

Merchandising

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What is Merchandising

Anything that you want as a priority should be a scheduled event or task

The activity of promoting the sale of products, especially by their presentation in retail outlets

The goal is to display products to stimulate interest and entice a purchase.

Merchandising helps communicate your brand

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<https://www.bigcommerce.com/blog/holiday-window-retail-displays/>

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Schematics

Where to start:

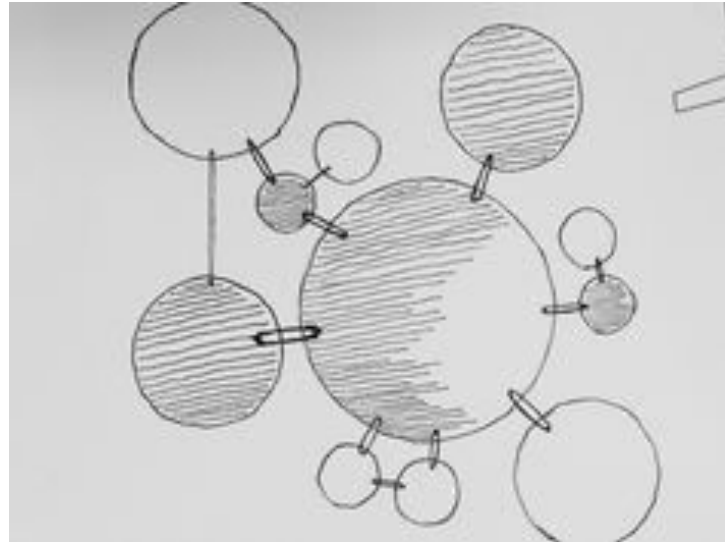
Bubble diagram-

- Conceptual Model
- Space Planning

-Flow of the space

(Women's clothing is near women's shoes and accessories)

(Kids clothing is near women's, toys near kids)



Planograms

Create traffic patterns

What greets the customer as they enter

Departments

Maintain a clear line sight (Be mindful of how tall your racks are)

Fixtures- Clothing racks should be oriented in such a way that you are met with a block of color.

Right or left?





Power wall



Merchandising Outpost



Speed Bump

1. Color
2. Theme
3. Framed art to build inspiration
4. Choose a single item to build the whole display from



Building Displays

Color

- Complementary
- Monochromatic
- Contrasting

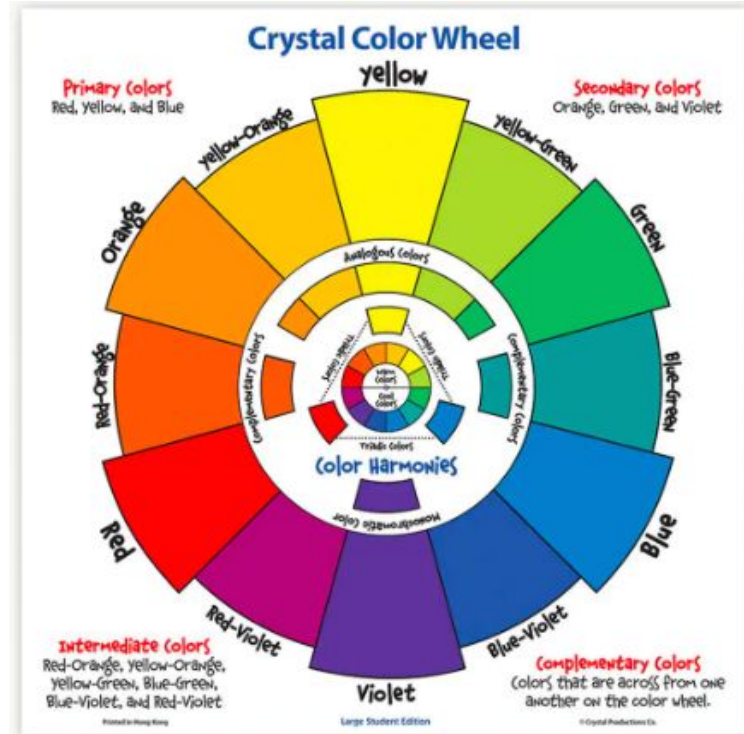
::::Limited negative space::::

Theme

Quality

Variety: Shapes, Sizes, Color, Products

Texture



Emphasis

Scale

Balance

- Symmetry
- Asymmetry

Rule of Three

Sustainable

Harmony/Cohesiveness

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Best Practices

Organize your sales floor

Know your prime real estate

Stage to sell

Shop your own stores

Refresh and maintain daily, Maintain shopability

Pull items to make room for new merchandise

If you see product not moving, move it

Seasonal change



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Pulls

An unpulled store is equivalent to an empty store

Put one Pull one (Pulls and stocking should be done simultaneously)

Constant replenishment of product

Fixtures work for you

Be flexible with inventory

3 week schedule 4 different colors (PYGO)

2020 Calendar

January							February							March						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1	1	2	3	4	5	6	7
5	6	7	8	9	10	11	2	3	4	5	6	7	8	8	9	10	11	12	13	14
12	13	14	15	16	17	18	9	10	11	12	13	14	15	15	16	17	18	19	20	21
19	20	21	22	23	24	25	16	17	18	19	20	21	22	22	23	24	25	26	27	28
26	27	28	29	30	31		23	24	25	26	27	28	29	29	30	31				

April							May							June						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4						1	2	1	2	3	4	5	6	7
5	6	7	8	9	10	11	3	4	5	6	7	8	9	7	8	9	10	11	12	13
12	13	14	15	16	17	18	10	11	12	13	14	15	16	14	15	16	17	18	19	20
19	20	21	22	23	24	25	17	18	19	20	21	22	23	21	22	23	24	25	26	27
26	27	28	29	30			24	25	26	27	28	29	30	28	29	30				
							31													

July							August							September						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
			1	2	3	4							1	1	2	3	4	5	6	7
5	6	7	8	9	10	11	2	3	4	5	6	7	8	6	7	8	9	10	11	12
12	13	14	15	16	17	18	9	10	11	12	13	14	15	13	14	15	16	17	18	19
19	20	21	22	23	24	25	16	17	18	19	20	21	22	20	21	22	23	24	25	26
26	27	28	29	30	31		23	24	25	26	27	28	29	27	28	29	30			
							30	31												

October							November							December						
Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa	Su	Mo	Tu	We	Th	Fr	Sa
					1	2	1	2	3	4	5	6	7	1	2	3	4	5	6	7
4	5	6	7	8	9	10	8	9	10	11	12	13	14	6	7	8	9	10	11	12
11	12	13	14	15	16	17	15	16	17	18	19	20	21	13	14	15	16	17	18	19
18	19	20	21	22	23	24	22	23	24	25	26	27	28	20	21	22	23	24	25	26
25	26	27	28	29	30	31	29	30						27	28	29	30	31		

Federal Holidays 2020																				
Jan 1	New Year's Day	Jul 3	Independence Day (obs.)	Nov 11	Veterans Day															
Jan 20	Martin Luther King Day	Jul 4	Independence Day	Nov 26	Thanksgiving Day															
Feb 17	Presidents' Day	Sep 7	Labor Day	Dec 25	Christmas Day															
May 25	Memorial Day	Oct 12	Columbus Day																	

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Creativity + Analysis

Do the unexpected

Watch for patterns

Stay current

Test hypotheses

Evaluate the results

Watch sell through rates



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Sell Through Rate

CATEGORY	UNITS PROCESSED	UNITS SOLD	SELL THROUGH %	AVG PRICE PER PIECE
Adults' Clothing	9,612	4,070	42.34%	\$8.60
Children's Clothing	2,066	1,572	76.09%	\$3.81
Adults' Shoes	534	421	78.84%	\$12.40
Children's Shoes	193	154	79.79%	\$6.68
Miscellaneous	16,024	6,776	42.29%	\$5.65
Linens	748	795	106.28%	\$6.13
Accessories	1,139	659	57.86%	\$6.75
Jewelry	0	195		\$6.48
Media	1,138	1,773	155.80%	\$2.44
Appliances	922	473	51.30%	\$10.92
Furniture	170	128	75.29%	\$36.88
Bikes	5	0	0.00%	\$0.00
Toys	807	876	108.55%	\$5.16
Seasonal	1,005	359	35.72%	\$4.49
Not Classified	0	125		\$12.49

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