

# Optimise our counter space to gain incremental sale

## Benefits

A counter that is fully stocked, well merchandised, and carefully planned will assist your newsagency to:

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

## IT'S AS EASY AS...

**CLEAN**  
your counter  
shelves weekly

**MERCHANDISE**  
like products together  
e.g., gums, mints,  
chocolates etc. to make  
it easier and quicker for  
customers to shop

**REPLENISH**  
lines that are selling  
every day

**UPDATE PRICE  
TICKETING**  
when it becomes  
damaged

**INTRODUCE  
NEW LINES**  
to gain customer's  
interest

**ROTATE ITEMS  
MONTHLY**  
to keep the counter  
looking fresh and  
interesting

**RE-MERCHANDISE**  
slower selling  
lines to a different  
position

**REDUCE CLUTTER**  
on counter tops to make it  
easy for customers to shop

