
- Measuring Tape
- Pencil
- Step Ladder
- Chocolate Bars
BASIC DESIGN ELEMENTS

- **Balance:** Practice asymmetrical rather than symmetrical balance
- **Size Of Objects:** Place the largest objects into display first
- **Color:** Make sure it helps set the mood or feeling
- **Focal Point:** The place where product, signage and background come together
- **Lighting:** If possible it should accent the focal point
- **Simplicity:** Less is always more; don’t add too many items
- **Take A Photo:** If the display performs well your record helps easy recreation or you can learn from your mistakes
TAKE HOME ASSIGNMENT

- Does your store entice you to come in or is the view lack-luster and uninviting?
- Is your store visually uneven? Make sure that you have varied focal points of interest and that you are lead throughout the store
- Is your store dirty or tired looking? If it is clean the shelves and use the principles of placement to gain optimum $ return on placement
- Finally, is your store a place of cheer and/or respite? Many of your customers visit your stores for a little “Retail Therapy”. It is your job to make your store the most inviting place in your medical center.
- Train your store clerks/volunteers with sales skills and demand a neat appearance and most importantly a smile. You may have the best product and the lowest prices but if the store clerk/volunteer is rude, mean, uninterested or mistreats the customer you will miss the return business.
QUESTIONS?

GREAT PLACEMENT = GREAT PROFITS!

THANK YOU!