

IMPULSE & END-CAP FUNDAMENTALS TO BOOST SALES

End caps & impulse displays are used to promote new products and feature Vermont, seasonal, and popular items while providing customers with value propositions. A merchandising team is the most successful way to create and maintain deliberate high margin/high impulse sales.

PRODUCT SELECTION

Feature Top Sellers

- Make a plan with a merchandising team or key players
- Work with your vendors on their top sellers, evaluate your top sellers
- Be competitive on popular and standard “every day” products
- Tap into vendor deals
- Purchase enough product to anticipate high sales

Don't get too fancy with too many items

- Stick to clean lines and easy access to the products
- Balance the product mix with a limit of 5 items per end cap
- Promote primary strong margin items while mixing with secondary items
- Include Vermont products as appropriate

Be in season creating easy-to-shop themes

- Holidays are a convenient “to-go”
- Source locally for easy meal plans with cross-merchandising
- Work with local producers
- Promote high margin items and high turnover products in seasonal displays

End caps that promote a few related products are best. Otherwise, the customer has to mentally classify the display, which takes too much work.

PLACEMENT & STRUCTURE

- Create a sense of abundance
- Place heavier items to the bottom shelf, lighter products above
- Promote “gourmet” at the endcap of related product shelves. For example, *if customers are shopping for spaghetti and marinara sauce they might be more likely to add a high end olive oil or nice loaf of artisan made local bread to their basket if it's at the end cap of the aisle they were shopping.*

Maximize Visual Appeal

- Use colors, textures and shapes to add interest
- Include vertical elements
- Include color breaks & color blocks
- Build-out with a theme and props (especially easy at holidays)
- Cross-merchandise to encourage customers to buy from your prompts
- Create a full display, purchasing enough product to stock it

PRICING FOR VOLUME SALES

- Price with a plan: make the most of your focused buying & merchandising efforts
- Round up pricing for enhanced margin; round down for perceived value
- Family-friendly sales: 2-fors, buy one get one, case discounts
- Combinations maximize value image and customer satisfaction

“Calculate the increased volume needed to generate the same margin dollars as you would in a typical month’s sales at the regular cost, price and margin. Aim to order stock and move enough product to grow your margin dollars. Even if your margin percentage suffers in the sales.” –Mark Mulcahy & Rising Stars

SIGNAGE

- Place product, sale & regular pricing
- Include end date of sales
- Place signage at each product, preferably between eye & knee level
- Allow space under the product for displaying all the basic information: name, brand and price

