

Merchandising best practice



How to optimise the power of merchandising within your in-store marketing strategy

BY ANELLE HAMILTON

Supermarket & Retailer recently attended the Best Retail Marketing Practices Workshop at the Indaba in Sandton where Woolworths divisional director stores, Andrew Levermore, delivered an insightful presentation on Merchandising Best Practice. The pictures tell it all ...

Engage

This works particularly well with fresh produce as customers have an inherent suspicion about the quality.

Reason to buy

Motivate your customer to buy your product.



Volume talks

Large displays attract attention and boost sales.



Clear Value

Good signage and clear shelf sleeves focus attention on the offering. Shoppers are looking for value for money.



Good business – “feel good”

Any company that is not taking 'going green' seriously is making a fatal mistake as our children are very aware of their environment and they are the consumers of the future.

Meal solutions

Everything your customer might need for a picnic or a braai is conveniently available in one display area.



Creating the right product linkage, promoting customer convenience shopping

Make life easier

Left: This store even sacrificed shelf space to make room for clear signage. Shoppers do not have time to wander through the store to look for the correct aisle.



Co-product cross merchandising

Mix and match products that compliment each other and achieve fantastic sales volumes.

Hot and cold foods-to-go



Increase your deli/take-out sales with this self-service line-up.

Full stainless steel interior supplied and installed by Ice Pic Manufacturing

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Liezl Macaskill 082-779-2416

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Find the best ingredients

Your customers deserve the best quality that money can buy.

Warm them up appropriately

Below left: A well-run HMR department can boost your sales significantly.

Serve with relish

Below right: Friendly service makes all the difference. Engage with your customers and build loyalty in your store.



Three hot ideas for merchandising best practice



Hot



Chilled



Ambient



- Modular, compact design
- Self service or Served versions available
- Single phase power supply
- South African manufactured and maintained
- Tried and tested design as used by major South African Retailers

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