

Budget-Friendly Remodeling Tips to Make Room for Customers

Stores were initially designed to optimize available space to merchandise product by creating tiny aisles and utilizing fixtures. There is another theory out there that makes more sense, especially for independently owned pharmacies: make more room for customers to shop and feel more comfortable by offering the proper personal space that customers covet – while looking nothing like a big box store. Here are a few tips on how to make your store more welcoming to customers:



- **Open up the space between the front of the pharmacy bench and the nearest OTC fixture.** You can do this easily by removing the base of an end-cap and merchandising on the peg panel with 3-inch peg hooks. Do this to both ends of the fixture and you will add 2 feet to the width of the area in front of your pharmacy counter.
- Add even more space between the pharmacy bench and nearest fixture by **removing a full section of a gondola**. In most cases that will add up to 4 feet of room. Or you can replace a 4-foot section with a smaller section. Gondola sections can be purchased in a number of sizes: the 4 feet (default size), 3 feet, 30 inches, and 2 feet. Ask for two quotes for the new size: one quote for a complete add-on section of the desired size, and one quote for the top cap, connector(s), peg stop, kickplates, and shelves, including the base shelves (you will need to cut the pegboard to size – only one cut per pegboard will be needed to trim the width of the board), along with at least one upright and two fixture shoes.
- Open the aisles and remove the look of clutter by **eliminating cardboard floor displays and spinner displays**, excluding spinners holding greeting cards. Move the product that were in these displays to end-caps. Refresh end-caps on a regular basis.
- **Give up that boxed candy display that has stood in the same place since it was introduced to your store.** When needed, display the candy in line with your greeting cards or seasonal products, or on an end-cap during the appropriate season. Boxed candy hits a valley in sales June through September and sees a slight rise in October. That's a long time for premium space to stay stagnant.
- Unless you own a jewelry store or jewelry is at least 10 percent of your revenue, **say goodbye to free-standing glass showcases**. These primitive merchandising handcuffs are space hogs. Think about it: you must leave at least 4 feet in front of a showcase to allow the customer enough room to stand back and gaze at the bottom shelf (and even at 4 feet another customer will still have to stand sideways to squish by the person in front of the showcase). Then you have to leave 3 feet behind the showcase to allow a staff member to creep behind the case to open it. Add that up: 4' + 3' + plus the 2' width of the showcase = 9 feet...and all the time blocking a perfectly good sales space. Take the showcase out and you could have a 9-foot aisle....or better yet, add 1 additional foot of space to five of your aisles. Yahoo!

Make room for customers – it's what independents are not afraid to do and what chains are told never to do.