

1. **Front of store for shoppers in a hurry:**
 - Chilled take-away cabinets - sandwiches, snacks & ready-to-drink soft drinks
 - Newspapers & magazines
 - Greetings cards
 - Impulse confectionery & snacks
 2. **Back of store to draw in grocery shoppers:**
 - Dairy
 - Fresh bakery
 - Frozen
 - Cash machine
 3. **Create areas for shoppers on a mission:**
 - Evening in - DVDs / beers & wines / ready meals
 - Celebration - wines / flowers / chocolates / gifts
 4. **Create permanent promotion points on gondola ends:**
 - Take advantage of suppliers' promotions and pass them on to your shoppers
 5. **Shelf edge labels with prices & product descriptions:**
 - Creates a professional store image
 - Informs shoppers
 - Allows easy replenishment in the right place
 6. **Use low gondola shelving on the main floor because it:**
 - Is good for security - staff can see across the shop
 - Gives a feeling of space for shoppers
 - Allows shoppers to see signage and find the products they want
 7. **Display beers & wines in open deck chilled cabinets:**
 - Shoppers generally buy these from local stores with the intention of drinking soon
 8. **Set the minimum aisle width at one metre:**
 - Less claustrophobic
 - DDA compliance
 - Easier for buggies and pushchairs
 9. **Where possible create a "left to right" flow:**
 - Shoppers find this more comfortable
 - In any case, try to avoid shoppers crossing over when shopping
 10. **Security:**
 - Site the counter close to the door
 - Raise the counter level so you can view as much of the shop as possible
 - Low gondolas
 - CCTV
 - Ensure mirrors & good lighting in dark corners
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