

# Category Placement Help

## Knowing your H-B-A's

Time constraints and frustration can lead to laps of good merchandising decisions. The thought of having to move large departments from one side of the store to another can be discouraging. Been there – done that. You may even justify your decision by not moving anything by claiming, “*Customers hate it when we move stuff.*” The reality is customers hate it when they can't find things where they think they should be. **Putting things where they fit, instead of putting things where they belong has been a long standing practice handed down from one generation to another.**

There are a number of rewards for having your HBA departments arranged by categories, such as increase **companion sales**, increase **impulse sales** and an **ease of shopping**. If increasing sales interest you, then keep reading!

**Health related** items should be the nearest to the pharmacy and whenever possible, parallel to each other. For example:

**Pain Relieve**, Cough, Cold & Allergy, Kleenex/Thermometers, Antacid /Laxatives and vitamins should be in the same neighborhood.

**First Aid**, Wound Care, Hot & Cold treatments, Braces should be bracketed together. (Braces pegged on a wall with a lower shelf of Hot and Cold treatments do very well!)

**Skin Care**, Hair Care, Hair Accessories, Body Wash, Deodorant, Baby, Feminine Hygiene, and Men's grooming does best when found in the same vicinity. (Not sure what to do with that bottom shelf meant for deodorant? Try cross merchandising body wash.)

**Eye & Ear** is one of the few departments that can be placed in two areas of your store. Eye & Ear can be found near pain relief or next oral hygiene.

**Family Planning** plays the reluctant host to some of the most shoplifted items in the drug store, those being prophylactics and pregnancy test. For that reason you may want to place F.P. at the end of a fixture closest to the RX near the feminine hygiene or on an end-cap. Just make sure that customers sitting in the waiting area are not forced to stare at this section.

One more thing, **93%** of all greeting cards are said to be **purchased by women**. (Shame on us guys!) The optimum area for gifts and cards is in close proximity to Skin and Hair care.

*(Insert link to see example of product placement)*

Good luck and send me your thoughts. Gabe.trahan@ncpanet.org