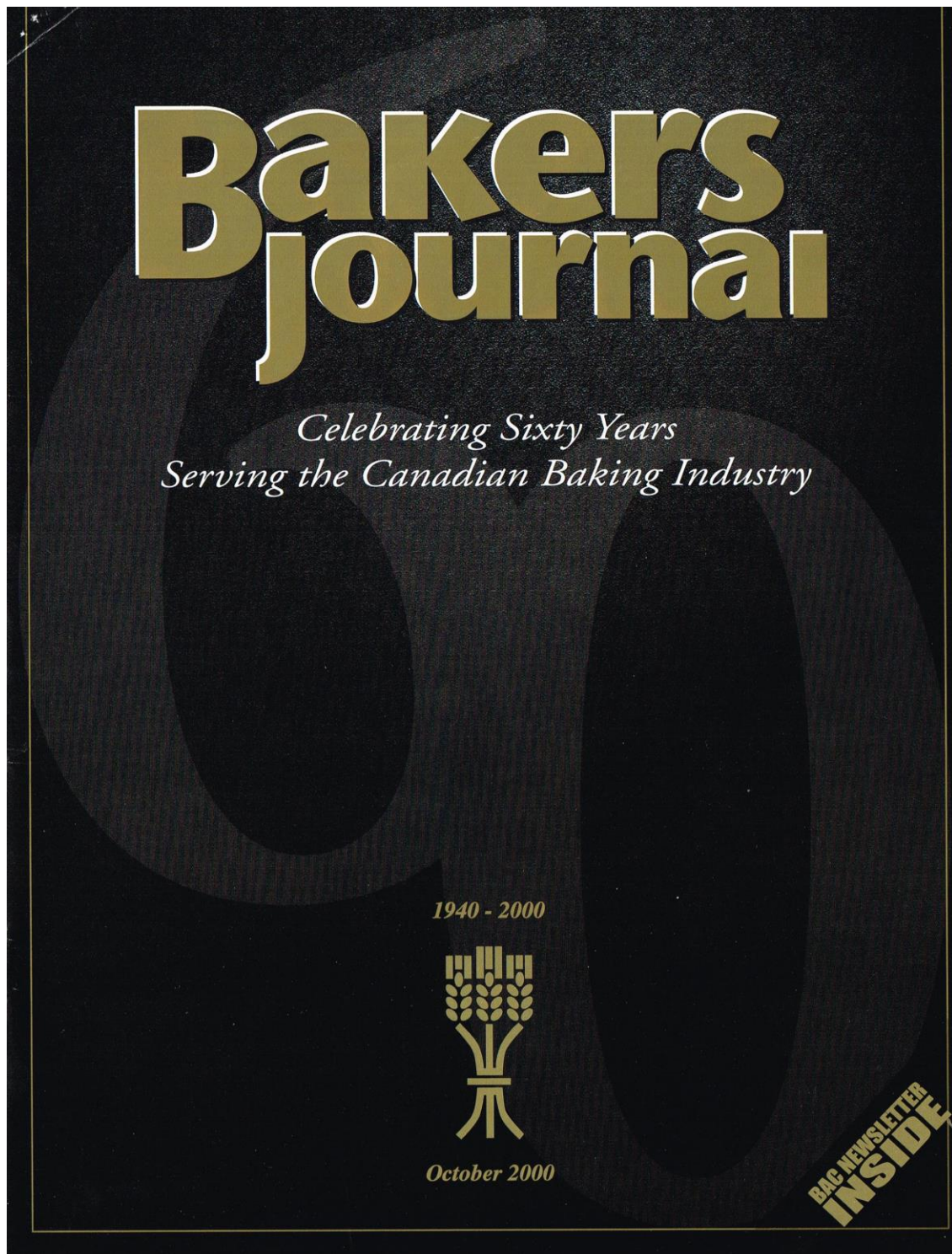


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Taking Stock of Store Design

How properly placed products can increase bakery sales

By Linda McKendry

TARGET MARKET with the right image! The formula is: image created + image maintained = target marketing. Decide on the look you want to achieve as your neighborhood bakery and go for it with great gusto. If you have a shop with windows, use them! Hire a display artist, or a creative friend to get ideas on basic window arrangements. Don't be afraid of extremely hot windows or of using artificial props in these places.

Your shop is a staging ground to get the message across, and people appreciate that message in good quality fixtures, signs, and props. When well arranged, they can support the merchandise and make the shopping experience both convenient and pleasant. Pay attention to first impressions, which are affected by outside factors, including the location of your shop and the distance from which you are seen by shoppers



Storefront windows often give shoppers a first impression of what lies within. Hiring a display artist can be a good way to get ideas on basic window arrangements.

walking or driving by. This is where the image begins.

Rotate products into PRIME SELLING space. This is between the waist and a comfortable reach, and especially at eye level. If you have to raise your fixtures on platforms and bases, do it. Your sales can increase 30 per cent just by putting more products above the knees of the average customer and closer to eye level. Merchandise more vertically than horizontally, and fill the top shelves from the bottom ones.

RISE 'N SHINE. Height and light are the two most lacking elements in displays. Add height to bring products and displays to better visibility, not only up close but also from the greatest distance. Add light to give life to the products, energy to the atmosphere, and show off details like flakes in the pastry, glaze on the fruit topping, seeds on the baked goods, and frost on the solid chocolate! Bring a softer, cooler light bulb closer to the items to show them off rather than opting for a huge, high intensity spot bulb from a beam in the ceiling.

The lighting in the shop should be for ambiance and can be soft and subdued, but the lighting on products and feature displays should be focused and direct. The lighting can be fluorescent overall, which is sufficient for mass merchandising and wherever basic inventory and daily stock is placed. For specialty or fancy items, however, choose a special fixture that is climate controlled and properly lit.

The lighting on your sign outside your shop and a neon sign that says "OPEN" will do a lot to influence the traffic into your shop, especially if you are off the beaten track.

SIGN UP for increased sales. The right signing will increase your sales greatly. But the same rule applies. Amuse, don't confuse. To the degree that you are going to add more or individual signs to a line up of products in

(original ads replaced by illustrations suitable for topic)



Taking Stock

Continued from page 24

a showcase or on a shelf, they need to be smaller and have a minimum of information. The purpose of a sign is to inform, direct, or promote. A small sign placed in a product that says "3 for \$1.99" is all you need to promote sales of that item.

However, a \$75 cake is a larger item that can support a sign that doesn't upstage it. And it may need more explanation regarding the ingredients or features that make it a more expensive item, such as the number of people that can be served with standard portions.

If you offer special services, such as custom cakes, catering, or delivery, have professional signs made up and place them in a prominent place, such as your front window or against a wall at or above eye-level.

Look around at signs that catch your attention. If you have a clientele that is frequenting your shop regularly then balance having the things they get used to and don't want changed (custom printed signs) with something that is always being changed (a chalk board or white board on an easel or plate stand).

Handwritten signs are acceptable as long as they are done on professionally printed sign cards that have your company name and logo. Remember that the bags and boxes in which you place your customers' products are like a walking billboard when imprinted with your name and logo. This way more than just the good taste and tantalizing aroma of your products make a lasting statement. ❖

www.todaysdisplays.com McKendry of Visual Merchandising Presentation Consulting Ltd. offers on-site consulting and instruction for retailers, wholesalers, distributors and manufacturers.

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Show products, whether real or fake, on the plates, platters, or boards that target market to different occasions and show off the products to their best advantage.

Contrasting in color and finish will enhance details.



Merchandising Methods

☺ **Special Floor Displays** - Large mass displays of packaged product on a display table encourages impulse purchases and produces excellent sales results. Further, it increases convenience, hence speed of self-service. Choose "one" product at a time. Professionally package, label and price that product and display it in large quantities. With the mass display, use the appropriate point of purchase (P.O.P.) material. The product can be anything that can be packaged: breads, rolls, sponge cakes, pies, apple strudels, croissants, muffins and brownies, just to name a few.

☺ **Utilization of P.O.P. Material** - Printed material that is used at the "point of purchase" is a key requirement in merchandising. There should be no display without the use of P.O.P. material. Its use will significantly increase impulse sales. P.O.P. can be a large-size poster hung above a product display or large banner positioned at the back wall or at the exterior of the store. P.O.P. material positioned above, or next to, a product display must include the name of the product featured, the feature price, the regular price and the quantity offered. In addition, you should indicate the benefit of the product. For example, "high on fiber" or "low on fat."

☺ **Colour of P.O.P. Material** - No more than a maximum of three colours should be used in each P.O.P. sign. The warm colours such as reds, yellows and oranges are attention getters. The light browns and earth colours are also well suited for bakeries. For best results, large one-inch wide markers are recommended. If you are not too confident about poster design, the message can be pre-drawn with a soft pencil. For the best solution, you can always get a professional to do your posters.

☺ **Merchandise Tie-In Products** - Natural tie-in products are donuts or muffins with packaged ground coffee. Bagels with assorted jams, honey and cream cheese. Pies with ice cream. Rolls and multigrain breads with peanut butter. Muffins with fruit juices, soft drinks and freshly brewed coffee. Possibilities of linking products together are numerous.

☺ **Sampling** - Sampling used properly can be a very effective sales tool. One product sample should be offered at a time. The products should be offered on an attractively clean and sanitary tray. The type of products offered as a sample could be a feature item or a new product or a product you'd like to sell in quantity.

Source: *How to Start and Operate a Bakery Profitably* by Sylvia Jenkins, in co-operation with *Bakers Journal*.

