

# Retail maximiser zone

## *Attract customers and optimise sales*

*The retail maximiser zone (rmz) contains the best retail realestate within your store - the first 5 metres.*

### Benefits

The RMZ is the key marketing area of your store, it:

- **Creates** impact at the front of the store enticing customers to **STOP > LOOK > ENTER**
- **Showcases** your latest products
- **Delivers** a space for you to tell customers

