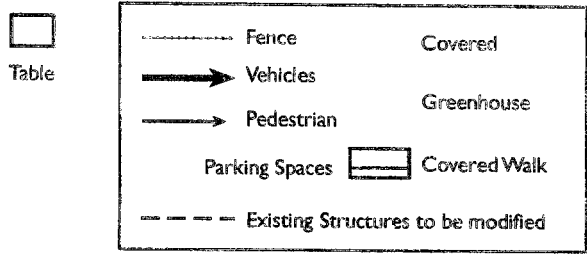


Lockwood's Greenprint™



Scale 1" = 10'

Copyright © Lockwood Greenprint, Inc. 2014



Judy Sharpton
32 Navigator Lane * Savannah, GA 31410
CELL 770-815-1052 • FAX 770-234-5842
judy@growingplaces.com
www.growingplaces.com

Before You Merchandise A 7 Step Program

Step 1 - Define merchandising -

What is it and when do you know you're doing it?

"The main function of a store is to foster customer/merchandise contact" -
- Paco Underhill in *Why We Buy*

An effective store accomplishes the following: uses all the senses to entice the customer to buy, provides immediate gratification and social interaction.

- A vignettes is not merchandising
- Visual clutter is not merchandising
- A pile of product is not merchandising
- Dust is not merchandising
- Photograph you store!

Merchandising happens when products are displayed in a manner that shows the consumer how to use the products. A single product can be merchandised if either the packaging is sufficiently sophisticated or the customer's prior knowledge is sufficiently advanced. **In the garden center, never assume prior product knowledge; in the garden industry, no customer ever needs just one product.**

Step 2 - Create a geography for merchandising

- Map the store
- Determine square footage
- 50% product space/50% customer space
- Designate entrance and exit to space
- Create through aisle, not pass-by aisle

Step 3 - Begin merchandising when you buy

- Bring your site plan with space allocated to the show
- Determine product space and placement in the vendor's booth
- Determine just what you can fit into your merchandising plan prior to placing orders.
- Position all product on site plan and share with you staff.
- Be prepared to report sales per square foot to your vendors.



Judy Sharpton
32 Navigator Lane * Savannah, GA 31410
CELL 770-815-1052 • FAX 770-234-5842
judy@growingplaces.com
www.growingplaces.com

Before You Merchandise A 7 Step Program - part 2

Step 4 - Adjacencies

- Create consumer based product collections
- Put lemons in the seafood market
- Double inventory - potting soil in two places
- Limit choices for your customer

Step 5 - Begin with the horizontal space

- Use slat wall to create a retail environment and define the space
- Divide slatwall space visually - color or line
 - Horizontal product placement is more arresting than vertical

Step 6 - Expand into the floor space

- Unify with fixtures
- Leave room for the customer

Step 7 - Take-out merchandising

- Coupons
- Upcoming events
- Capture the customer
- Thank yous - oral and written

And remember. it's never a problem!



M • A • R K • E T I • N • G

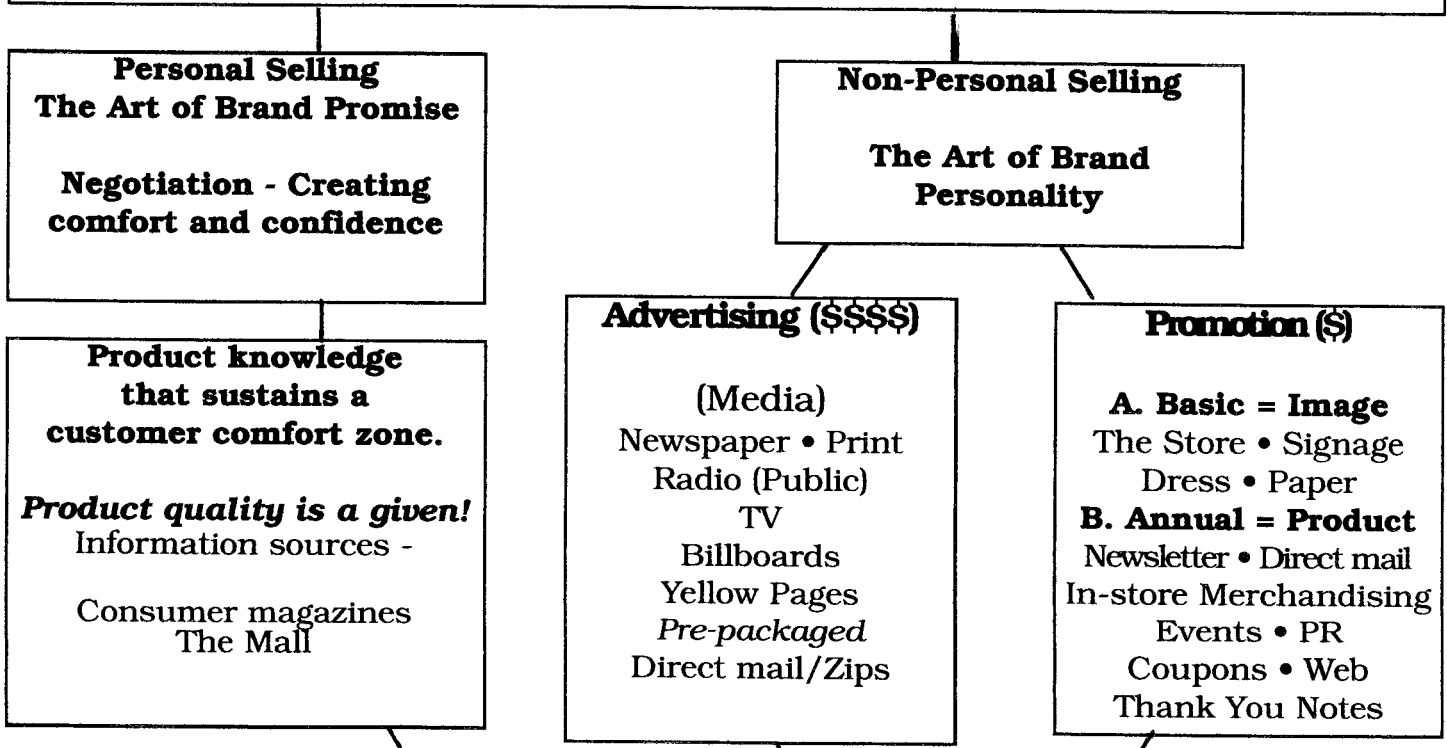
Judy Sharpton
 32 Navigator Lane * Savannah, GA 31410
 CELL 770-815-1052 • FAX 770-234-5842
 judy@growingplaces.com
 www.growingplaces.com

NO Snake Oil and NO Magic Bullets!

Marketing 101 - The Basics

Marketing is *anything* you do that increases the *perceived value* of your product

1. Establish a budget - ____% of annual sales.
2. Prioritize the following marketing objectives for your business:
 - a. Increasing the number of customers who do business with you _____ (\$\$\$)
 - b. Increasing the number of times a customer does business _____ (\$)
 - c. Increasing the average sale _____ (\$)
3. Answer the following basic marketing questions:
 - a. Who are my customers? The more detailed the answer, the better!
 - b. What do my customers want to buy from me? Consumer-driven retailing!
 - c. What is my unique selling position in my market? Know what you are known for!
 - d. What is my "brand" in the market place? What is my "Swoosh"?
 Make your product consumer recognizable.



Ask yourself THE QUESTION every day!!
Is what I or my staff doing increasing the perceived value of my brand