

Optimise your display ends to help improve sales!

Benefits

Ends that tell a story, are fully stocked, well merchandised, and carefully planned will assist your newsagency to:

- **Attract** customers
- **Increase** sales
- **Increase** average \$ spend per transaction
- **Increase** average items per transaction
- **Maximise** product sales

IT'S AS
EASY AS...

CHOOSE A THEME / STORY
to tell such as a new product range, category, promotion, seasonal etc.

GATHER
items that fit the theme / story

BE PURPOSEFUL
in your placement of each and every item - consider products that provide a complete solution

CHANGE
end regularly to create interest and attract customers

RE-MERCHANDISE
slower selling lines to a different position

REPLENISH
display every day

REVITALISE
display every day, bringing products to front of shelves, hooks, etc, dusting and tidying to make it a showcase