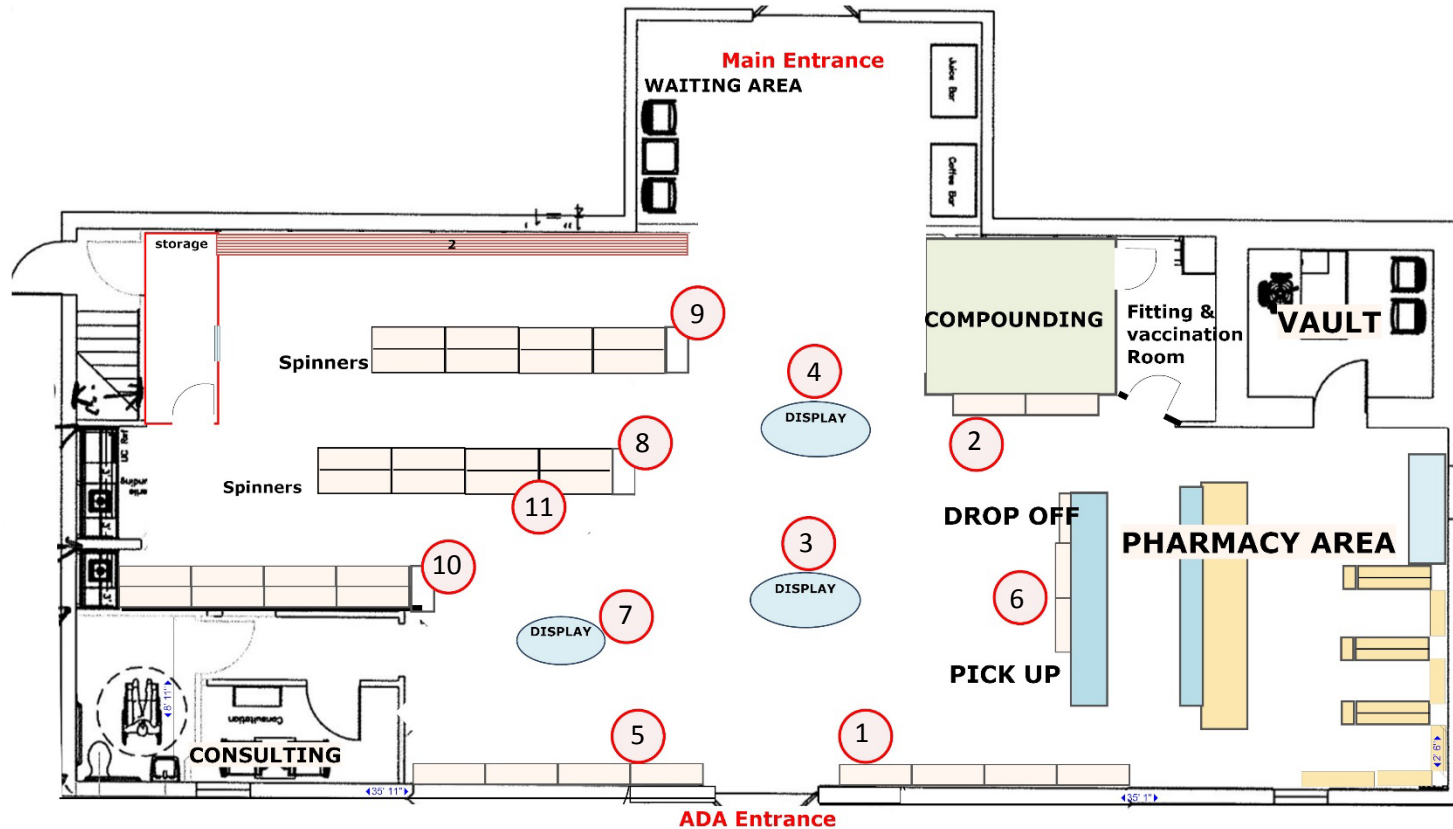


Quiz your merchandising expertise – Part Two



- #1 is a 16 ft wall high profile fixture near the pharmacy counter; it cannot be ignored.
- #2 is a low profile 8 ft fixture just 5 ft from the drop off area.
- #3 is a floor display positioned past the center of the store.
- #4 is a floor display close to the entrance of the building – customers tend not to start looking around until they see how busy the pharmacy is. Closer to the door is not always the best spot!
- #5 is another high profile 16 ft wall unit that can be easily seen and is near the #1 and #3 spots.
- #6 is the shelving under the pick-up counter. This is a low profile fixture that at times will have customers standing directly in front of it.
- #7 is a display that has the benefit of being near spots #3 and #5.
- #8 is an end-cap that is located far enough in the store that customers may now be looking left and right.
- #9 is an end-cap that juts out enough to warrant being #9.
- #10 is an end-cap that will do well by its proximity to numbers #3, #5, and #7.
- #11 is 8 ft of a 16 ft gondola section that is wide open and easy to see.

Recognizing the most valuable real estate in your store is an important first step in effective merchandising.