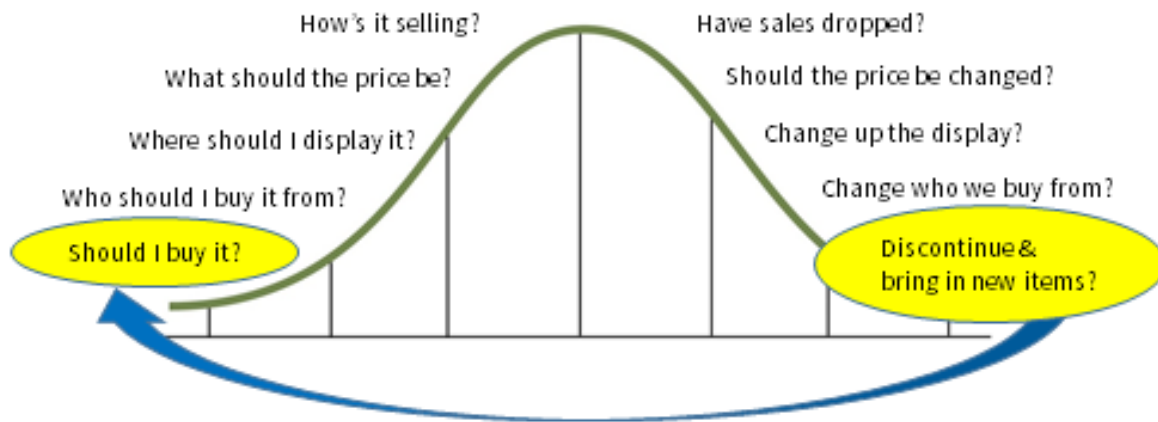


# GENERAL MERCHANDISING EXERCISE

**Take a walk around your store and identify a display that demonstrates each of these desirable characteristics; then, assess how well it does so.**

Rating Scale:      1 - Needs Improvement      2 - Good      3 - Excellent

Features	Display	Rating	Comments
<b>Example:</b> Shows the best face of the food	<i>chard display</i>	<i>2</i>	<i>greens are vibrant, stems visible, but lacks contrast with other greens</i>
Shows the best face of the food			
Is easy to shop			
Shows abundance			
Size & scale of display fits anticipated sales & inventory			
Is easy to rotate & stock			
Has a seasonal element			
Has vertical elements			
Has appropriate signs			
Contrasts are well represented			
Heavy/weighted items are at the bottom			
Pricing maximizes value image			
Short or 3-day sale			
Incorporates pizzazz elements			



## THE BELL CURVE EXERCISE

*Locate in the department:*

1. One product at the end of its season:
2. A new seasonal item:
3. A display that seems out of scale to the current sales:
4. Signage that is excellent and encouraging sales:
5. Signage that could be improved:

## REFLECTIONS

What could be done differently to improve merchandising?

Something I learned and will implement: