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## Unit 216: Display stock to promote sales to customers in a retail environment

### Handout 1: How to prepare, set up, dismantle and label displays of stock in a retail store

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Retailers set up displays to promote new products or to highlight special offers in order to increase the number of customers who enter the store, create interest in the products and to generate sales.

#### Preparing the display

When you receive a display plan, the first thing you need to do is identify the resources and information you will need to carry out the plan in your store. If you need any advice or help in solving any problems that arise, ask your Visual Merchandising manager, your supervisor or a colleague with more experience in preparing display areas.

Before setting up the display you will need to make sure that you know:

- exactly where the display is to be positioned
- the start date for the display
- the end date for the display
- what stock you will need
- what display materials you will need
- how much space you will need

Go to the designated area for the display and check that the display will not cause an obstruction and that there are no possible dangers to health and safety if the display is set up in accordance with the plan.



Remember that some of the most important considerations when setting up displays to promote products are the placing of the products and the effective use of space. While being careful to remain within the boundaries of the plan, there are a number of visual merchandising tips that will help to make the most effective display:

- think about making an outside display, weather and by-laws permitting
- use the shop window to draw in the customers
- show the stock in room settings so that customers can see how it will fit into their lifestyle
- display stock in groups, for instance by colour, type or size
- use lighting effectively to highlight particular stock
- use strong colours to attract attention
- if possible, use movement to attract attention
- work in sets of three, tall, taller, tallest, fat, fatter, fattest or good, better, best

### Setting up and dismantling the display

While setting up or dismantling displays it is important to be aware of any possible dangers to health and safety. Make sure that all stock, equipment and materials being used in the display are kept out of the way of customers; that you use stepladders safely and don't climb on fixtures or display plinths, etc. Take care when using materials such as spray adhesives or paints which may be flammable or toxic.

Before using any equipment check that it is in working order and that you know how to use labelling materials and equipment safely, efficiently and effectively. If you find any equipment is not safe to use, label it clearly and remove it so that no-one else tries to use it. After use, clean the materials and equipment before storing them away for future use and dispose of any waste materials in accordance with company policy for the recycling and disposal of waste.

Check the display regularly to make sure that it has not become unsafe; this is particularly important if the display is of a type where customers can take stock from it as the display may become unbalanced. If there is any problem of this type, take immediate action to correct the problem, if necessary asking a colleague to keep customers clear of the display until you have been able to make it safe.

### Labelling the display

Remember that customers are often in a hurry, so proper labelling of the display will help to promote sales. Labels must be clear and accurate, both so that the customer can quickly understand the message the display is attempting to give them and because giving misleading information is contrary to the Consumer Protection from Unfair Trading Regulations which state that any description whether in writing, spoken or in an illustration must be accurate. This includes any description of:

- quantity and size
- composition
- method, place and date of manufacture
- fitness for purpose
- endorsements by people or organisations

There are also sector specific laws regulating the description of items such as food and drink, precious metals and shoes. Failure to comply with the legislation can lead to prosecution by Trading

Standards. If you have any doubts about the information on labels that you have been given to use on a display, check with your Visual Merchandising manager or supervisor.

If possible, change the display regularly. The first time a customer sees a display it will have a great impact; the second time a lesser impact and by the third time little or no impact.

