



FIXED COSTS: UPGRADING YOUR MERCHANDISING DISPLAYS

Gridwall. Slatwall. Display cases. It can get quite expensive to remake your store for the better! In this workshop, we take a look at what it costs to upgrade your retail fixtures and displays. You'll learn what works and what simple, cost effective approaches can upgrade your shop. Plus, what it takes to get product sold through proper merchandising and visual presentation.

*Presenters: Gary Dills (Virginia & Ohio's Phoenix Comics / Laughing Ogre),
Henry Scagnoli (Massachusetts's New England Comics) &
Alayne Lewis (Orlando, FL's Barr Display)*

Monday 10:30 a.m. – 11:45 a.m.

Room 329

Remodeling & Merchandizing on a Budget

Introduction

Creating a pleasant shopping experience encourages customers enter your store and return often. The more time a customer spends in your store, the more likely it is that they will spend more. Using good design sense, you can drive your customers to maximize profit.

What are your goals with the display?

1. Plan your display. Sketching it on paper may help.
2. A good display can promote more than one issue or item.
3. Make use of publisher's promotional items.
4. Signs fill in for you when you're not at the display.

Why remodel and how often?

1. Keeping your store fresh can attract more casual customers and the curious.
2. First impressions can make or break your store.
3. If fixtures are loose, paint is dull, or veneers are cracking it's time.
4. Some malls require partial remodeling yearly – complete remodeling every 3 years



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Store design

- Do you devote more space than necessary on underperforming categories?
If the product line brings in 10% of your gross why does it fill 30% of your space?
Watch your product turnover rate.
- Where to put the “good stuff” to create browsing opportunities
Good design promotes customer browsing
Displays can affect traffic
- Cashiers’ area
Your cashiers’ area should create add on sales
It’s your final impression on your customers, don’t ruin it
- Creating effective and inexpensive in-store displays
Keep it simple
Vary height and depth of items to carry the eye throughout the display
- Watch your traffic flow
 1. Busy areas
Widest aisles to the busiest areas
Dead ends cause customers to leave
Aisles blocked by product or a customer are a dead end
 2. Visibility
Displays over 5 feet tall create canyons and claustrophobia
Always allow line of sight from the cash wrap
- Racking
 1. Optimal areas
Knees to chest – the sweet spot.
Use the sweet spot to promote
Best sellers can promote lesser titles
 2. Display options
- Lighting
Poor lighting kills sales
Use fluorescents to save money



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Physical Plant

- Where to buy inexpensive but professional store fixtures
 - Used fixtures
 - Other retailers' misfortune is your gain
- Plans for inexpensive professional looking store fixtures
- Cubes: For everything except comics
 - Inexpensive shelving using pre-made cubes and precut lumber
 - Using cubes in displays

When you have no money

- Remodel through rearranging
 - If it looks different, it sells better
- Paint
 - Miracle cure for inexpensive revitalization.

Resources

<http://www.thecbia.com>
Support forum for Direct Market Comic Shop Retailers

<http://retailer.diamondcomics.com>
Especially the Diamond Tools & From The Road pages

<http://www.barrdisplay.com>
Store fixtures and planning help

<http://www.business.com>
Guides to inspire and solve problems

<http://retail.about.com>
Articles on every aspect of running your store

