

- **Allocate space according to sales** - if it sells well give it more space
- **Block products vertically** - not horizontally
- **Focus on brand leaders** - locate these at eye level to help customers find relevant categories
- **Ensure impulse items are very visible** - ensure they are located in busy traffic areas to maximise incremental sales
- **Clear pricing** - or customers may be reluctant to choose product

PLUS

- Do not place food and non-food items next to each other
 - Do not place high demand items in best selling areas
 - Locate related products near each other
 - Use stackable wire baskets for crisps / bagged snacks
 - Use of shelf barkers for promotions displayed on shelves
 - Use of 'BOGOFs' ('buy one, get one free')
 - Use of other multi-buy promotions - 4 for 3, 3 for 2, etc.
 - Use of linked promotions - crisps and drinks, wine and chocolate, etc.
 - Ensure prominent position for new products
 - Emphasise 'value' more than 'price'
 - Use of feature displays / window displays
 - Use of chiller cabinets
 - Obtain POS material from suppliers
 - Promotion of seasonal lines
 - Take advantage of other occasions - e.g. stacks of beer at time of World Cup
 - Ensure all products visible and accessible
 - Ensure all products 'faced-up' to front of shelf/display
 - Ensure stock rotated
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