



Let people know you stock toiletries

Many shoppers don't realise they can buy toiletries at their local store, so place them where they can be seen. If space allows, put them near the tills.



Use POS to signpost fixture

Shoppers are often in a hurry and need to find what they want quickly. Try using window posters to advertise your range as well as in-store signage and POS.



Divide fixtures into sections

Organising different product groups into sections across the shelves helps shoppers quickly find the product they want. Men, in particular, are more comfortable if their products are separated from women's ranges.



Place best selling lines at eye level

You can help to maximise sales of your best selling lines if they are placed at eye level on the fixture.



Stock the bestsellers

With limited space and so many products to choose from, what do you stock? Quite simply, the top brands in each sector.



Block vertically by brand

People are very loyal to particular brands. So keep shelves full and double face the best selling lines, even if this means removing some slower selling brands.