



Merchandising for Your Shelter

Connie's Newsletter

Opening a store or increasing your store footprint in your shelter can help contribute to a lift in revenue, in addition to an increase in traffic. The additional people coming through your doors can have a positive impact by driving adoptions. Selling products in your shelter allows you the opportunity to provide your adopters and supporters with important information and educate them on items that you believe they could benefit from using.

Here are a few tips on how to make your store more attractive and help to drive store sales.

1) Flow

It is a well-known fact that grocery stores guide consumers through the produce section first and always position the everyday essentials such as milk and eggs way in the back, therefore deliberately making you shop the entire store. Remember this principle when setting up your store. Putting items such as food, leashes, and collars at the back of the store will force the shopper to visit the entire store.

2) Signage Is Important

A consumer will spend 3 seconds reading a sign. That means signage needs to be large enough to read and to the point. For example, use words and phrases such as "SALE", "NEW FOR SPRING", "DOG", "CAT", etc. Stay away from hand-made signs. Stick to computer generated signs and invest in matching sign holders. IDENTIFY EVERYTHING - including the price.

3) Remember the Rule of Three

When you create a display, work in sets of three. For example, if you are creating based on height use Tall, Taller and Tallest/Small, Medium and Large. You can even group by price: Good, Better and Best.

4) ROYBIV

Red, Orange, Yellow, Blue, Indigo and Violet – The basic rule of thumb when merchandising colors. This color pallet is very pleasing to the eye. This will help with the flow of your shop and can help you create mini "shops" within your store. If you need some help, check out www.pantone.com for ideas.

5) Keep it Clean

Keep all items and fixtures free of dust and dirt. The rule in retail is "if you have time to lean, you have time to clean". This will not only encourage shoppers to stay in your store, but will also prevent your stock from being damaged. Create an opening and closing checklist for your store. Laminate this list and use dry erase markers to check it off each day. Items to include: Mop, Front Face Product, Back-fill (Bring items out from stock room).

6) Front Facing

You want to have all of your products facing the front of the store and they should all be placed at the front of the shelf. Having items staggered is visually hard to see and can hurt your sales. Labels should all be facing the front. If an item has a hang tag use it. This label actually helps sell your products.

The Petango Store for Business was developed to help reduce operating costs in your shelter and help generate revenue by providing wholesale pet supplies and products for use and sale in your shelter. The Petango Store for Business offers competitively priced top brands and products that can help close the gap between what you can sell and what you may be losing to big box retailers. Encourage your adopters to purchase at point of adoption and generate an ongoing revenue stream for your organization! For more information please visit www.thepetangostore.com/forbusiness.

Sincerely,

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