

THE DISPLAY OF GOODS IN SELF-SERVICE SHOPS

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PREREQUISITES

To benefit from this MATCOM Learning Element, you should:

- have some retail shop experience;
- have studied the MATCOM Element "Basic Rules for the Display of Goods", or have the corresponding knowledge.

HOW TO LEARN

- Study the Element carefully.
- Give written answers to all the question in the Element. This will help you not only to learn, but also to apply the knowledge in your work at a later stage.
- After studying the Element on your own, discuss it with your instructor and your colleagues, then take part in the practical exercises organised by your instructor.

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INTRODUCTION - SILENT SALESMANSHIP

In another MATCOM Element you learned the BASIC RULES FOR THE DISPLAY OF GOODS. Most of them apply to both counter-service and self-service shops.

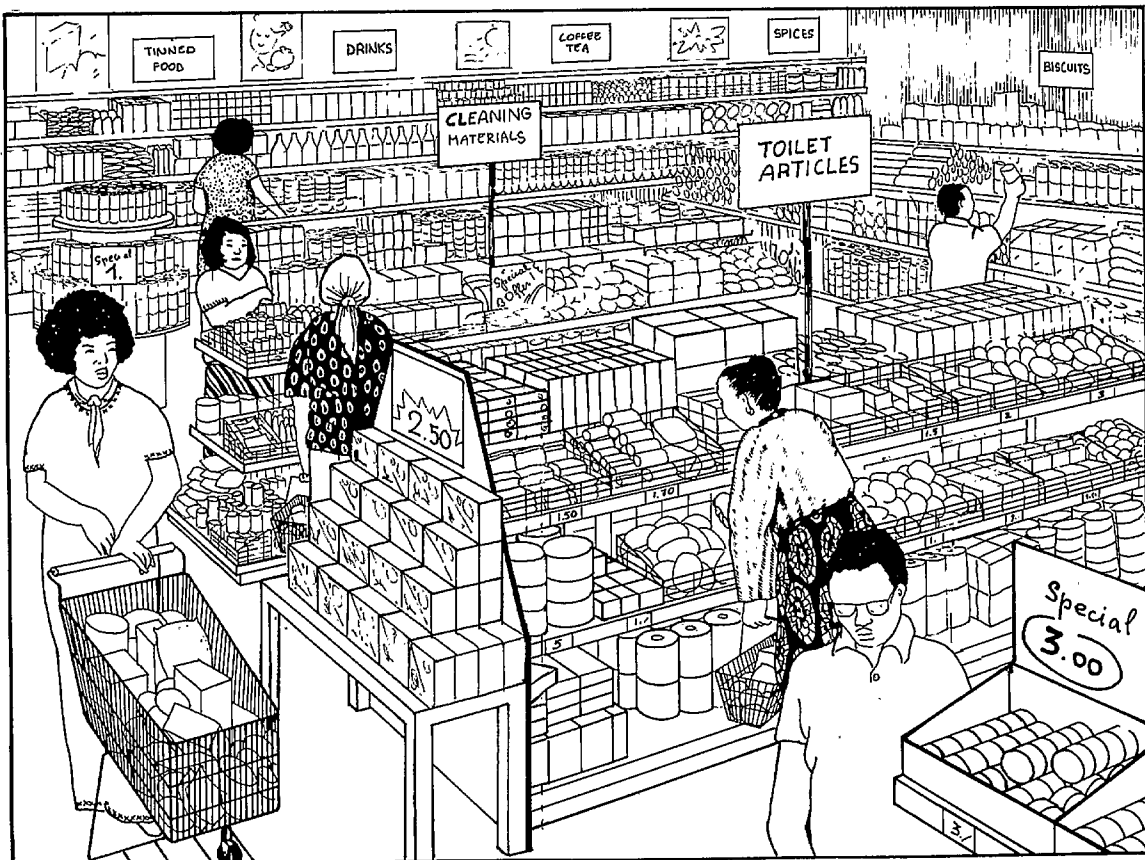
! But there are some fundamental differences between a counter-service shop and a self-service shop, as the following questions will indicate. Write the answers to the questions.

Which type of shop has the higher sales?

Which type of shop has the largest variety of goods?

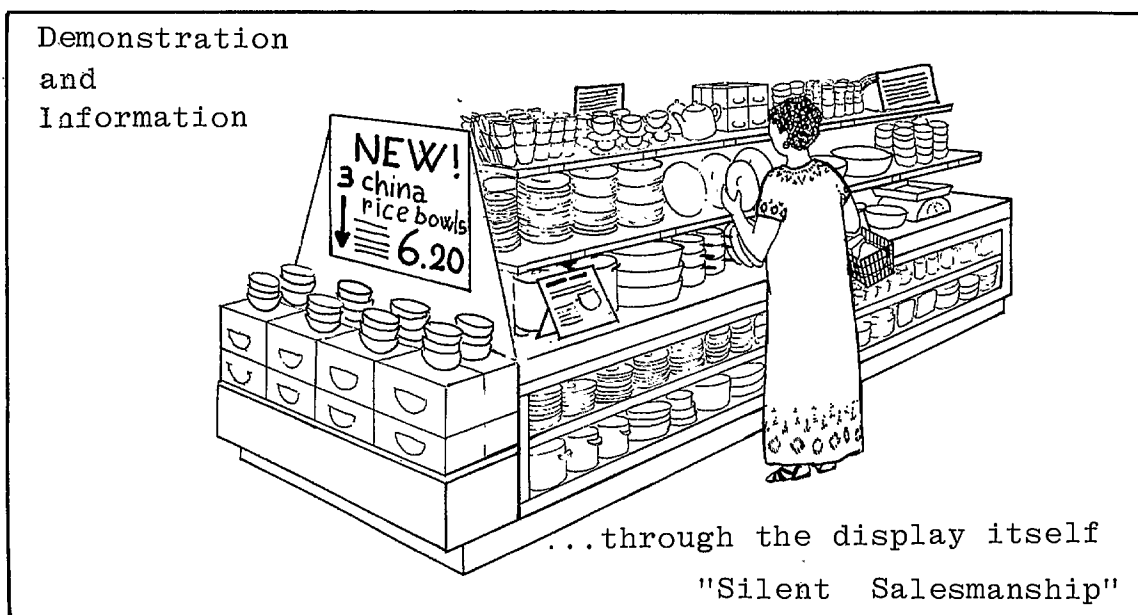
What is the meaning of the word "self-service"?

All this means that the DISPLAY OF GOODS is more important in a self-service shop. Making a proper display in such a shop calls for more knowledge.



We would like to draw your attention to the most important advantage of self-service:

- Imagine every customer being looked after by a shop assistant, who takes him around the shop, shows him all the goods and explains how to use them.
- Of course, this would require more shop assistants, a bigger payroll, and the customers would have to foot the bill through higher prices.
- The customers might appreciate the service, but would they be willing to pay the price?
- Someone had a brilliant idea for solving this problem: keep costs and prices down by making the DISPLAY itself work as a salesman.
- The DISPLAY should, as it were, take the customers around, show them all the different goods and point out the special offers. It should give information on prices, quality and use.
- This is why this type of professional display is sometimes called SILENT SALESMANSHIP.



In a self-service shop, the DISPLAY should do most of the selling. The shop assistants should only serve the customers who need help. They should concentrate on handling the goods or selling things like clothes and fresh meat, where their knowledge and skill are especially necessary.



Write down some of the advantages of self-service.

Let us put the facts together: in a self-service shop we normally handle more goods, have more goods to display (in an attractive, practical and safe way), and sell more goods than in a counter-service shop. But we have no salesmen to attend to every customer. And yet we must give the members/customers the very best service and make shopping easy for them.

How can this be done? How can we arrange the display so as to:

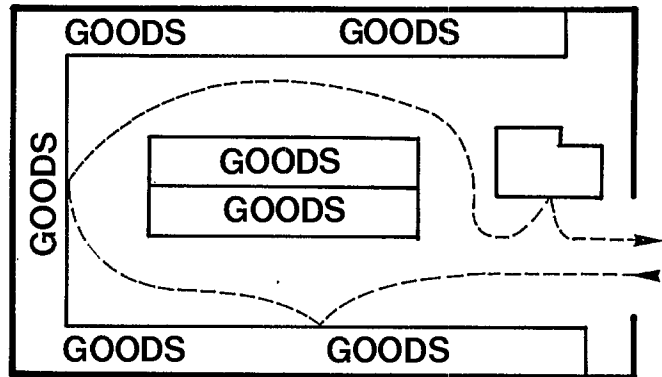
- Put all the different goods on show
- Make shopping easy
- Make the handling of goods easy
- Have a display that sells
- Avoid leakage

This is what you will learn in this MATCOM Element. Compare with the list of contents on page 1.

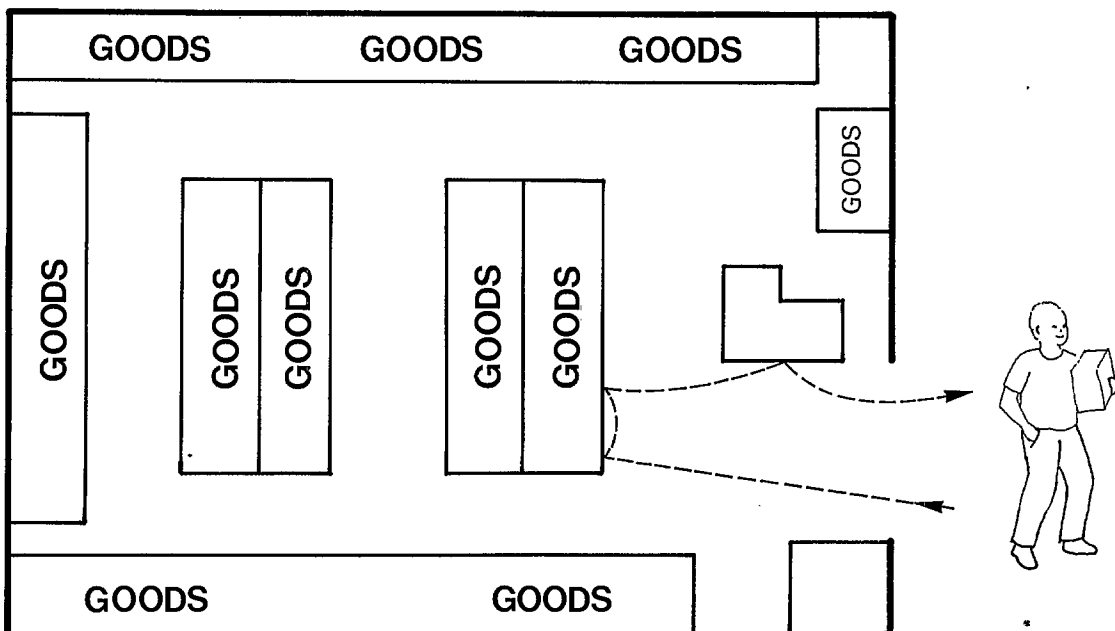
SHOWING ALL THE DIFFERENT GOODS

As a salesman, you want to show the customers what you have to sell. You want to take them around your shop. Now, the question is, can the DISPLAY itself do this job for you?

In a small shop, this is no problem. There will normally be only one "natural" way through the shop and the customers will see all the goods.



But in a larger shop there may be more than one "natural" way, and customers all behave differently. For example, a shopper who wants soft drinks, bread and cigarettes is likely to go to the places where these are displayed, collect them and go straight to the check-out counter. If they happen to be placed on the same shelf close to the entrance, he will go straight to that shelf and leave the shop without seeing many other goods. The picture below illustrates the problem:



We want him to see all the goods in the shop

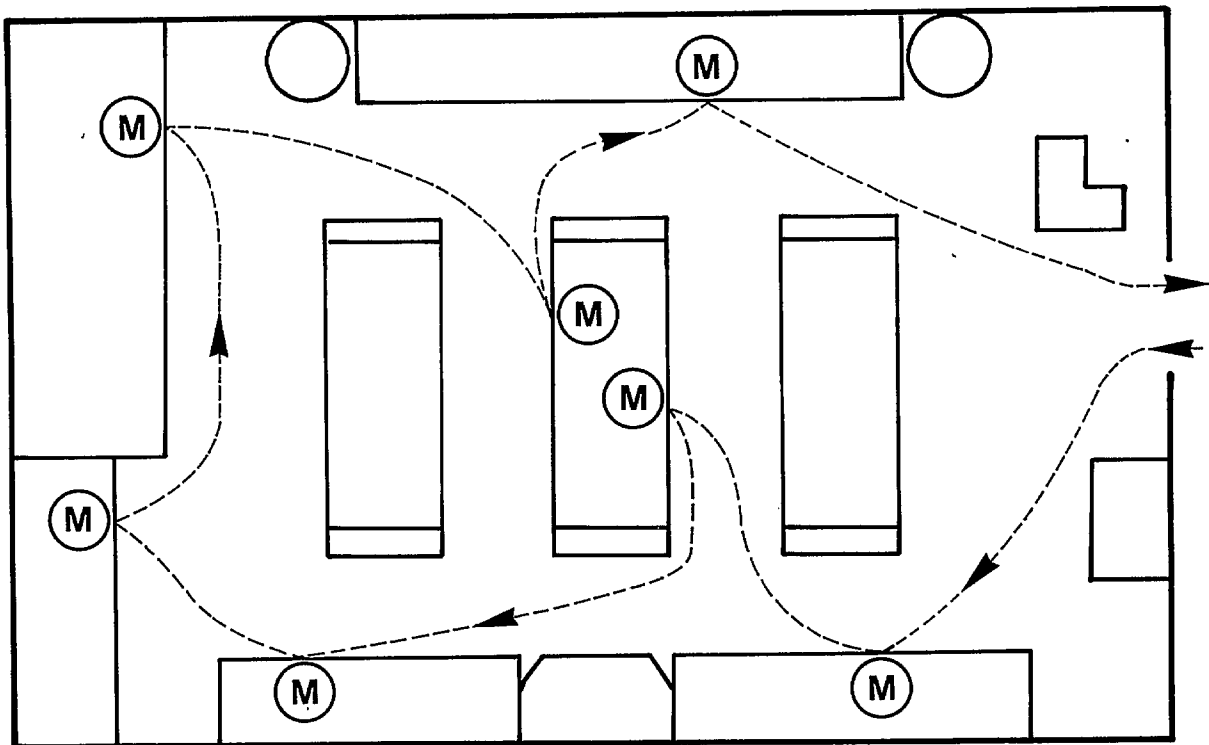
How can the DISPLAY help us in this case? Well, suppose that the goods had been displayed on different shelves. Then our customer would have seen more of the shop.

"Magnetic Goods"

It is therefore a good idea to spread out the goods which are most in demand, the so-called "magnetic goods", in different parts of the shop. They will literally serve as magnets, drawing the customers round the selling area, thus showing them all the goods in the shop.

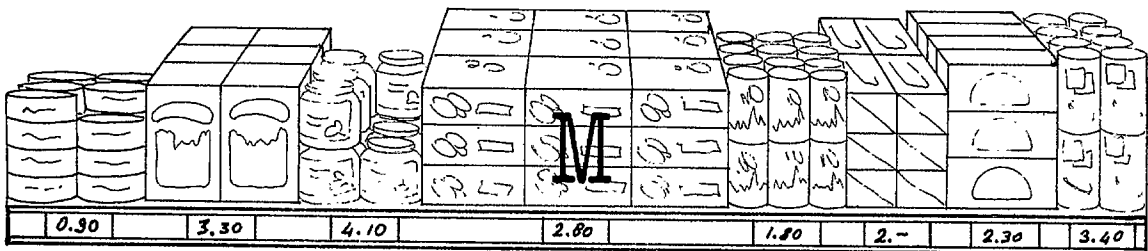
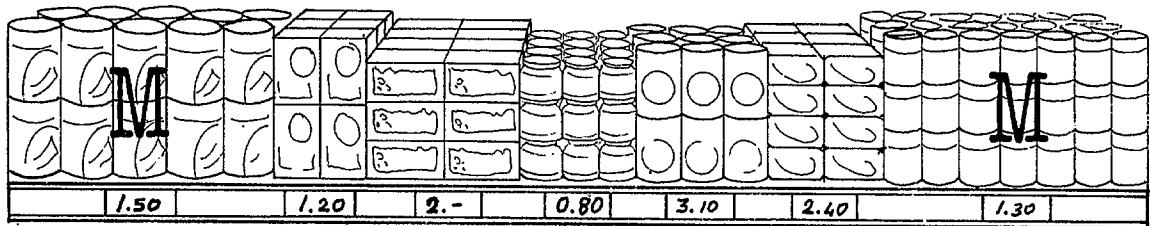
But which goods are "magnetic"? You can easily identify them. Just think about your "big sellers", - things which the customers buy almost every time they visit the shop.

The shop layout below shows one example of how the magnetic goods (M) could be placed. The broken line shows how a customer might walk through the shop.



However, there is another basic rule for display which states that goods should be displayed in groups. That means that we cannot take one magnetic item out of its group and place it somewhere else. The whole group of similar goods must go with it.

If there are several "big sellers" in a group, they should be spread out within the area reserved for that group. That will make the customers notice other articles in the group.



Now, you may object that using magnetic goods in this way is cheating the customers. They have to walk further than necessary and may end up buying things they had not originally intended to. Would it not be more convenient for the customer if the most wanted items were placed near the entrance?

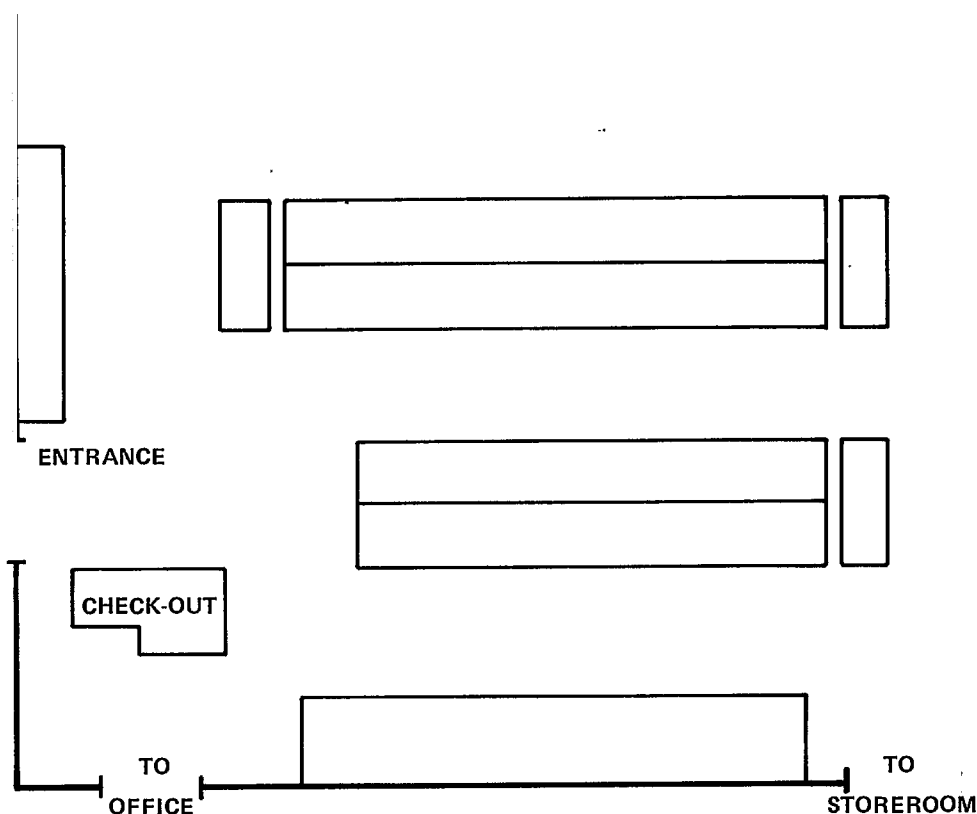
No, that would not be a good idea. Since most customers would have no reason to go to other parts of the shop, they would crowd close to the entrance and block it for other customers. Only a part of the shop area would be used. Many of the customers would then not see all the goods you have displayed at the back of the shop. They would miss your "special offers" and might not think much of your services.

No, you have to spread out the "magnetic" goods around the shop. In that way the customers will be able to see everything you have to offer and their shopping will be made easier.



Write down ten "magnetic" goods sold in your shop and the names of the commodity groups to which they belong. Indicate on the shop layout below where you would like to display them.

Goods/Group	Goods/Group
1 _____	5 _____
2 _____	6 _____
3 _____	7 _____
4 _____	8 _____



Your shop sells food and also some hardware, such as cooking pots and tools. How can you make sure that customers will see these hardware articles? Do you display them close to the entrance or at the back of the shop? Write your suggestions below, giving the reasons.

MAKING SHOPPING EASIER

It is true that we make the customers walk through the whole shop so that we can show them the goods. But the display should also be arranged in such a way as to make shopping as easy as possible for them. Let us follow Mrs Ross on her shopping expedition and see how the display helps her.

● Mrs Ross brought some empty bottles to the shop. She shows them to the cashier and puts them in a crate before doing her shopping.



● She picks up a basket. On the walls and over the shelves in the centre, there are big signs telling her where to go for the different groups of goods. These signs helped her a lot when she first visited the shop. Now, as a regular customer, Mrs Ross has no trouble finding things, because everything is in its regular place.



● At the end of her shopping trip, she finds vegetables, bread, and other goods which can be easily damaged; she puts them on top of the heavy items she has collected in her basket.



Mrs Ross likes to shop at the self-service. She finds the goods easily, thanks to the good display.



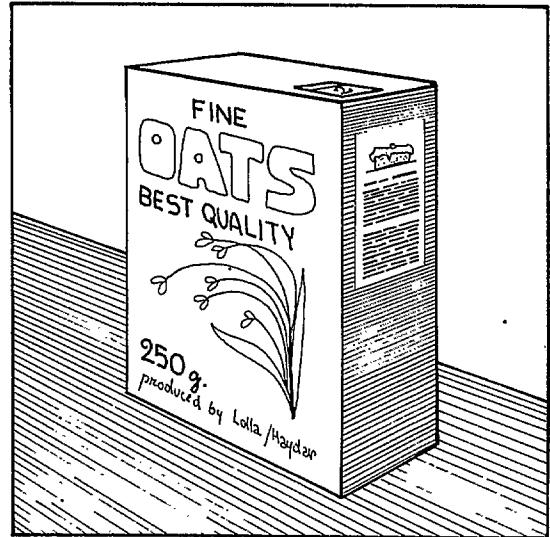
Now that you have read about Mrs Ross you should be able to answer the following questions. The answers will tell you how to make shopping easy for the customers.

1. Where in the shop should you arrange a place for returning empties?
2. How can you help new customers to find what they are looking for in the shop?
3. How can you make it easy for your regular customers to find things?
4. Where should easily damaged articles be displayed?

Price Marking

Before the customers decide what to buy, they need some information.

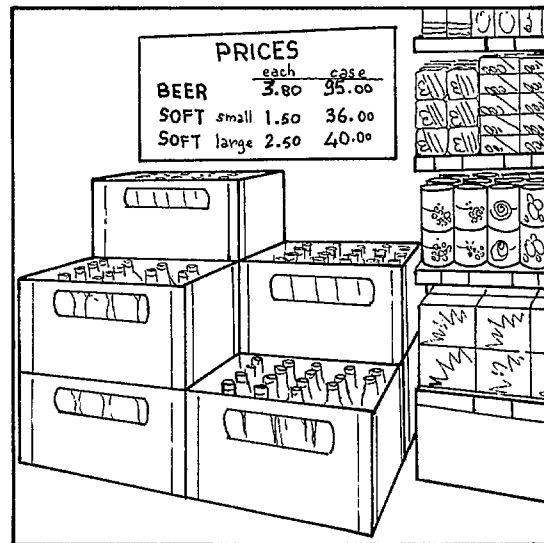
On the packet they usually find the name, weight or size, quality, manufacturer and some advice on how to use the product.



But you will have to add the most important item of information: the price. It has to be written on everything in a clear way, so that both the customer and the cashier can read it.



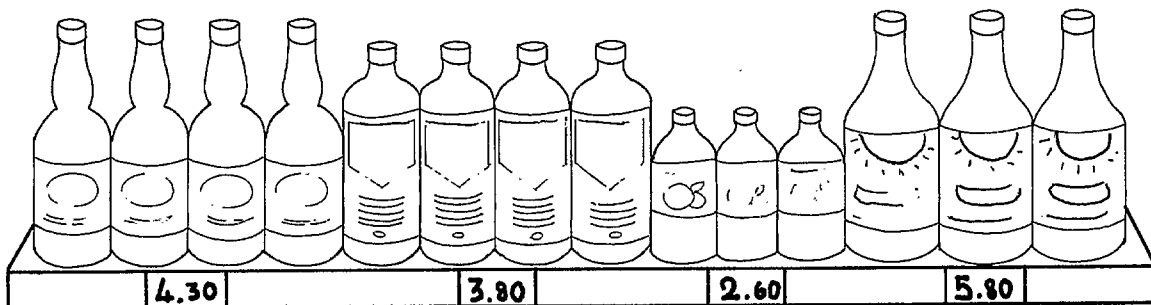
The only exceptions should be a very few common articles sold in large quantities. It would save a lot of work if, for example, the prices of beer and soft drinks were shown on a sign or a poster only.



Why is it necessary to put price labels on all but a few articles?

Suggest some goods which need not have prices marked on them.

To make it easy for the customers to see and compare prices, you could put price labels on the shelves too.



But this system will take some time and effort to maintain. Do not forget to change the labels when prices change or when goods are moved, because the customers must not be misinformed.

Displaying prices on the shelves provides useful, additional information, but cannot replace writing the prices on all goods. The cashier needs to have prices marked on everything.

MAKING THE HANDLING OF GOODS EASIER

The customers themselves pick up the goods from the shelves, but it is the staff who must see to it that there are always enough goods available.

This is a difficult job in a self-service shop, where many goods are sold every day. Therefore, it is important that the display allow smooth handling of the goods and refilling of the shelves. There are some basic rules to be followed:

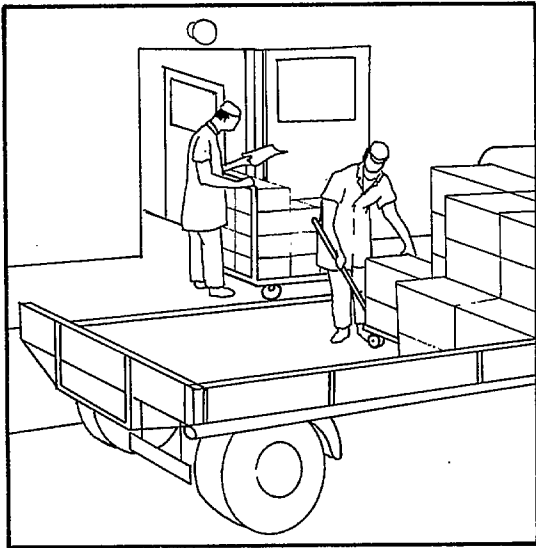
- Place heavy items lower down.
- Do not hide one article behind another of a different kind.
- Make it possible to refill the shelves with the entire contents of a bulk package at a time.

The last rule means that you will save time and effort if you bring a whole bulk package of a particular article into the selling area and display its entire contents, instead of refilling the shelf a bit at a time.



Can you find other advantages of using whole bulk packages when refilling? Write them down.

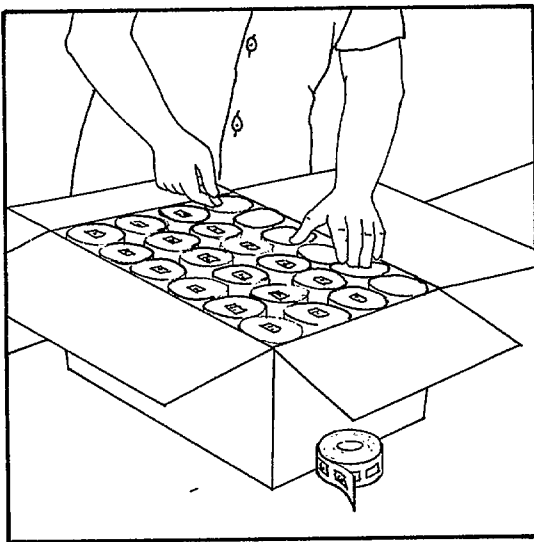
In fact, the most practical procedure when goods are delivered is as follows:



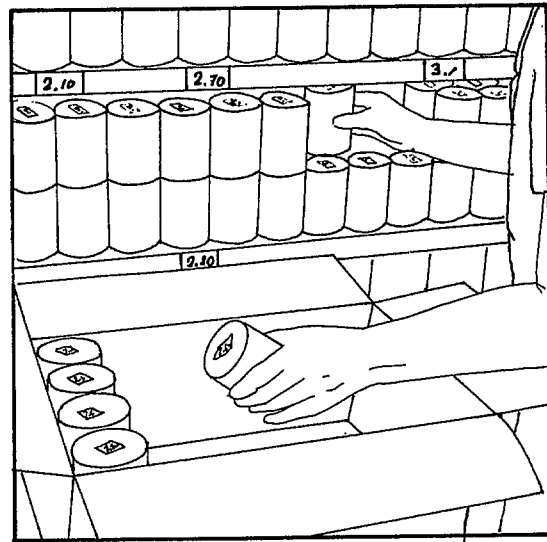
1 Check the bulk packages.



2 Bring them straight in-
to the selling area.



3 Unpack the goods and
mark the price on
every item.



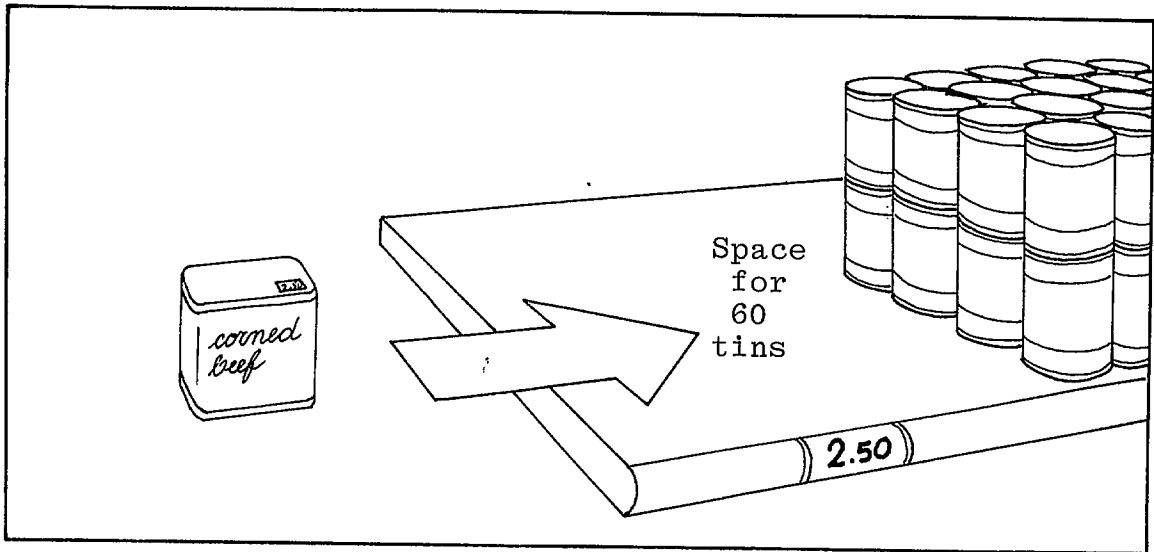
4 Display the goods on
the shelf.

That is how you should try to handle goods.

Space

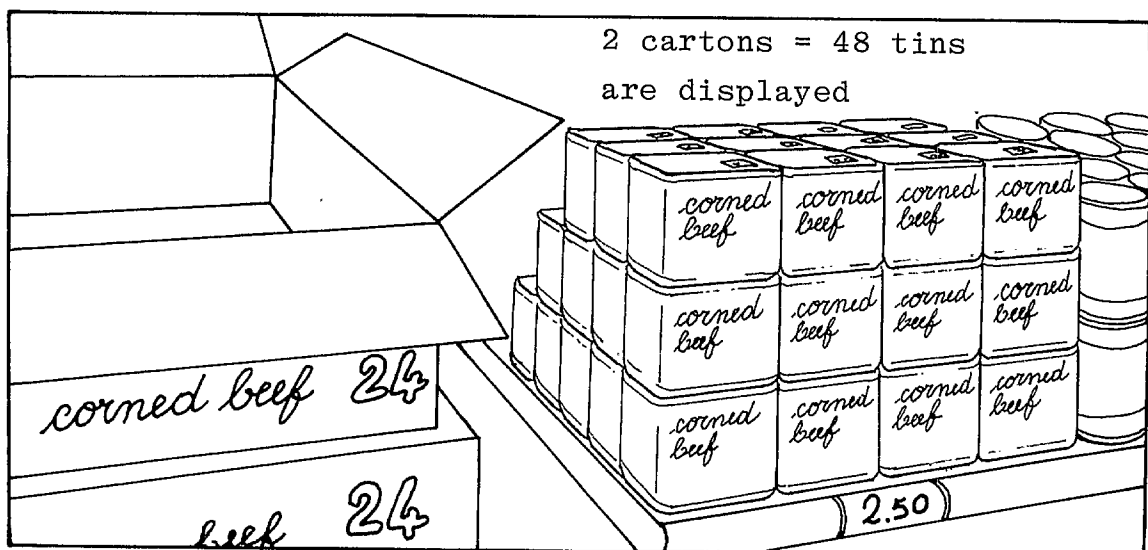
In order to bring new supplies straight into the selling area, it is important to reserve the right space for every article. What is the right space? The following example will show you:

- A co-operative shop is supplied with groceries once a week.
- The weekly sales of Corned Beef are usually 20 to 30 tins.
- The manager reserves a space on a shelf, sufficient for two weeks' sales (about 60 tins).

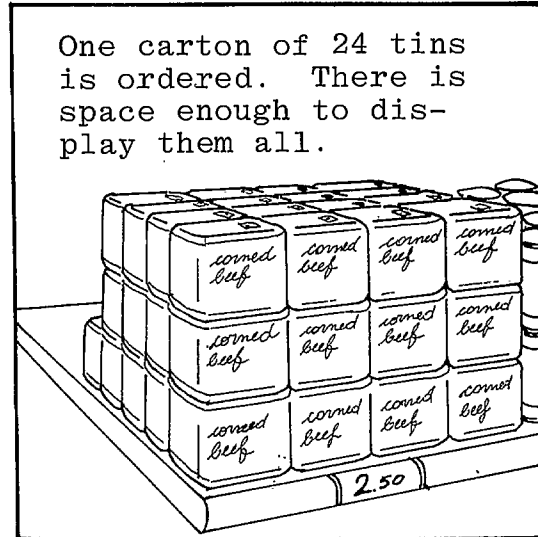
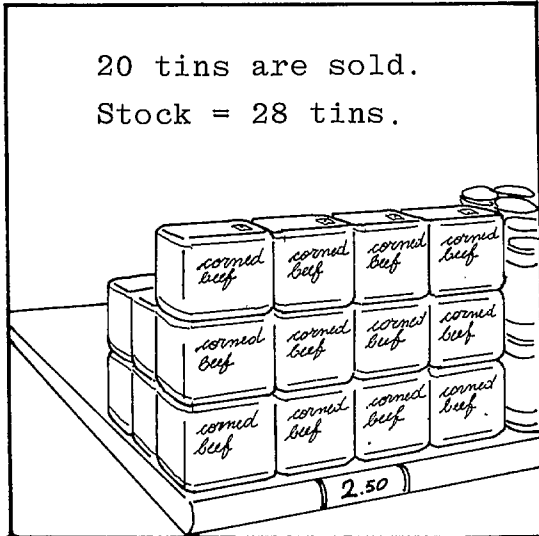


Let us see how this compares with the size of the bulk packages.

- Corned Beef is supplied in cartons of 24 tins.
- The manager starts by displaying two cartons (48 tins).



- Then he orders one carton a week. By the time one is delivered, he has sold at least 20 tins. There is enough space on the shelf for 24 new tins.



Thus, the new delivery can go on the shelves straight away. No need for storage, and refilling is needed only once a week.

But why display two weeks' worth of sales?

If you display less than that, there would be very few goods left just before delivery time. The shop would look empty and would not attract customers. You would even run the risk of being out of stock, as a result of late delivery or higher sales than normal, for example.

If you display more than two weeks' worth of sales, you stock the shop with more goods than are actually needed. That is very costly and should be avoided. But if the supplies or the sales are very irregular or uncertain, it is advisable to stock more. It is particularly recommended to keep an extra stock of those necessities which cannot be replaced by other things (examples: sugar, salt).

As a rule, you should reserve sufficient space in the display for two weeks' sales of each article. But the amount of space will also depend on how often goods are delivered and on the number of packets in a bulk package.



- a) You sell about 30 cans of milk a week. Supplies are received weekly. There are 10 cans in a carton. How many cans should you reserve space for on the shelf?

Answer: _____

- b) Why should you reserve more space if supplies are received every second week only?
- c) Why would you need more space if there were 50 cans in a carton?

In practice you may find it difficult to estimate how much space you should allow for each article, but it is worth trying. If you manage to give the right space to most of the goods, you will find that your work is made easier in many ways.

Big Sellers and Bulky Goods

For the really big sellers and the bulky goods, it might not be possible to find sufficient space in the selling area. For example, if you sell about 300 kg of sugar each week and have decided to keep three weeks' worth of sales in stock, that makes 900 kg. It might not be suitable to use space in the selling area for that much sugar.

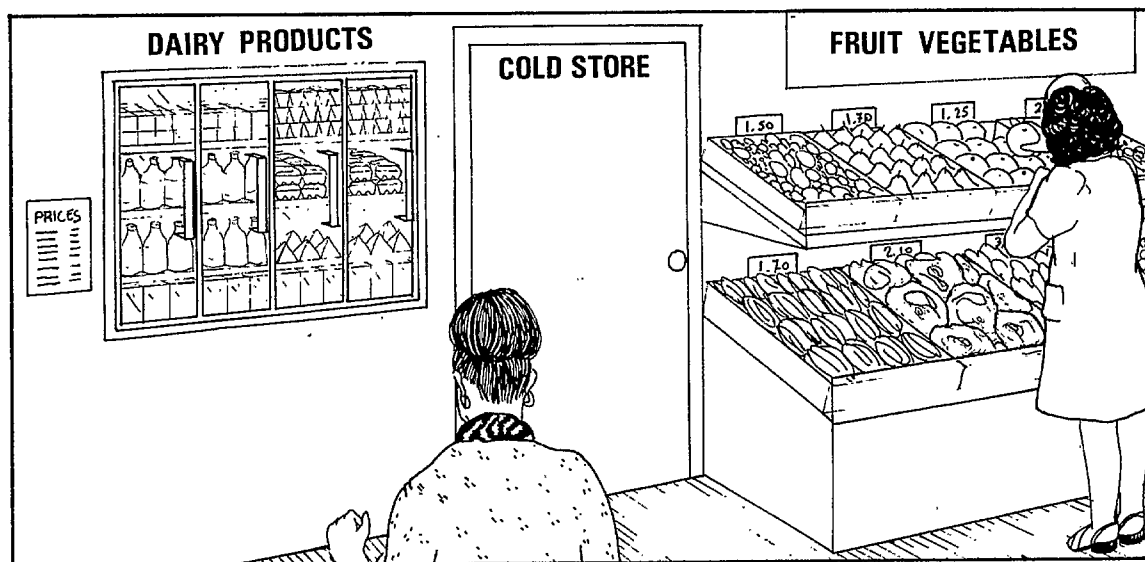
Big sellers and bulky goods have to be refilled more often. Those are the things for which you need a storeroom. To make the refilling easier, such goods, particularly heavy ones, should be displayed near the storeroom. Unfortunately, this is not always possible, since they are often "magnetic" goods. Remember also that the commodity groups must not be split.



Write below a list of the goods whose shelves you have to refill most often in your shop.

Fresh Food and Dairy Products

Food in its natural state is called fresh food. For example, fruit and vegetables are normally sold as fresh food. So are meat and fish when not in a tin or dried or cooked. Milk, and products such as butter which are made from milk, are called dairy products. Because fresh food and dairy products can go bad very quickly, they are called perishables. Looking after perishables in a shop requires a lot of work. This page tells you how to display perishables in a way which will make this work easier.



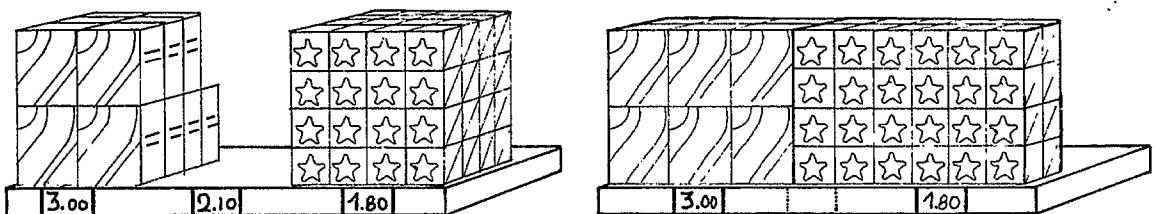
- Even in a self-service shop, meat and fish are often sold by shop assistants. Meat and fish departments should be at the back of the shop, very close to the workroom and cold store.
- The dairy department should also be close to its store. The best solution is to store and display the dairy products in a cold store which has an opening towards the selling area, through which the customers can collect their goods, as you can see in the picture above.
- If possible, fruit and vegetables should also be displayed close to the store in order to avoid long trips.

Can you think of other reasons for displaying vegetables away from the meat and the dairy products? Write your answer below. (See pages 7 and 10 if you find this difficult.)

Out of Stock

If we have run out of something, we say it is out of stock. For example, if all the sugar has been sold, sugar is out of stock. This is bad for the shop. As you know, everything must be ordered at the right time, so that new goods arrive before all the old ones have been sold. However, even in the best shops, something may be out of stock. This page describes how to change a display when something is out of stock.

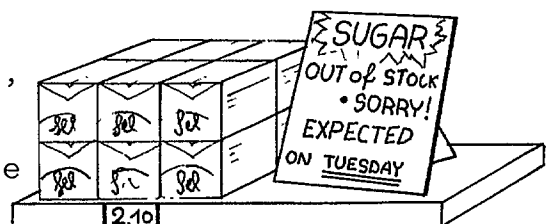
- For example, what should you do if China tea is out of stock? On page 10 you learned that everything should have its regular place, so the regular place for China tea will now be empty. You also know that we should try to make the shop appear to be full of goods. Empty spaces give a bad impression. So what would you do when all the China tea has been sold?
- Usually, the best thing to do is to move some of the items displayed alongside and fill up the front of the gap on the shelf, as follows:



Do not forget:

- to take note of what has been sold out. When it comes to reordering you may not remember what is missing;
- to remove the price label, if there is one on the shelf;
- to put things back in order as soon as the item which was out of stock has been delivered again.

Alternatively, if the item out of stock is very much in demand, it might be better to inform your customers. Put up a notice there.



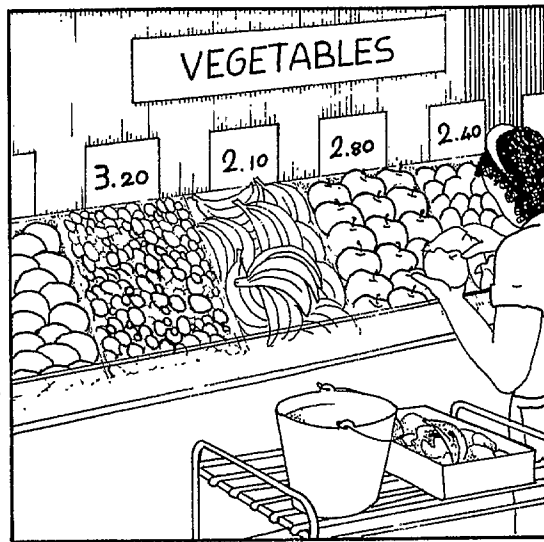
MAKING A SELLING DISPLAY

So far we have been discussing how to make a display which makes the work easier for both the customers and the staff. We also learned how to make the customers move through the whole selling area by using "magnetic" goods. Now we are going to show you how the display can actually sell the goods. Remember, in a self-service shop the display should do the salesman's job.

Nice and Clean Goods

First of all, if customers are going to pay full price, they want undamaged goods. If they find the goods in your shop dirty or damaged, they will do their shopping elsewhere.

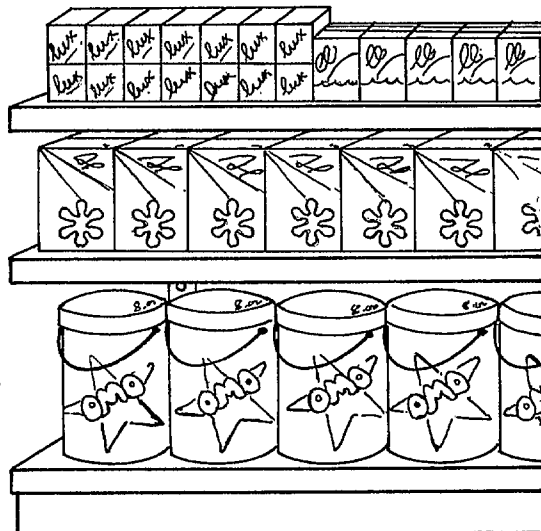
- Clean your display and regularly remove any damaged goods. Perishables need attention several times a day.



Sizes of Packets

You already know that heavy goods should be placed low down but even when they are not heavy, large packets should be placed on the lower shelves.

This makes the display look balanced and tidy.



There is another basic reason why you should avoid placing small things low down. Which one?

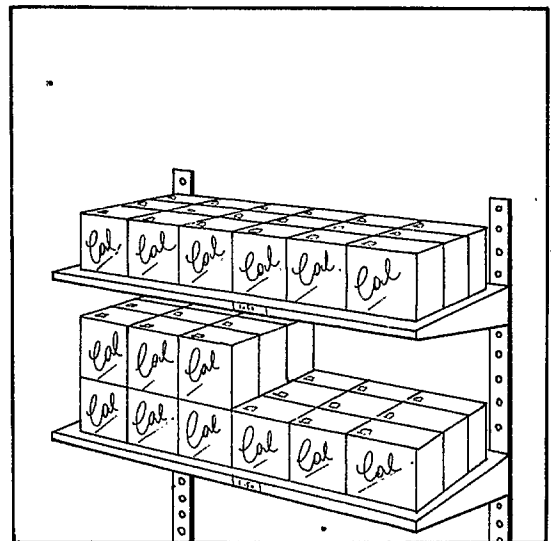
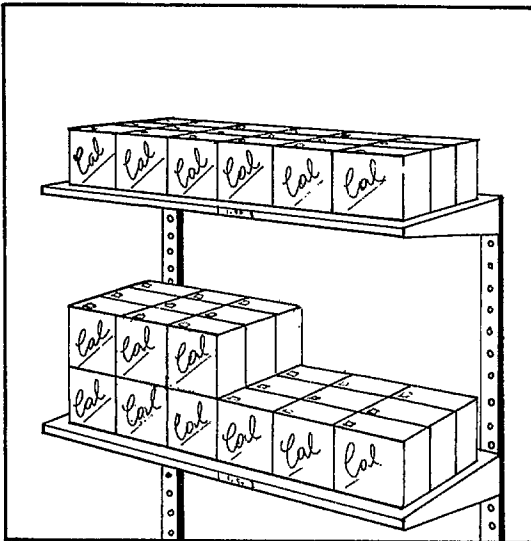
Lots of Goods

Customers like to see lots of goods on the shelves. If the shop has plenty to sell, they think that it is a good place for shopping.

But having more goods than can be sold in a few weeks may be very costly. You should be very careful not to increase the stock unnecessarily. Instead, the goods which are in the shop should be properly arranged. Make them look as numerous as possible.

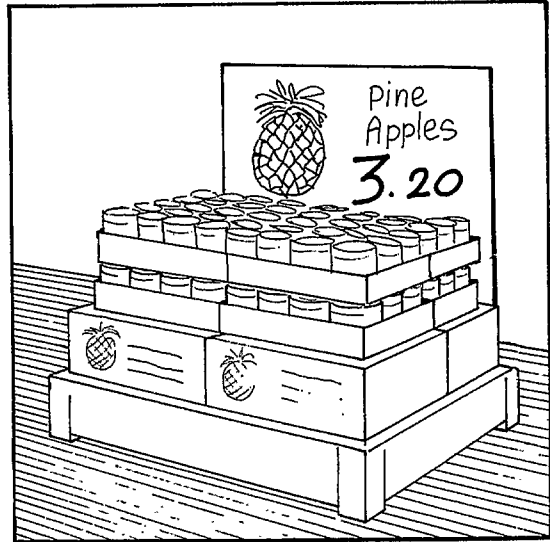
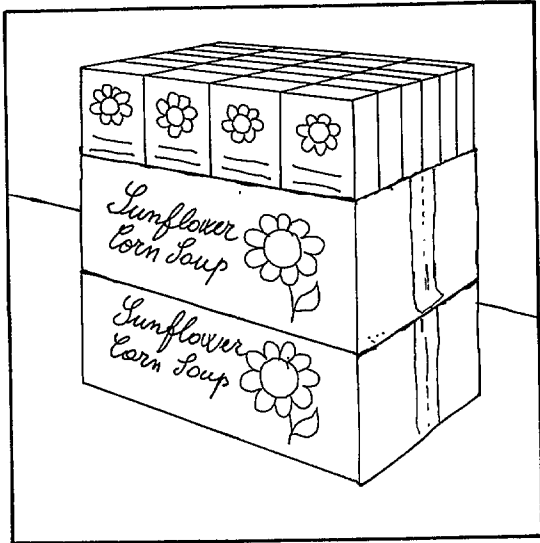
You can do this by following the basic rules for the display of the goods:

- Keep most of the goods in the selling area, not in the storeroom.
- As far as possible, place the goods at eye level.
- Fill up the front of the shelves.

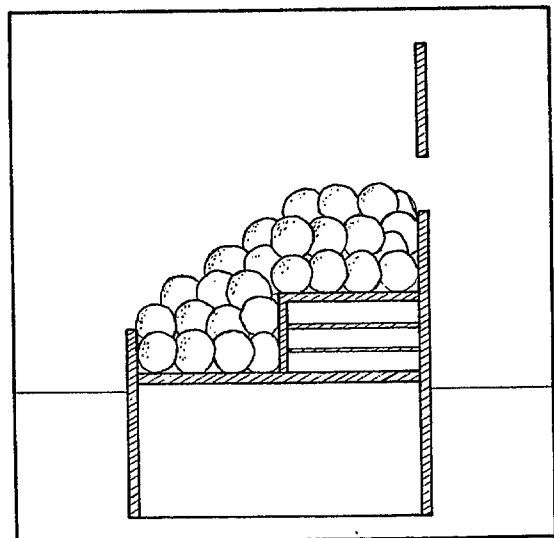
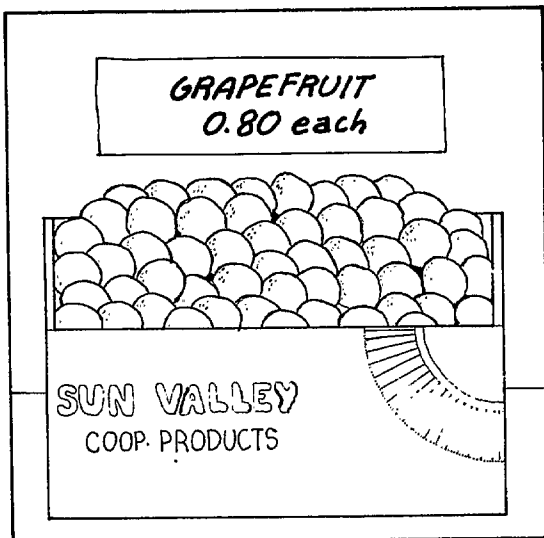


- Adjustable shelves are very useful. The space between the shelves should suit the goods displayed. Compare the two displays above. Which one do you find more attractive?

- Sometimes boxes or other containers can be very useful. They help you to display the goods higher up. Nicely decorated boxes may serve as posters.



- Hidden boxes can be used to raise the goods. In that way the display will look attractive even if there is not much stock.



front view

side view, cross section



HOUSE
HOLD

CLOTHES

DRINKS

TINNED FOOD

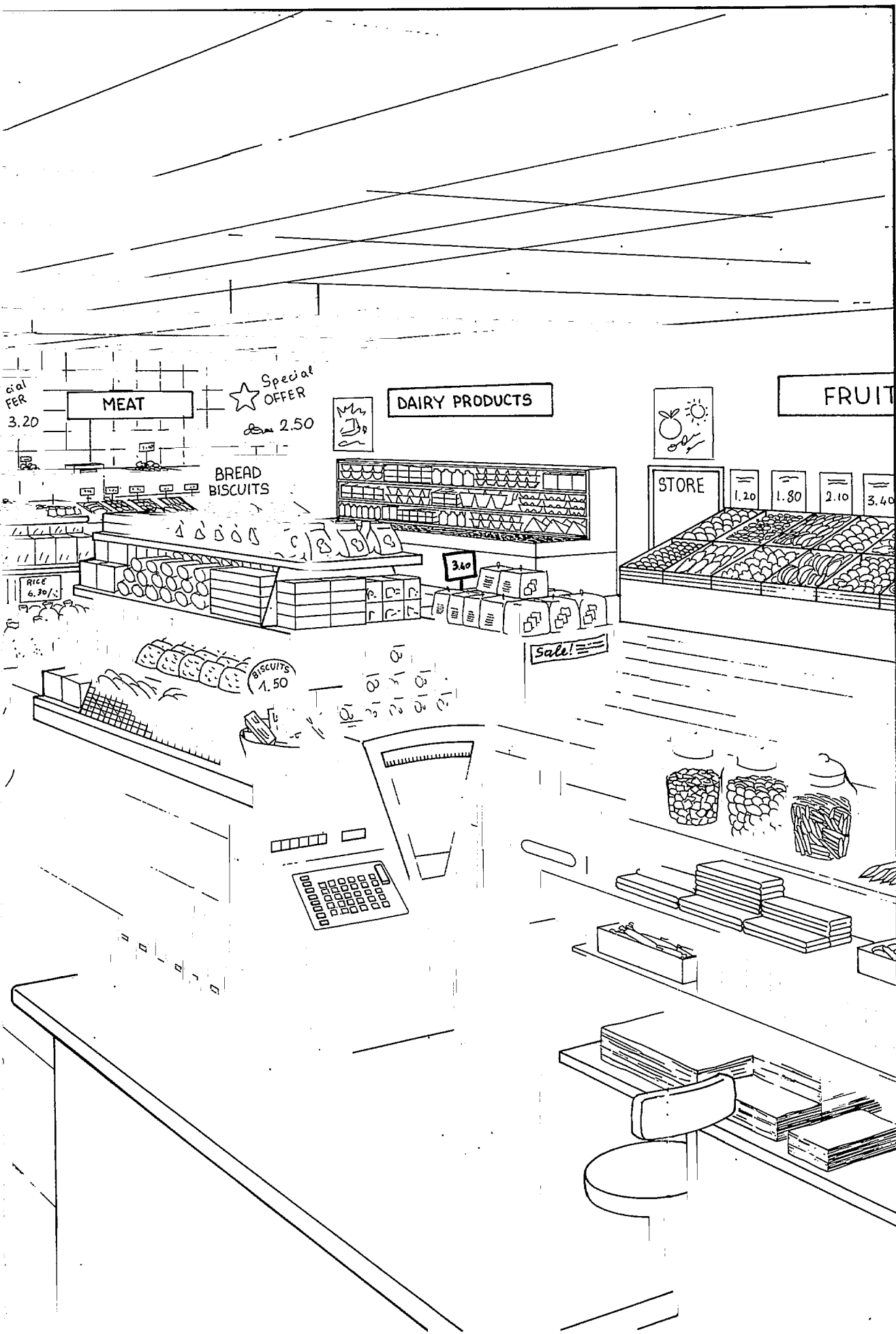
Special
OFFER

COFFE-TEA
SPICES

CLEANING
MATERIALS

BIG
SIZE!
= 5.00

2.50



cial
FER
3.20

MEAT

★ Special
OFFER
2.50

DAIRY PRODUCTS

FRUIT

BREAD
BISCUITS

STORE

1.20

1.80

2.10

3.40

RICE
6.90

3.40

Sale!

BISCUITS
1.50

Tidiness

If you sell more than one kind of detergent, for example, customers like to select the brand and size that suits them best. They like to compare the various detergents available.

Therefore, it is important that the display be tidy and that similar articles within a given group be placed together.

This can be done in two ways:

HORIZONTAL DISPLAY: similar articles are placed on the same level:

HAIR CARE	ARTICLES / SHAVING	ARTICLES
S O A P S	S O A P S	TOOTHPASTES BRUSHES
DETERGENTS	DETERGENTS	DETERGENTS

VERTICAL DISPLAY: similar goods are displayed on the same section of shelves but on different levels:

SHAVING ARTICLES	TOOTHBRUSHES	DETERGENTS
HAIR CARE ART.	TOOTHPASTES	DETERGENTS
HAIR CARE ART.	SOAPS	DETERGENTS

Neither will be perfect in all cases. Choose the one you think will give more help to the customers in comparing goods. A vertical display is usually better if there are many large items to choose from. You may also combine the two methods:

SOAPS	TOOTHBRUSHES	SHAVING ARTICLES
SOAPS	TOOTHPASTES	HAIR CARE ART.
DETERGENTS	DETERGENTS	DETERGENTS



Why do you think vertical display is better if there are many large items?



Here is a list of tinned foods:

Vegetables (4 shelf sections), fish (2), meat (2), soups (2), milk (2), baby foods (1), sauces (1), purees (1), fruit (1).

- Write down in the shelves below where you would put them, using a horizontal display.

- Fill the shelves below with the same items but this time using a vertical display.

- Fill the shelves below with the following goods:

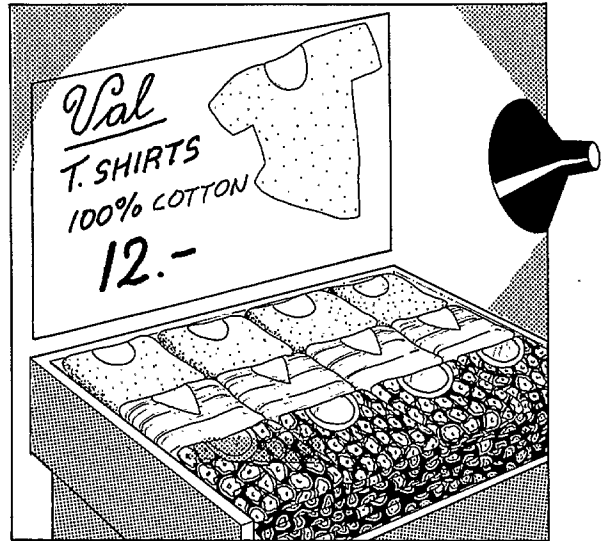
Floor polish, furniture polish, metal polish, green soap, small packets of "Star" washing powder, large packets of "Star", small packets of "Sun" washing powder, large packets of "Sun", "Jumbo" scouring powder, "Super" scouring powder, "Shiny" washing-up liquid, "Softy" washing-up liquid, clothes lines and pegs, dish cloths and mops, brushes.

Lighting

When arranging a display you must not forget the lighting. In a large shop daylight is not usually sufficient. Also, strong sunlight could damage the goods. Electrical lighting is better.

Try to light up the whole selling area. Shady places and dark corners look bad.

Spotlights can be used to make people look at an important display. But find out how much the extra electricity will cost before you decide to use them.



Fluorescent lights are good for shops, but do not use the ones that give a bluish light. They make the goods look less attractive.

Colours

Have you ever thought about how colourful most shops are? The colours of the goods and their packets can be used to improve the display, particularly in the case of non-food articles.

Animals are often of the same colour as their surroundings. This helps them hide. In a shop we do not want to hide the goods, we want to show them clearly. Consequently, do not put different items of the same colour together. People may not see that they are different.

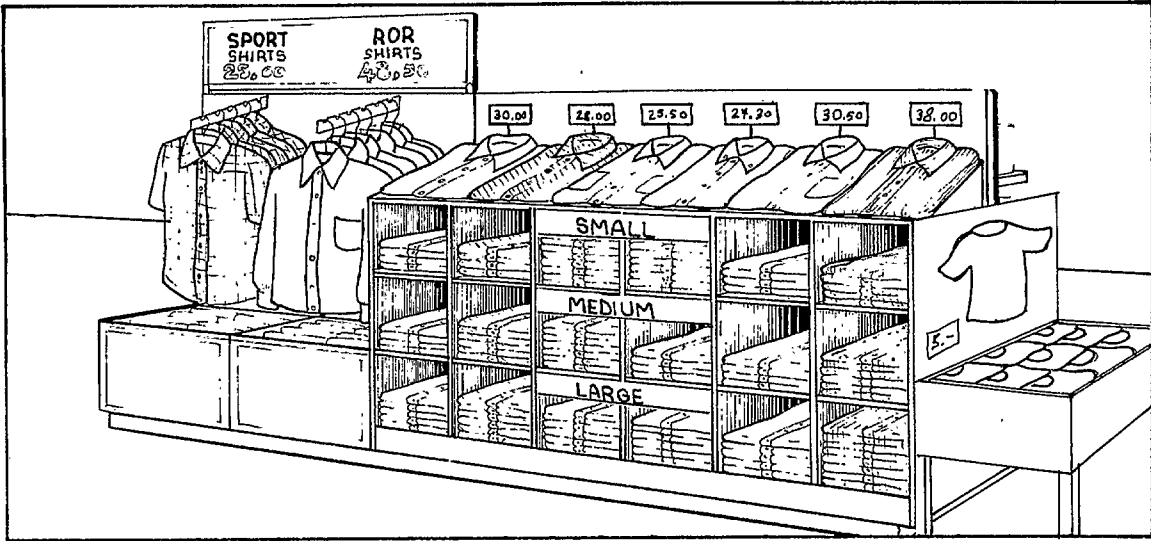
It is better to place items of different colours next to each other. Then they will stand out more clearly.

But be careful not to mix too many different colours. This could make your display look untidy.

Clothes

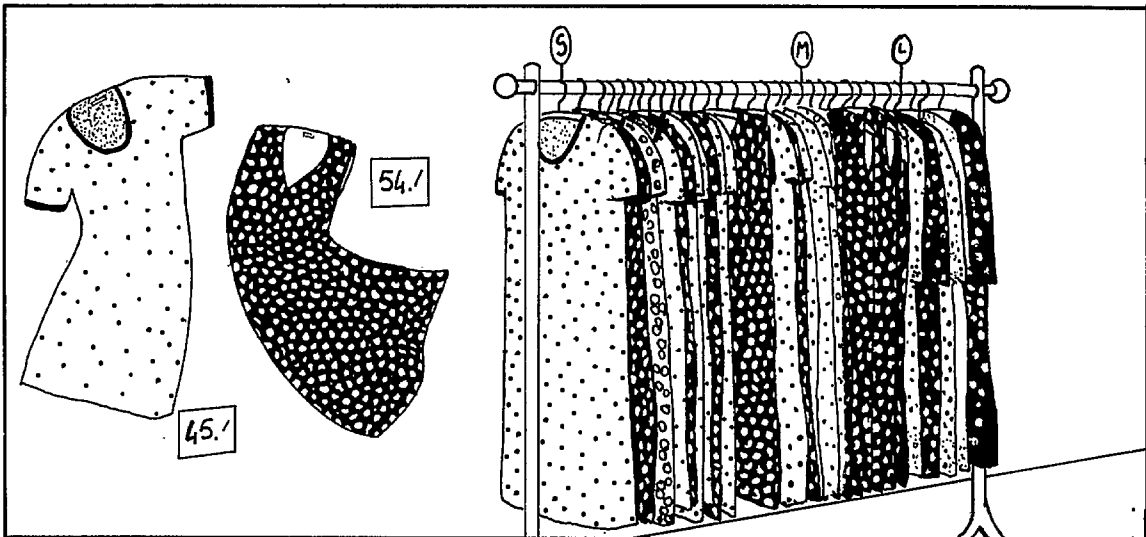
A customer shopping for clothes is looking for the kind of cloth he likes and the size that fits him. The display should therefore make it easy to choose the type and the colour and to find the right size. The examples below will give you some ideas on how to arrange such displays.

Shirts:



There is one shirt of each type on display. Below each shirt, the stock; with one size only on each shelf.

Dresses:



Some dresses are in a special display, but not all types, because of lack of space.

All dresses of the same size are hanging together.

Temporary Displays - Why?

We have already said that everything should have its regular place (see question 3 on page 11).

In addition to the regular places, where you always find the same things, there should also be some places reserved for temporary displays. We may call these DISPLAY POINTS.

Why do we need temporary displays and display points? Let us first have a look at the kind of goods which would usually be found there.

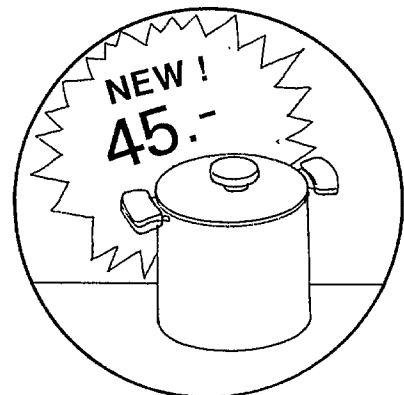
● Goods sold at a lower price than usual.



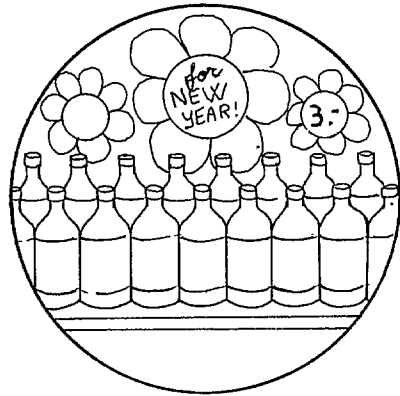
● Old or damaged goods which are being sold cheaply.



● Goods which have not been in the shop before.



- Seasonal goods which many people buy at a particular time of the year, for instance just before the holidays.



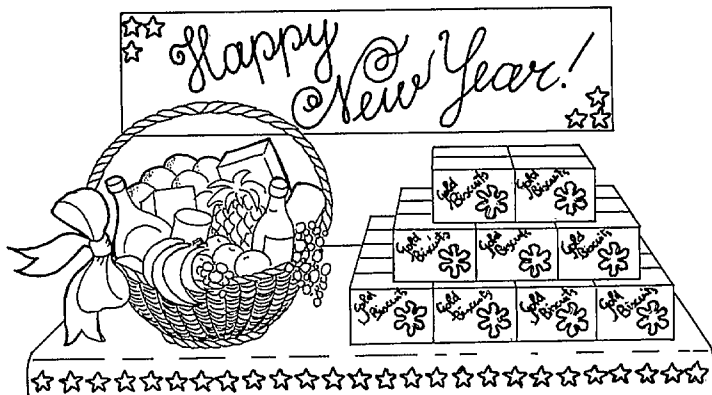
- Goods which have been selling slowly and which the customers may not have noticed.



Temporary displays are therefore needed when you have something special to offer to your customers, when something is selling so well that its regular place is too small, or when something has not been selling at all well and you hope to improve sales.



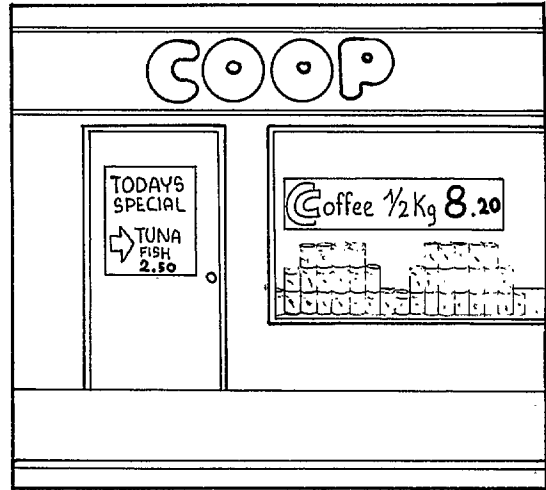
Mention a festival or holiday and the goods (food and non-food items) you would put on the display points beforehand.



Temporary Displays - Where?

Where should the display points be placed so that most of the customers see them? Which points will most of the customers pass?

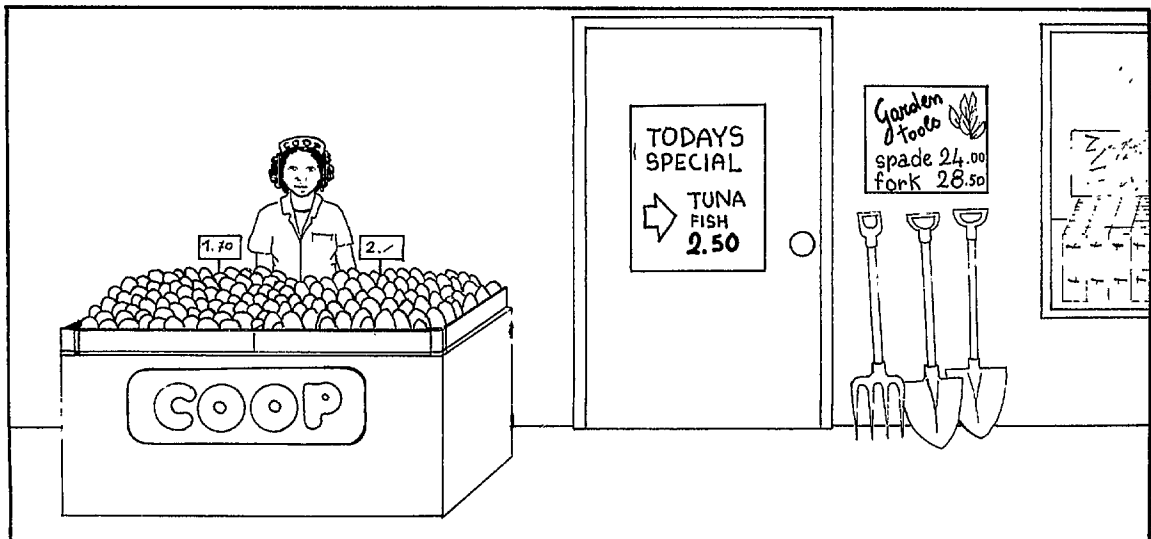
- All customers have to pass through the entrance. You cannot block the door with goods, but you can put a poster on the door, telling the customers about some special goods they will find in the shop.



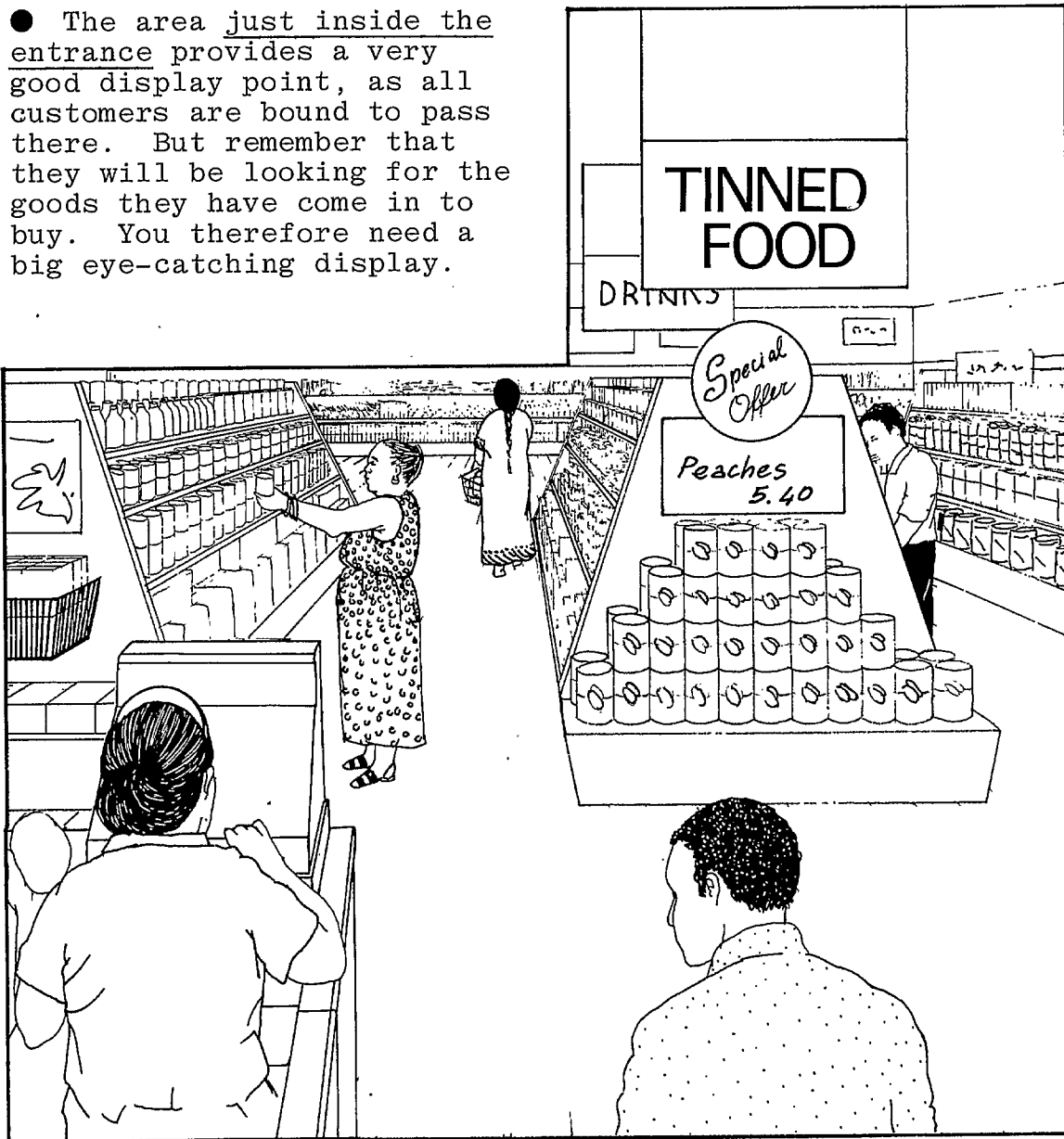
Suggest some other suitable places for posters outside the shop.

- Sometimes it is possible to arrange a display point outside the shop. You might hang out some things or you might arrange a temporary market stand. This is very good because it will be noticed not only by your ordinary customers, but by other people as well.

However, goods displayed outside the shop may be stolen or damaged by bad weather. If it is too risky, you should perhaps forget the idea.



- The area just inside the entrance provides a very good display point, as all customers are bound to pass there. But remember that they will be looking for the goods they have come in to buy. You therefore need a big eye-catching display.

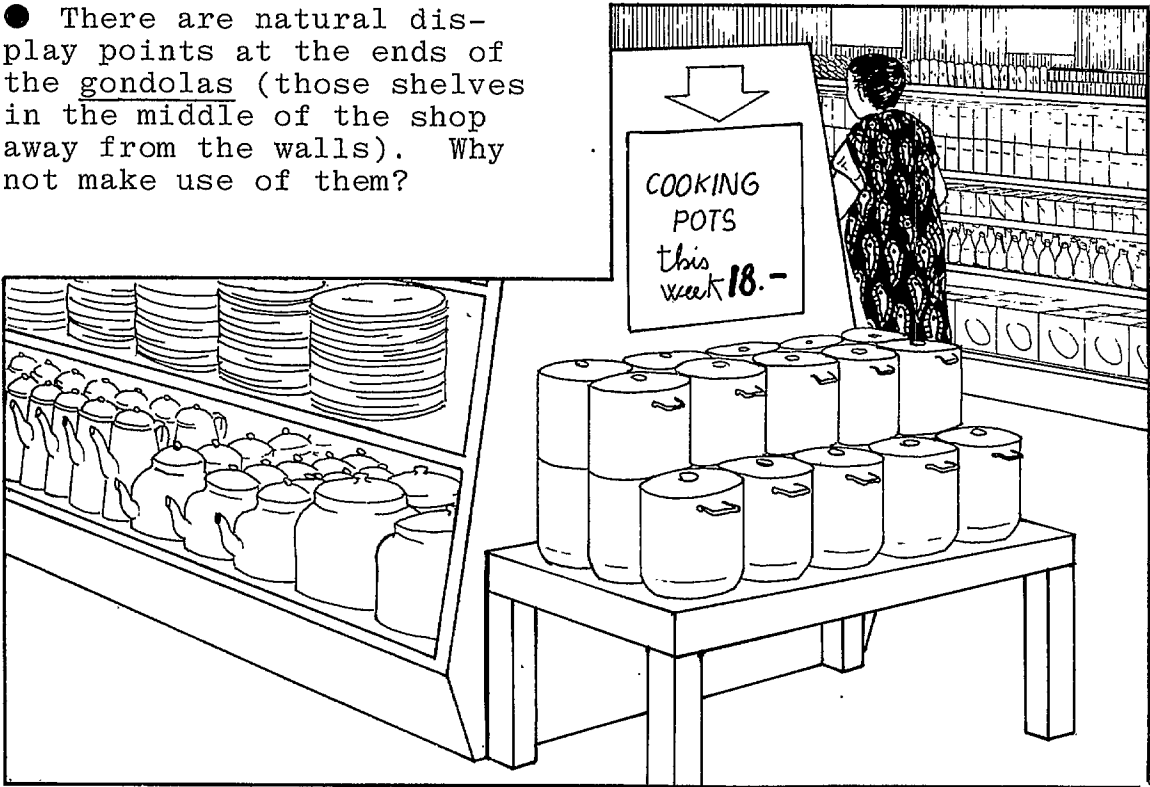


- You have already learned about the "magnetic" articles which draw the customers around the selling area.

The passages between the "magnets" will generally be busy, and will provide many suitable places for temporary displays.



- There are natural display points at the ends of the gondolas (those shelves in the middle of the shop away from the walls). Why not make use of them?



- Many self-service shops have a meat counter manned by shop assistants. This sort of place, where people are waiting, is ideal for a special display of goods or information which require careful study, e.g. menu suggestions, written notices or new goods.



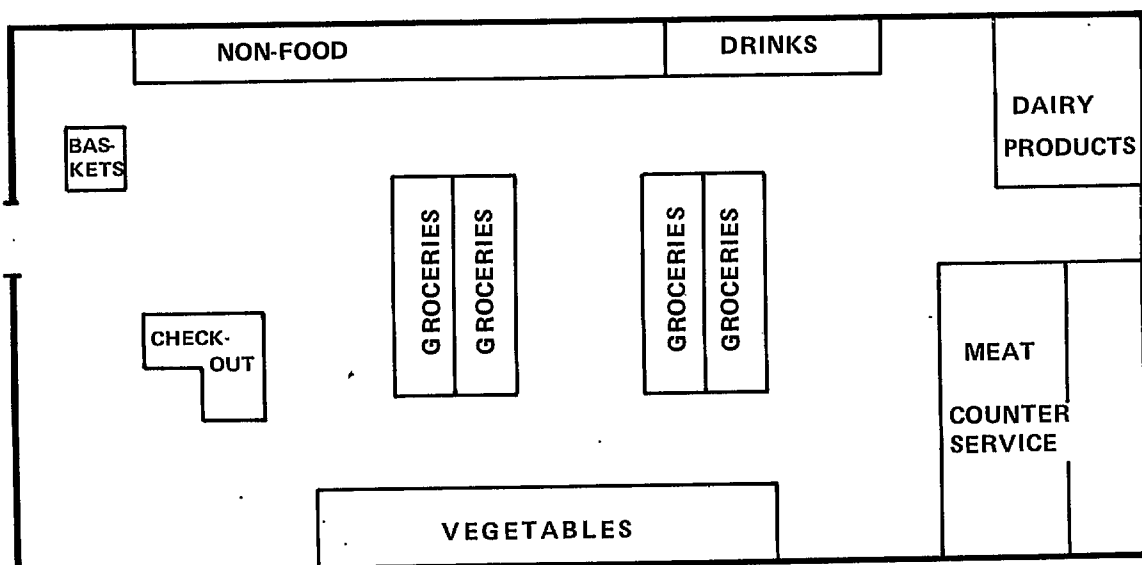
● People may also have to wait in front of the check-out (the place where people pay for their goods as they leave a self-service shop). This is a very good display point for the small things that customers otherwise often forget to buy.



Give examples of things which you would place in front of the check-out.



On the plan below, indicate with a star five places where you would arrange temporary displays.



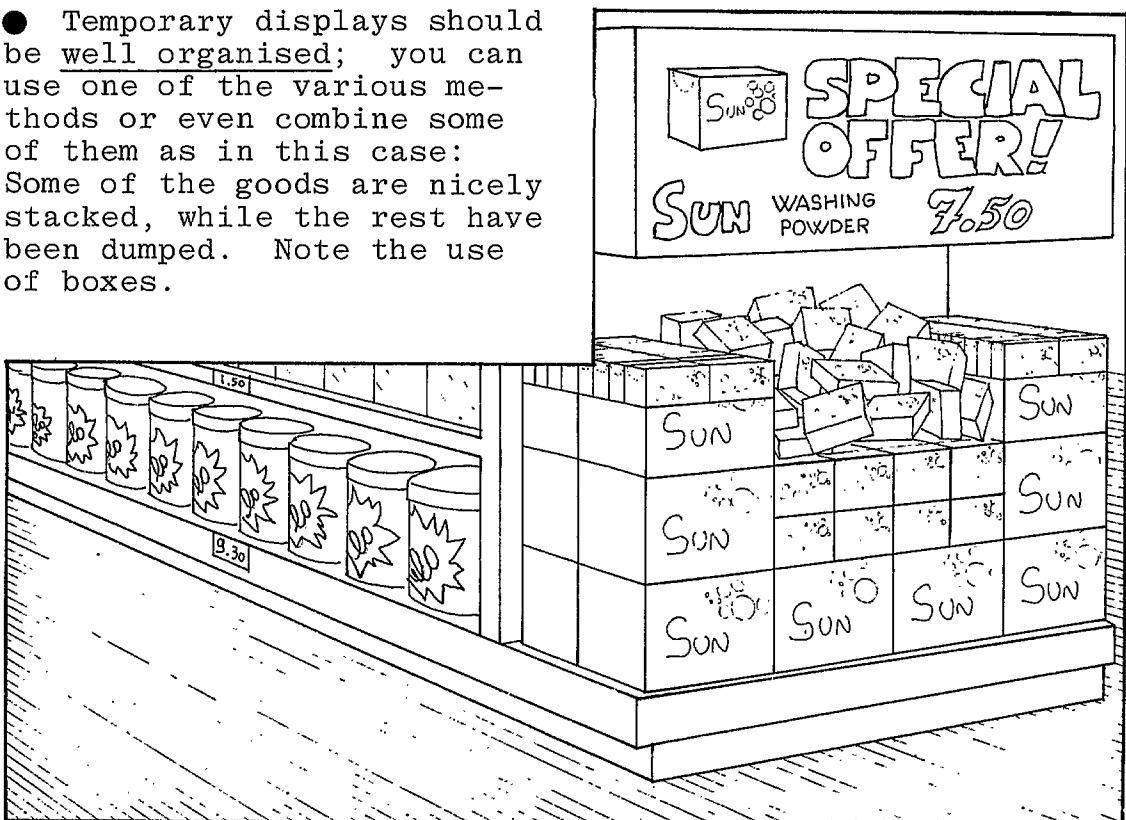
Temporary Displays - How?

From the pictures on pages 32-35 you can see that temporary displays can be arranged in many different ways; small ones on the shelves and big ones on the floor, or rather on the platforms, tables, trolleys or in baskets. If there is enough space you can even put up a small market stall inside or in front of the shop.

Temporary displays may all look different, but there are some common basic rules on how to arrange them:

- They should be noticeably different from the permanent ones, so as to attract the attention of as many customers as possible.
- Attract the customers by displaying large quantities of goods.
- Only make a special display when you have enough of the goods in stock to meet the demand (customers can be very annoyed if they are told that the goods are sold out).
- Every temporary display should have a poster to inform the customers about the goods. Apart from the price, of course, there could be some additional useful information such as the weight, quality, where the goods came from, how to use them and the reason for their being on special offer.

- Temporary displays should be well organised; you can use one of the various methods or even combine some of them as in this case: Some of the goods are nicely stacked, while the rest have been dumped. Note the use of boxes.



● A temporary display must not look too tidy. Some of the customers might think that they are only allowed to look and not to buy. They might not even touch the goods, for fear of spoiling the display.

● A good display should be properly built. It should not collapse when customers start to remove some of the items.

● To keep the customers interested, change the special displays frequently, preferably once a week. Like that, the customers will find some interesting new offers almost every time they visit the shop.



! In the text on pages 36-37 some important words have been underlined. Write down those words below and you will have a "check-list" for your temporary displays.

Temporary displays - remember:

Try to memorise this check-list.

Complementary Sales

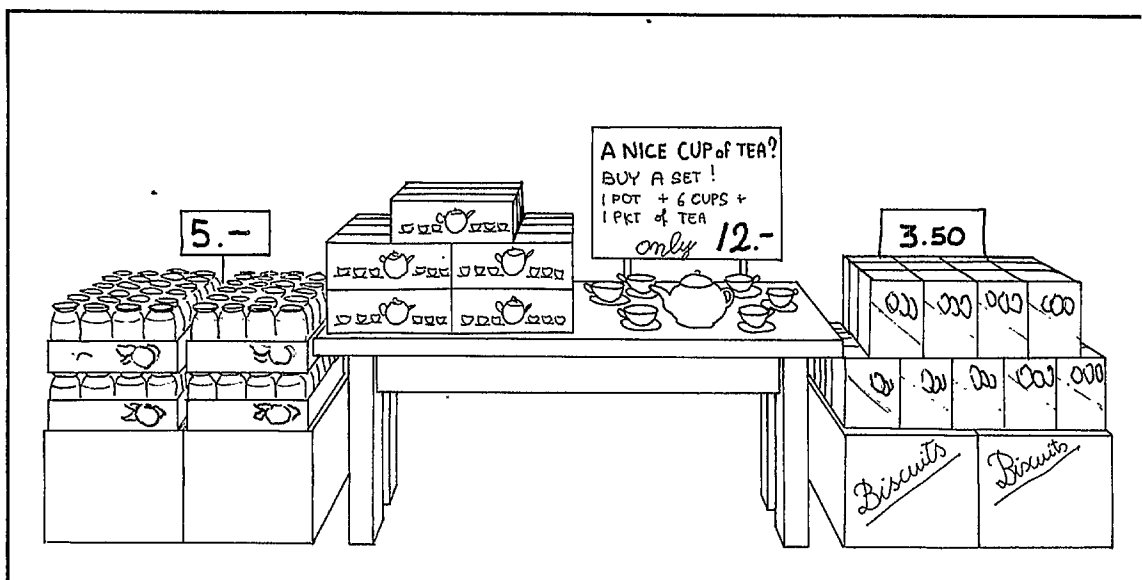
Suppose you are able to offer your customers some nice tea-cups at a very low price. How are you going to display them? There are several possibilities.

You can place them at a display point and put up a large poster so that everybody will notice the price. This will certainly sell a lot of cups.

But people do not buy cups just because they are cheap. They buy them because they are tea drinkers. Therefore, if the cups are displayed close to the shelf where the tea is, many customers will buy both the cups and the tea. This is what we call a COMPLEMENTARY SALE.

There are other goods which are complementary to teacups: teapots, biscuits, marmalade and others. To increase sales, it might be a good idea to include some of them in a temporary display of teacups.

You can even offer a special discount to anyone who buys some of these complementary articles along with the teacups.



Suggest some goods which are "complementary" to:

- a) bread
- b) orange juice
- c) house paint

A "Selling Display" - Higher Sales

Temporary displays help to make a shop more interesting and attractive to the customers: they can expect to find something special such as details of bargains, events and activities.

Together, the permanent and the temporary displays will create a pleasant and selling atmosphere in the shop. Customers will easily find what they want and receive news and information about special offers. The displays will be doing the salesman's job.

A good display will contribute to higher sales. The shop will be successful and in a position to give good service to its members.

Increased sales are likely to mean profitable business for any shop. But what do higher sales and profitable business mean to a co-operative society and its members? Think about the following questions, and write your comments below.

- 1 Increased sales mean that the members will buy more from their co-operative shop. Does it mean that they will also consume more?
- 2 What do the members stand to gain or lose as a result of the shop's increased sales?
- 3 Should the manager of a co-operative shop use any methods or sell any goods which could lead to an increase in sales?
- 4 Is creating a "selling atmosphere" in a shop fair to the members? Should a co-operative create a "selling atmosphere"?

PREVENTING LEAKAGE

Allowing customers to move freely among the goods and serve themselves has many advantages, but also one big disadvantage: some of the goods may be damaged or even stolen. The value of the goods lost in these and other ways is called LEAKAGE.

Leakage is usually higher in a self-service shop than in a counter-service shop. This will normally be compensated by higher sales and lower costs, but try to keep leakage as low as possible. It is important to arrange the display in such a way as to prevent leakage.

First In - First Out

The basic rule "First In - First Out" means that you should finish the old stock before selling the new. If the old stock is displayed in front of the new, the customer will normally buy the goods in the right order.

But customers will not take goods from the front if the ones at the back look nicer. They will take the nicer looking ones.



If you cannot make the old goods look as fresh and as clean as the new, do not mix them on the shelves. It is better to reduce the price a little and make a CLEARANCE SALE. You can use one of the display points for this.

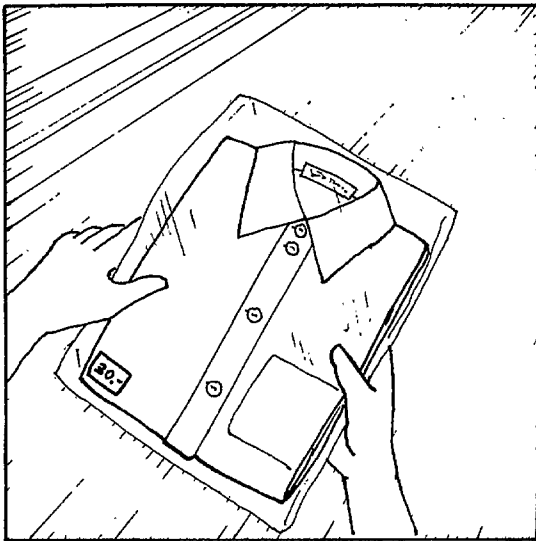


Avoiding Damage

Another basic rule for the display of goods is: "Beware of Breakage". Applying this rule in a self-service shop means displaying the goods in such a way that they are unlikely to be pushed off the shelves or dropped.

Sometimes customers can damage goods just by touching them. Nobody likes goods with dirty fingermarks! Most fresh food will quickly go bad if it has been touched or squeezed.

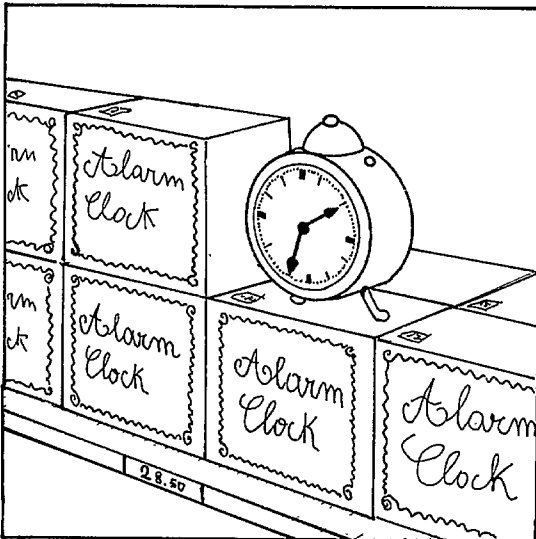
This type of leakage can be reduced in the following ways:



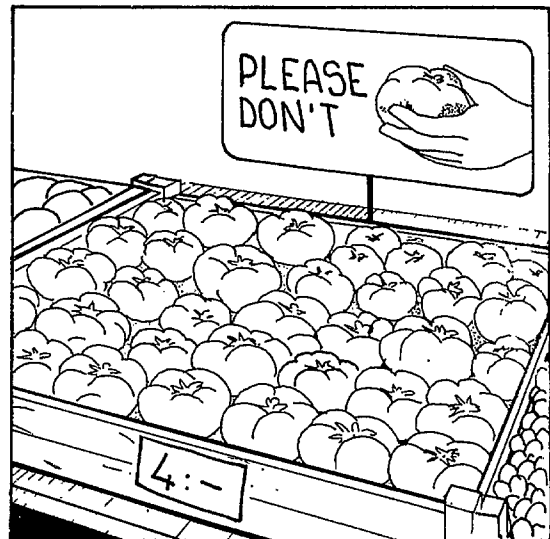
Some goods can be prepacked or given plastic covers.



Expensive or easily damaged goods can be displayed in a cupboard or a counter and sold by the staff.



You can display one sample especially for the customers to touch and try, while leaving the others in their sealed packets.



A sign sometimes helps.

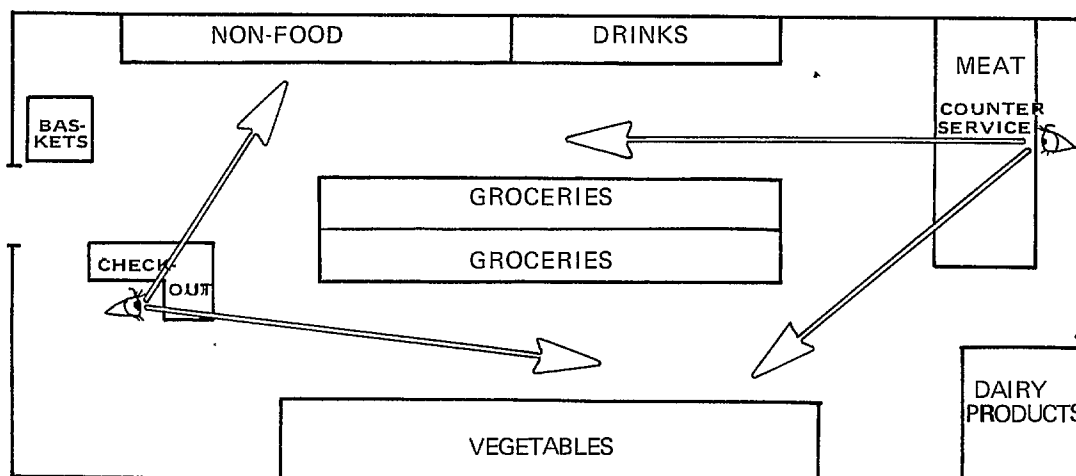
Shoplifting

Theft can be a big problem in some self-service shops. You may need to study - as a separate subject - how to deal with it. Here you will only learn how to display goods so as not to encourage theft.

Customers left alone with a lot of goods sometimes steal just because it seems so easy. When caught, such people may even blame the shop for turning them into thieves!

That kind of theft can best be avoided if goods are displayed so that the staff can keep an eye on the whole selling area.

- The cashier at the check-out can always keep a watch on a large part of the shop.
- If there is counter-service in the meat department, for example, the assistant there can keep a watch on other parts of the shop. See the plan below.
- The office may even have a window overlooking the shop, through which it will be possible to keep an eye on the selling area.
- Mirrors will enable the staff to watch over a bigger area.
- Do not use high gondolas and displays - dishonest people can hide behind them.



In that way most of the shop can be covered. Customers will never feel sure that nobody can see them. They are therefore less likely to want to steal anything.

But there are also professional thieves, who will still try to steal, even when the whole selling area is being watched by the staff. It will be very difficult to stop them. The goods which are most attractive to thieves (usually the most expensive) should therefore be displayed with special care. There are different methods: choose the one best suited to the kind of goods you sell and the amount of crime in your area.

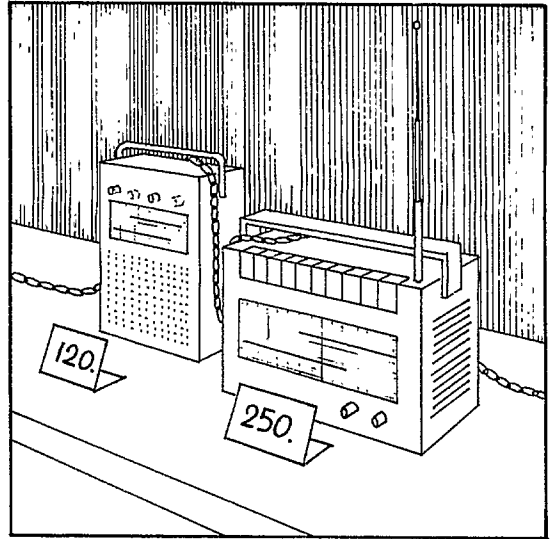
- Small and expensive things can be displayed at the check-out and sold by the cashier.



- Counter-service can be used for the things which attract thieves. They should be sold alongside other things which are particularly suited to counter-service sales (such as those which need to be demonstrated by a shop assistant).



- Do not display more than one sample of each expensive thing. Chain it to a shelf or display it in a glass cupboard.



Are there any parts of your shop which are difficult to watch? How could you improve the situation? Write your suggestions below.



Write down the names of the goods in your shop which are most likely to attract thieves. Suggest how you could display them more safely.

CHECK~OUT

To prove to yourself that you have fully understood this Element, you should now go through the following questions. Mark what you think is the right answer to each question. The first question is answered as an example. If you have problems with a particular question, go back and read the corresponding chapter again. Your teacher will later check your answers.



- 1 Silent salesmanship means:
 - a that the salesmen do not talk much;
 - ☒ b that the display is doing the salesman's job;
 - c that the customers are not supposed to ask questions.
- 2 "Magnetic" Articles are:
 - a made of iron;
 - b the best-selling ones;
 - c the ones the customers like to look at.
- 3 The orientation signs are of special importance to:
 - a the staff;
 - b the new customers;
 - c the regular customers.
- 4 Empties should be:
 - a left outside the shop;
 - b handed in at the beginning of the shopping tour;
 - c handed over to the cashier when checking out.
- 5 You should not place all the "magnetic" articles close to the entrance, because:
 - a the customers will not see the other goods;
 - b they attract thieves;
 - c this place is for perishable items.
- 6 Bread should be displayed:
 - a close to the entrance;
 - b close to the meat department;
 - c close to the check-out.
- 7 In a self-service shop, the prices should be marked:
 - a on all goods, without exception;
 - b on all goods, except for a few big sellers;
 - c on the shelves only.
- 8 The space needed for each article depends:
 - a only on sales;
 - b only on sales and how much there is in each bulk package;
 - c on sales, how much there is in each bulk package and the interval between deliveries.

- 9 Weekly sales are 30 packets. Supplies are received weekly. A bulk package contains 12 packets. How much space should there be in the display?
- a For 24 packets.
 - b For 42 packets.
 - c For 60 packets.
- 10 How often should you attend to the display of perishables?
- a Once every morning.
 - b Twice a day, morning and evening.
 - c Several times a day.
- 11 Which of the following is true?
- a The space between the shelves should, if possible, be changed to fit the size of the goods displayed.
 - b The space between the shelves should always be the same.
 - c The space between the shelves should not exceed 12 inches (30 cm).
- 12 Which of the following is true?
- a Empty boxes should not be used in the display.
 - b Empty boxes should be used to raise the goods so that they can be better seen and look more plentiful.
 - c Empty boxes, if used in the display, must be hidden.
- 13 If customers see a shop with plenty of goods, most of them will think that:
- a the shop is a good one where they are likely to find what they want;
 - b the shop is not selling much;
 - c it will be difficult to find what they need among all the goods.
- 14 What should you do with the space reserved for one kind of biscuits, if the stock is finished?
- a Leave the space empty until new supplies are received.
 - b Temporarily fill up the space with other kinds of biscuits that are available.
 - c Put up a sign saying that this kind is finished.
- 15 What should you do with the space reserved for salt, if the stock is finished?
- a Leave the space empty until new supplies are received.
 - b Temporarily fill up the space with other goods.
 - c Put up a sign telling the customers when you expect the salt to be delivered.
- 16 When displaying dresses, which is best?
- a To hang all dresses of the same colour together.
 - b To hang all dresses of the same size together.
 - c To hang all dresses of the same quality together.

- 17 Everything should have a regular place, because:
- a it will prevent shoplifting;
 - b the customers will find the goods easily;
 - c the old stock will be sold first.
- 18 Temporary displays
- a make the shop look very tidy;
 - b make the customers notice the special offers;
 - c should be avoided because they make the members spend more money.
- 19 Temporary displays
- a should not be changed often, because the customers should see them as often as possible;
 - b should not be changed until you are sure that all customers have seen them;
 - c should be changed often so that customers always find something interesting in the shop.
- 20 A display point for a temporary display should be situated:
- a where many customers pass by;
 - b where few customers pass by;
 - c anywhere except in busy walkways.
- 21 At the entrance you should:
- a avoid temporary displays;
 - b announce a few special offers;
 - c display as many goods as possible.
- 22 At the counter-service meat department, you should:
- a avoid temporary displays;
 - b announce a few special offers;
 - c arrange displays that might take some time to study.
- 23 A temporary display should:
- a be as perfect as possible;
 - b not be too tidy;
 - c not contain too many items.
- 24 How do you display goods that are slightly damaged?
- a In front of other goods so that they will be sold first.
 - b Together with other goods, but turned round so that the damage cannot be seen easily.
 - c At a special display point, where damaged goods are sold at reduced prices.
- 25 To prevent customers from spoiling delicate goods, you should:
- a not let the customers touch the goods;
 - b display the goods so that the customers cannot easily reach them;
 - c prepack the most easily damaged articles.

COMPLEMENTARY EXERCISES

To complete your studies of this topic you should do some of the following exercises which will be organised by your teacher.

Practical Group Assignments in a Self-Service Shop:

1 Shopping

- a Before you go to the shop, prepare a list of some 20 common items a family needs to buy.
- b One group member, who does not know the shop well, is told to find the listed items in the shop. The other group members study his behaviour and note any difficulties he may have.
- c The group prepares a report in which you suggest how the display could be improved so that new customers could find the goods more easily. Also note what the shop has done already in order to help new customers.

2 "Magnetic" Articles

Draw a plan of the shop and mark where the "magnetic" articles are placed. Note any comments and suggestions.

3 Re-arrange the Display

Re-arrange the display of one commodity group or one section of shelves. As far as possible, try to give the right space for each article and also follow other rules for display.

4 Temporary Displays

Arrange one or two temporary displays at good display points, complete with signs or posters.

5 Safety

Study how problems of theft and breakage are dealt with in the display. Are there any goods that should be displayed in a safer way? Write a report with your recommendations.

Group Discussions:

6 Why a "Selling Display" in a Co-op Shop?

Within the group, compare your answers to the questions on page 39. Discuss the questions and prepare a group report to be presented to the other groups.

7 Increasing the Sales

Concerning the display of goods, prepare a list of the most important things you should do to increase a shop's sales. Present your suggestions to the other groups.