



Shoestring Merchandising Tips for Retailers

- Upgrade lighting whenever you can. Retail store windows especially need to be well lit. There are some great little halogen spotlights out there that are inexpensive and easy to install. They are terrific for highlighting display areas. Just make sure they are installed safely and the cords are unobtrusive.
- An inexpensive can of paint can be used to paint your fixtures to match, or touch up chips and keep things looking new.
- Fabric and paper are two valuable display helpers. To avoid a busy look, stick to a few colours and textures that complement your store design and merchandise.
- Use magazines as a source of ideas for displays. Find time to go to the library so you can browse for free. Look at do-it-yourself magazines for hardware, home decor magazines for giftware and housewares, etc. The full page ads, feature stories and new product listings are helpful.
- Take a seminar or spend a couple of hours with a retail consultant to learn some display and merchandising techniques.
- Pretend you are a customer and take a look at your storefront. Try to see the store as the customer would see it. What do you notice? Are you struggling to get customers to come into your store?
- Sit down and make a list of adjectives that describe image you want to achieve for your store. Before you make merchandising plans, check your list to stay focussed. A great idea in another store won't necessarily fit your image.

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