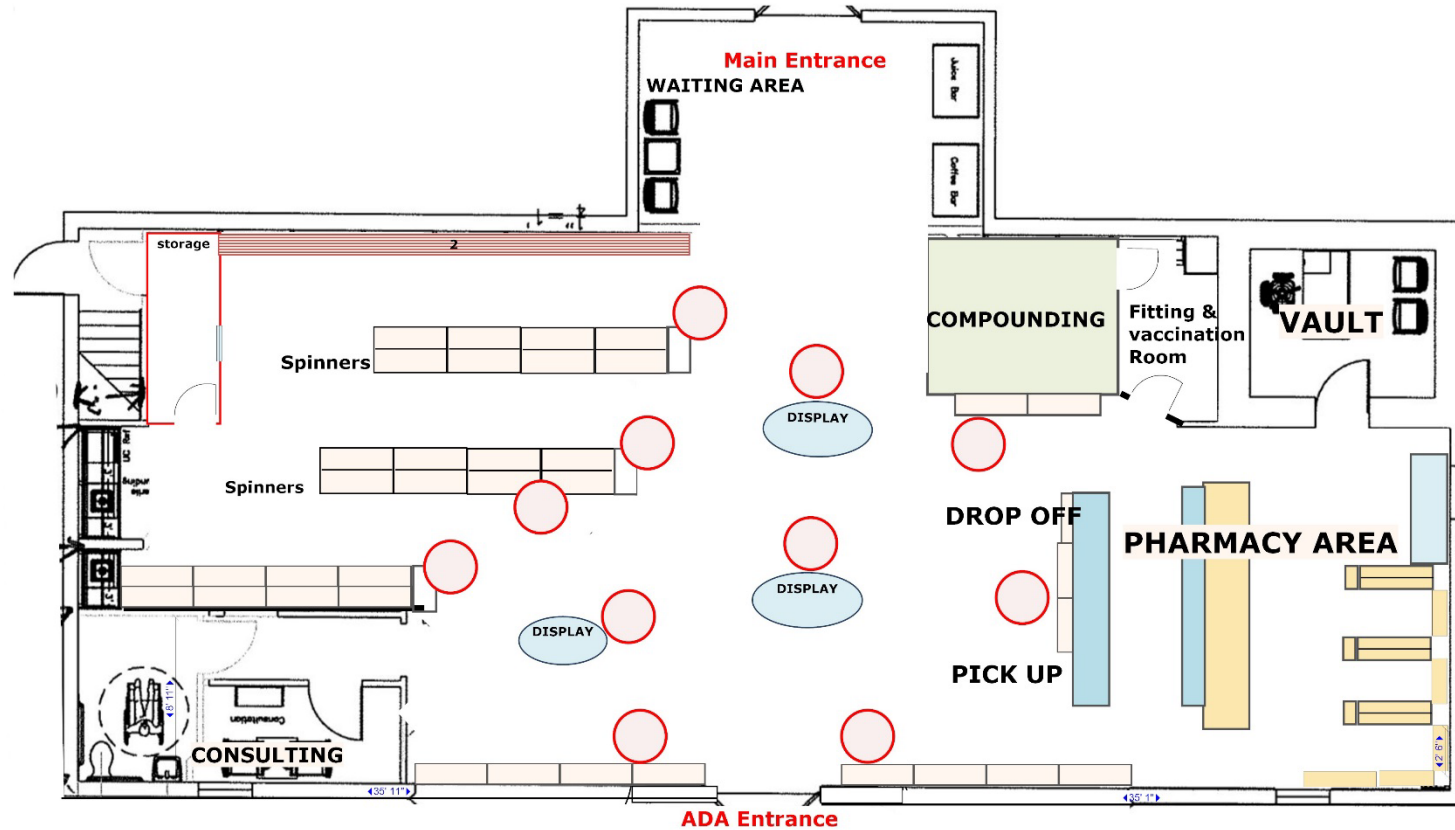


Quiz your merchandising expertise – Part One



Here is an actual floor plan of a pharmacy that will soon be opening in a building that was once a bank. Your job as a merchandiser is to identify the areas that will receive the most customers' attention. Rate your choice by placing a number, 1 to 11 (1 = most attention, 11 = least attention), in the circles near your selection.

Here is what you need to know:

- The two wall fixtures are 16 ft long by 84 inches high.
- 95% of the parking is near the main entrance. The main entrance is at the rear of the store.
- The entrance labeled ADA is in the front of the building with limited parking on the left side of the building. Customers will need to drive around $\frac{3}{4}$ of the building to reach the ADA Entrance.

Check out [Quiz your merchandising expertise – Part Two](#) for the answers.