

- **BASIC RULES FOR THE DISPLAY OF GOODS**  
a learning element for staff of consumer cooperatives

international labour office, geneva

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by Urban Strand



**MATCOM**  
**Material and techniques for cooperatives management training**

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# BASIC RULES FOR THE DISPLAY OF GOODS

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## HOW TO LEARN

- Study the Element carefully.
- Give written answers to all the questions in the Element. This will help you not only to learn, but also to apply the knowledge in your work at a later stage.
- After studying the Element on your own, discuss it with your trainer and your colleagues, then take part in the practical exercises organised by your trainer

## TRAINER'S NOTES

are available for this Element. See the Trainer's Manual.

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## INTRODUCTION

- Were those batteries on the second shelf, or on the third? Up on the left? Or perhaps in the storeroom? We've probably sold out of them... We didn't order any yesterday so we won't have any now for a week....



Mary was waiting her turn. She looked around the shelves, thinking: "Aren't there any biscuits today? What about those red packets down there? No, they look expensive.... Maybe they are not even biscuits. Perhaps I'd better forget about biscuits."



Both staff and customers have problems in this shop, and this because of the way in which the goods are put on the shelves - the DISPLAY OF GOODS.

They are placed just about anywhere on the shelves. This may have been all right in the beginning when the shop sold only a small range of items, but the business has increased and there is now a greater variety of goods on sale, which is where the problems begin.

But DISPLAYING GOODS need not be a problem. On the contrary, a shop manager who knows the techniques of proper display will look upon display as an aid of benefit to himself, to his staff and to his customers.

Using this Learning Element, you can learn the BASIC RULES FOR THE DISPLAY OF GOODS, how to:

- Display the goods attractively page 5
- Display the goods practically page 17
- Display the goods safely page 21

This Element refers mainly to counter-service shops, but most of the rules also apply to self-service shops.

### note!

Just one thing before you study this Learning Element concerning the DISPLAY OF GOODS.

It does not mention CLEANLINESS. This is because CLEANLINESS is such an important subject, that it must be studied separately. In the meantime however, remember that what you learn about DISPLAY will be of no value unless you bear in mind the importance of CLEANLINESS.

## DISPLAYING GOODS ATTRACTIVELY

# COOP



- Mary, have you tried those beans?
- No, I haven't seen them before.
- The price is good. I'll try a tin.
- And these towels. What a bargain.
- Oh yes, matches, good... I almost forgot to buy some.
- Plenty of goods here, Mary. The shop certainly looks better now.
- Yes, it looks nice and tidy.

Mary and her friend are now very pleased with their shop. There has been a change - for the better.

Their dialogue reflects a whole series of improvements in the display of goods. The shop now looks very attractive.

But what has the manager actually done? Well, on the following pages you will find that he has observed eight important rules about attractive display. Let us discuss these rules one by one.



Before, both Mary and the shop assistants had difficulties in finding things in the shop. That was because the goods were placed just about anywhere.

But now Mary has no trouble in finding what she is looking for. She thinks that the shop looks better. What has the manager done?

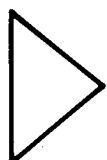


### GROUPS OF GOODS

The manager has rearranged the goods on the shelves and displayed them in groups of similar and related articles. For example, coffee, tea and cocoa are kept together. Cereals are in another group. Toilet soap, toothpaste and toothbrushes are in yet another and so on.

When goods are arranged in this way the customer can easily see what is available within each group. For example, if all the biscuits are displayed together, Mary can easily select the type she prefers. And when buying soap she will also notice the toothbrushes which she may need to buy as well.

The assistants can now find things quickly and easily. They know where to look for coffee, soap or brushes, because each type of item has its own place.



RULE ONE

PLACE THE GOODS IN GROUPS



This first rule affects all the display work in the shop. Therefore, you must practise dividing goods into groups.

**?** Divide the following goods into three groups:  
Rice, orange juice, hair tonic, razor blades, maize-flour, lemonade, shampoo, wine, wheat flour, soap.

Group 1	Group 2	Group 3
_____	_____	_____
_____	_____	_____
_____	_____	_____
_____	_____	_____

What would you call the three groups?

1 \_\_\_\_\_ 2 \_\_\_\_\_ 3 \_\_\_\_\_

Here is a list of main groups of things sold in shops:

- 1 Fresh food
- 2 Cereals, grain and pulses
- 3 Bakery products
- 4 Milk and dairy products
- 5 Processed and canned food
- 6 Salt, sugar, spices
- 7 Sweets
- 8 Beverages
- 9 Cigarettes and tobacco
- 10 Toilet and cleaning articles
- 11 Hardware
- 12 Clothes and footwear

The list is a general one and might not be perfectly suited to your shop. If you do not deal in clothes for example, you should omit that group. On the other hand, for some shops it might be necessary to make a more detailed list. The main groups should then be divided into sub-groups according to

local needs. Fresh foods could be divided into three sub-groups: Meat, Fish, Fruit and vegetables. Beverages are often divided into: Hot drinks (coffee, tea, cocoa), Fruit drinks and juices, Lemonades, Beers, Wine and spirits.



Write below a new list of main- and sub-groups of goods suitable for your shop.



MARY, HAVE YOU TRIED THOSE BEANS?



No, Mary had not tried those beans, simply because she had not seen them before. How could Mary buy something that she did not even know about?

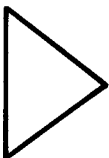
THE SELLING AREA

The manager often forgot to take certain goods out of the storeroom and into the selling area.

When you are a customer, do you buy the goods that are kept in the storeroom? No. If you do not know about them, you simply do not buy them.

So, if a shop manager wants to sell some goods he has to put them on show. And the place to put them on show is the selling area, not the storeroom. This also saves work, as the shelves need not be filled so often.

! Why should the sugar be displayed in the selling area? (After all, everybody knows that sugar is on sale in the shop.) Write your comments below.



RULE TWO:

KEEP MOST OF THE GOODS IN THE SELLING AREA, NOT IN THE STOREROOM



Where would you hang a mirror? Close to the ceiling or close to the floor? Most probably somewhere in between, where you can see into it without difficulty.

It is the same with most goods. Customers do not like to kneel down to see what is on shelves near the floor and they tend not to notice things displayed high above their heads.



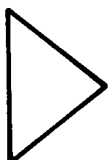
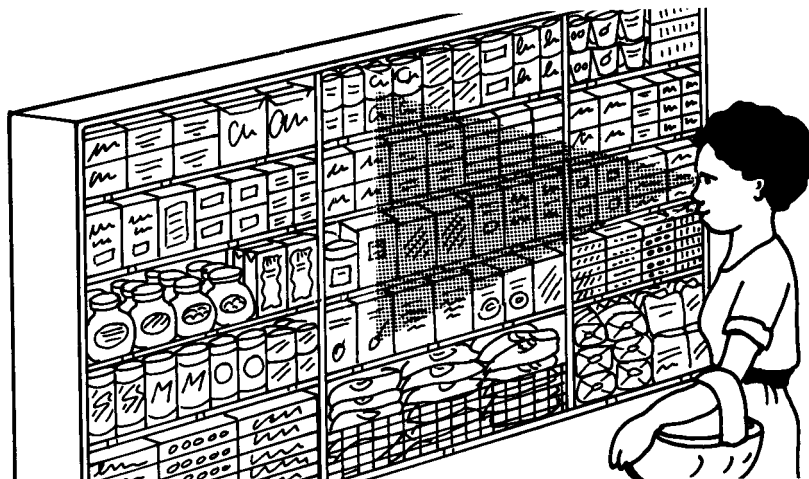
EYE LEVEL

Most goods should therefore be displayed at eye level, where customers are more likely to see them. If necessary, shelves below eye level should be reserved for basic or well-known items which the customers do not necessarily have to see before buying.



Here is a list of goods. Underline the five which should be placed at eye level.

Sugar, corned beef, flour, rice, tea, pencils, potatoes, saucepans and soaps.



RULE THREE:

AS FAR AS POSSIBLE, PLACE THE GOODS AT EYE LEVEL



She has this impression because of another change. In the past, nobody refilled the shelves until they were empty. For example, no biscuits were put on the shelves until all the previous ones had been sold. That left many shelves with rather few goods and a lot of empty spaces. It did not look very attractive.

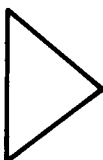
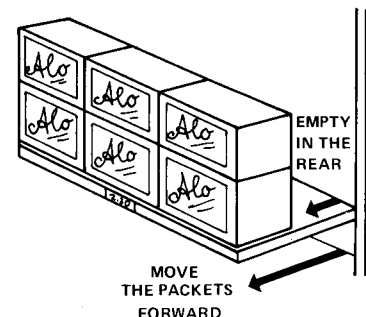
The customers got the impression that the shop was badly stocked.



The shelves now look much more attractive. They are filled with goods. And yet the manager does not buy more goods than he used to. How is this possible?

FILL THE SHELVES

- First, the shop assistants moved as many goods as possible from the storeroom to the selling area (Rule Two).
- They decided not to use the highest shelves which customers paid little attention to anyway (Rule Three). This gave them a nice display, with all the shelves filled.
- At the end of the day, however, some shelves were empty again, and there were not enough goods in the storeroom to fill all the "gaps". What were they to do?
- Ordering bigger quantities could be a mistake. It can be very costly to keep a larger stock than is necessary.
- No, they moved the goods towards the front of the shelves every morning. This produced an attractive display and gave the impression that the shelves were full....



RULE FOUR:

FILL UP THE FRONT OF THE SHELVES



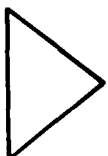
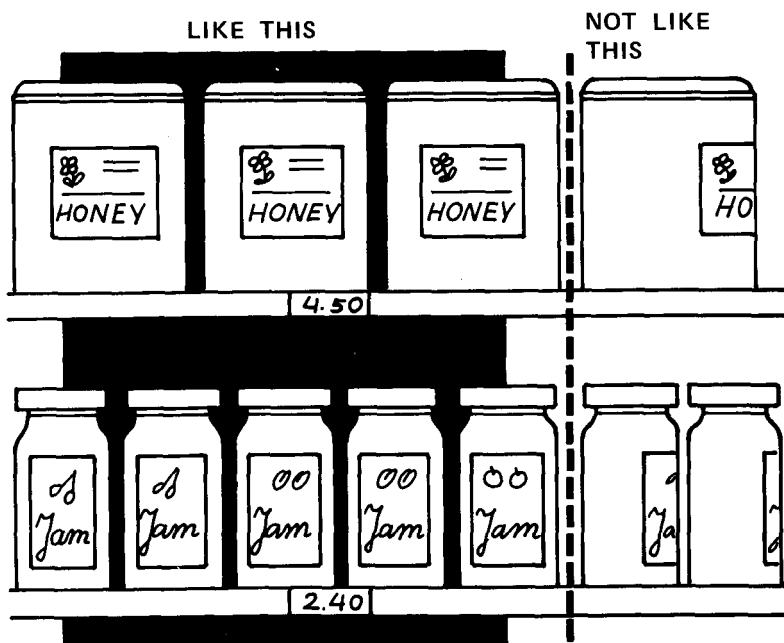
IT LOOKS  
NICE AND  
TIDY.



This impression is probably due to the shop applying another rule for the display of goods.

FACE OF PACKETS

It is a simple but very important rule: Always put the "face" of packets and tins towards the customers. The front of a packet is normally bright and attractive and can easily be recognised by the customers. This makes shopping easier for them.



RULE FIVE:

SHOW THE "FACES" OF THE PACKETS



THE PRICE IS GOOD !

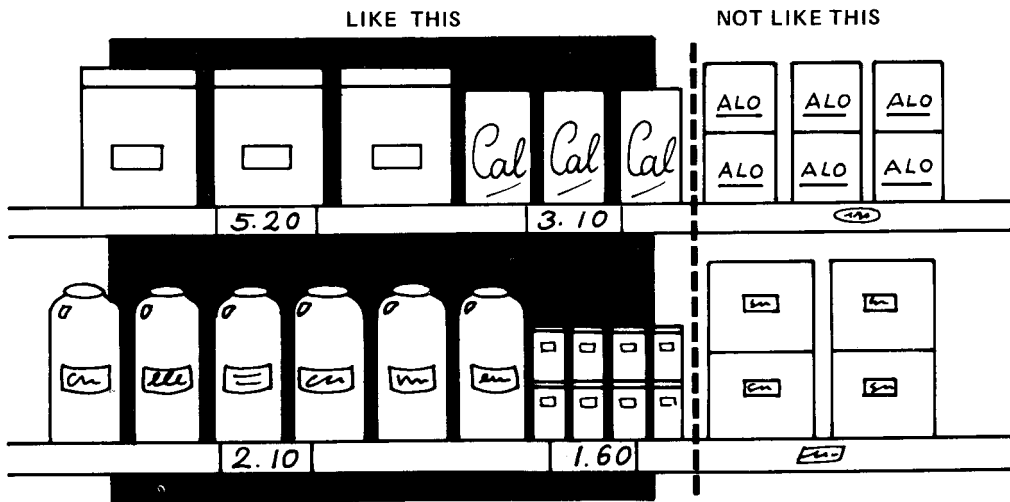


To most customers it is very important to know the prices of the goods they want to buy. But not all of them like to ask about them.

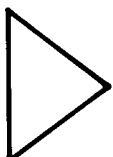
DISPLAY THE PRICES

So, to help the customers, you should display the price of each article in your shop.

The price can be displayed on the edge of the shelf, below each article. The price labels should be big enough so that customers can read the figures without difficulty - from their side of the counter.



! How can you fix price labels to the edges of the shelves so that they do not fall off but can be changed easily. Write your suggestions below.



RULE SIX:  
DISPLAY THE PRICES CLEARLY



If those rather small matchboxes had been displayed on the shelves behind the counter, it is unlikely that Mary would have noticed them. But as they were on the counter right in front of her, she saw them and remembered to buy some.



CUSTOMERS NEAR THE GOODS

It is important to let the customers get as near as possible to the goods in order to make shopping easier for them.

That is why you should place the counter as close to the shelves as possible, leaving just enough space for the attendants to do their work properly.

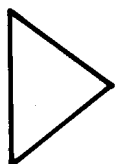
It may still be difficult for the customers to see the small items properly. So how do we solve that problem? Well, you have seen one solution already: if the counter is big enough, you can place some small items there, preferably in glass cabinets or glass jars.



What small things do you sell in your shop which should be placed in glass containers on the counter? Write at least five examples.



Are there any other ways to let the customers get near the goods? Study the picture. Write down your proposals.



RULE SEVEN:

LET THE CUSTOMERS GET NEAR THE GOODS





Imagine that you are able to offer towels to your customers at a very favourable price,

... or that you have a quantity of tinned fish which must be sold before it becomes too old, so you decide to reduce the price,

... or that you want to draw the customers' attention to a new brand of tomato sauce.



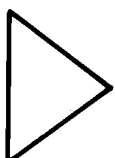
In some way or another you must let the customers know about these "special offers".

ARRANGE "SPECIAL DISPLAYS"

You should then arrange "special displays" in such a way that the customers cannot miss them.

Depending on what kind of goods you want to offer you could display them on the counter, on a table in front of the counter or in another suitable place. It is also necessary to have a poster informing the customers of the special offer. Don't forget to advertise the offer also outside the shop!

These efforts will no doubt attract the customers. They will find the shop more interesting and enjoy coming to have a look at the "special offers".



RULE EIGHT:

ARRANGE "SPECIAL DISPLAYS"

ATTRACTIVE DISPLAY - A Summary



We have now discussed the rules of attractive display. Go back and read them all again (they are at the foot of each page).

Try to memorise them. You will find them useful in your daily work.



You now understand the meaning and purpose of each rule. If you display your goods according to the rules you will make shopping easier for your customers/members with the result that they may buy more goods from the co-operative shop. What do you think of that? Is it fair to the members to display the goods "attractively"? Is it in keeping with co-operative philosophy? What would happen if you had an "unattractive" display? Would your members find a less attractive shop acceptable?

Think about these questions and write your comments in the space below, as a preparation for later discussions with your colleagues.

## DISPLAYING GOODS PRACTICALLY



"I feel so tired ..."

Many shop assistants feel very tired at the end of the day. To serve customers in a shop all day long does not just mean being polite and helpful to everybody. It also means being on your feet most of the day, carrying a lot of goods and climbing up and down.

Organise your shop so that you do not waste energy. Good display can increase sales and make your work easier.



To start with, let us think about the following questions. Each answer should include at least three items.

- In your shop, which goods take the longest time to handle?
- Which goods make you walk most?
- Which goods are the most tiresome or difficult to handle?

Now you know which goods cause you the most trouble. The next step is to find out what to do about them. Maybe you could display them in a different way and make the job easier.

Usually, this is possible. Here are some more rules about display for you to learn and which may help you find a solution to your problems.

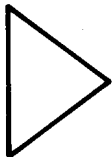


Rice, milk, sugar and similar goods are usually the fastest sellers. They should therefore be placed in such a way that the shop assistants can reach them easily. The assistants will save energy and the customers will be served quicker.

But you still need to keep the groups of commodities together, so the problem is to select the biggest-selling groups and to place them within easy reach.



Write below the three groups of goods most often requested in your shop.



RULE NINE:

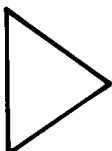
PLACE THE GROUPS OF GOODS WHICH ARE MOST OFTEN REQUESTED WITHIN EASY REACH

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Which do you prefer to lift up onto the top shelf, a case of beer or a roll of toilet paper? The answer points to another rule:



RULE TEN:

PLACE HEAVY ITEMS NEAR THE GROUND

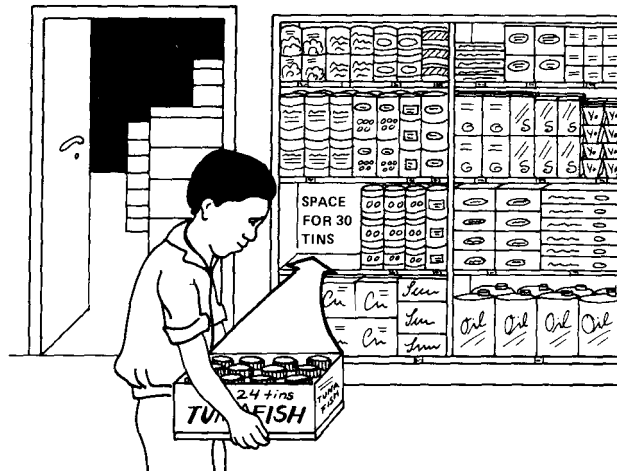


Earlier on, you learned that as many goods as possible should be kept in the selling area, not in the storeroom (Rule Two). This can mean a lot of work, if you have to fetch goods from the storeroom too often. How can this be avoided?

○ First of all, there must be enough space on the shelves for each item, preferably enough space for the entire contents of a bulk package. (A bulk package is the carton, box or container used by the supplier for transporting the goods.) Plan the display so that you have space on the shelf for a bit more than the contents of a bulk package. This is because some of the old stock will still be on the shelf when you refill it with the contents of a new package.

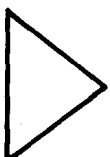
○ When refilling, take a bulk package from the storeroom into the selling area, mark the price on each item and place them all on the shelf. You have now nothing but an empty carton to take out again.

○ In this way the storeroom will contain mainly full and sealed bulk packages and can therefore be kept tidy and under control more easily.



○ Of course, some bulk packages contain more goods than you could possibly place on a shelf in the selling area. This means you will still have to keep part of the contents in the storeroom, but you should try to limit this to a very small number of articles.

○ On the other hand, some goods sell so quickly that you will have to make space for the contents of more than one bulk package on the shelves.

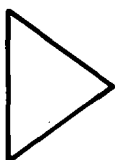


RULE ELEVEN:

USE THE ENTIRE CONTENTS OF A BULK-PACKAGE WHEN REFILLING



Rice, flour, salt and similar goods are often delivered to the shop in large bags. Both you and the customers can save a lot of time if you put their contents in small bags before starting to sell. Sometimes, however, pre-packing is not possible, in which case you have to weigh the goods for each individual customer. It is then very important that you place the goods close to the scale.

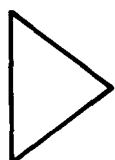


RULE TWELVE

GOODS TO BE WEIGHED SHOULD BE PLACED CLOSE TO THE SCALE



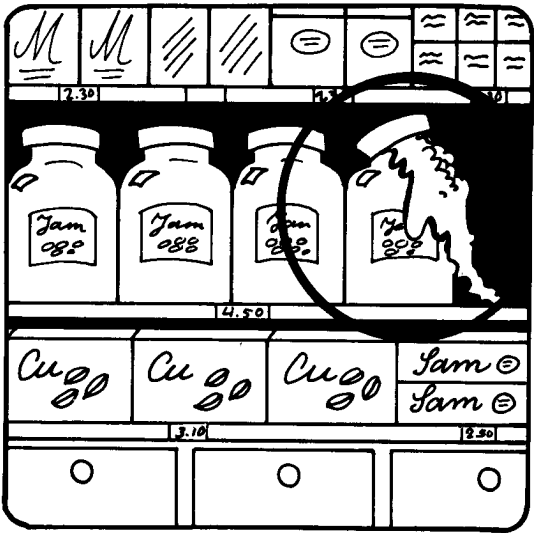
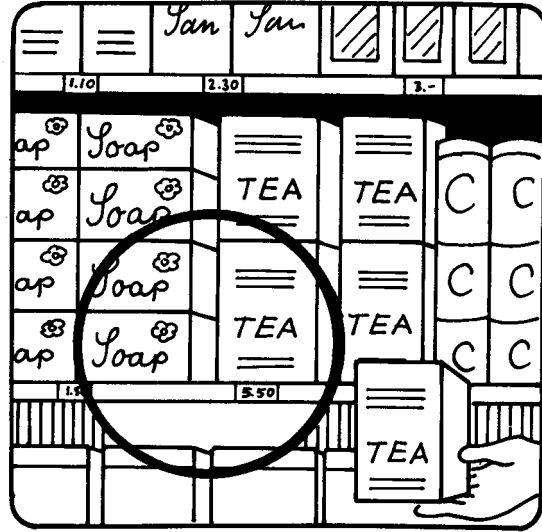
Do not mislead yourself and the customers by putting the tea behind the coffee. You may not find the tea when looking for it. And you may think that you have got plenty of coffee in stock, when actually it is almost finished.



RULE THIRTEEN:

DO NOT PUT DIFFERENT THINGS BEHIND EACH OTHER

## DISPLAYING GOODS SAFELY



The illustrations above have something in common: they all show that the goods were not displayed safely.

Each picture illustrates one of four risks: Breakage, smells, deterioration and theft. Write those words as titles to the illustrations above.

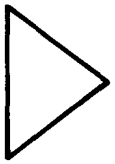
These four risks can be avoided if you display the goods properly. Let us now discuss four rules that you should learn and apply in order to display safely.



Some goods, for instance those in glass bottles, are usually spoiled if dropped on the floor.

So avoid placing them and fragile items in general where there is a risk of their being knocked down.

- do not put them near a corner where people often pass by
- do not put them high up where you have to stretch to reach them
- do not put them close to the edge of a shelf



RULE FOURTEEN:

BEWARE OF BREAKAGE

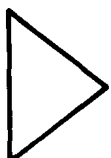
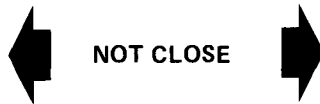
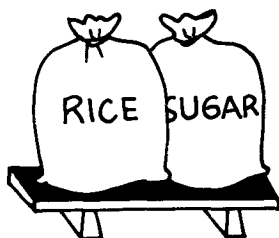


If strong smelling products are placed close to food such as margarine, flour or tea, the food will be affected by the smell. It may even acquire a bad taste.

Therefore, you must identify the strong-smelling products in your shop and make sure that they are not placed near any food.



Soap is one example of strong-smelling products in your shop. Write down a few more.



RULE FIFTEEN:

KEEP STRONG-SMELLING PRODUCTS AND FOOD APART



**RULE  
16**

Fresh food rots, tins go rusty and start to leak, batteries become discharged, rubber cracks and colours fade. These are examples of what happens to goods which are kept in the shop too long. A haphazardly

arranged display may be the reason. For example, if torch batteries are left on the shelf for too long, while fresher ones are being sold, they will lose their power and leak. The customer will complain. Such things need not happen. Finish off the old stock before you start selling from the new. Let us now see how the display could help you to do this:

○ Ali sells milk in his shop. He has to be careful that no milk packet is left in the shop for too long, or it will go sour and the customers will complain. This is how he organises the display in order to avoid this risk:

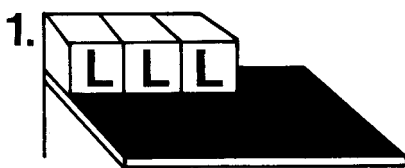
○ Every morning he receives a plentiful supply of milk.

○ Ali does not like to be without milk in his shop. So when he receives a new delivery from the dairy, he normally has a few packets left over from the previous day.

○ What does he do with the previous day's packets? If the customers could choose, they would take the freshest milk and leave the old packets. These would never be sold.

○ But the previous day's packets are still all right. It would be a waste to throw them away. However, they must be sold now, before it is too late

○ Ali therefore places the packets left over from the previous day in front of the new packets, thus making sure that the packets he received first are also sold first.



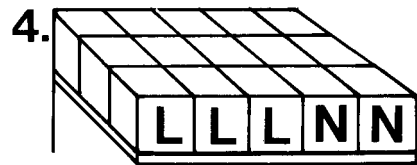
Some packets are left over



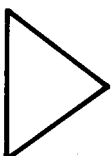
Empty and clean the shelf



Put in the new supply



The leftover packets are placed in front



RULE SIXTEEN:

FIRST IN - FIRST OUT

RULE  
17

Dishonest people sometimes find it easy to steal goods from shops. We call it "shoplifting". It is mainly a problem in self-service shops, but you must not ignore it in counter-service shops.

If you think about the problem when you arrange the display of the goods, you may be able to reduce or even prevent shoplifting. Let us analyse the problem.

First think of the goods which are most likely to be stolen:

- Small things that are easy to hide in clothes.
- Expensive things that people would like to have but cannot afford to buy.
- Things for which there is a ready market.

Next, think of the places in your shop where stealing is easy. For example:

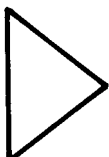
- Places that cannot easily be watched by the staff.
- Places from which a shoplifter can escape quickly.



Identify some areas in your shop where a shoplifter could easily operate. Describe them here.



What do you think about the following: A shop manager bought a few transistor radios. He was so afraid of their being damaged or stolen that he locked them up in the storeroom. However, he did put up a sign on the counter saying: "Radios in stock". Compare with Rule Two and write down your comments below.



RULE SEVENTEEN:

ARTICLES WHICH ATTRACT SHOPLIFTERS SHOULD NOT BE DISPLAYED WHERE THEY ARE EASY TO STEAL

DISPLAYING PERISHABLES

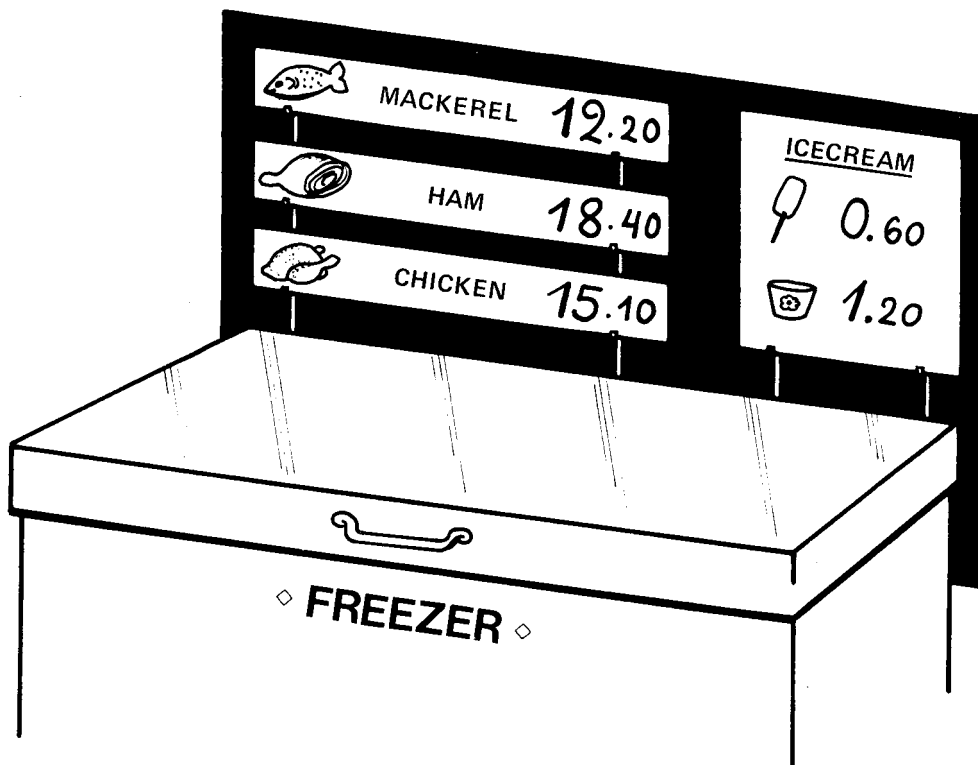
- If you sell fresh meat or fish in your shop, you have to keep it in a cooler at a temperature just above freezing (0°C). Otherwise, it will soon start to smell.
- Other perishables such as milk, eggs, vegetables and oil will stay fresh for a longer period in a cooler. For such items the temperature need only be kept at just below +10°C.
- Frozen goods must be kept in a deep-freeze at a temperature of around -20°C.

Even when articles are kept separately in a cooler or a freezer, the rules for the display of goods should still be followed as far as possible. Look upon the cooler or freezer as a "mini-shop" and arrange the display accordingly.

It is particularly important to follow the rule "First In - First Out" when dealing with perishables. And do not think that frozen food can be stored for ever. It cannot.

Some freezers are covered with a lid. The customers cannot see what is inside. Here we have a display problem.

Study the picture below and you may get some ideas about how to solve the problem.



THE DISPLAY OF GOODS - A Summary

There are many rules to follow when displaying goods in a shop. You have now learned the basic ones.



Write down the seventeen rules in the space below, so that you have them all together. Try to memorise them. It will be easier if you divide them into three groups: rules for attractive display, rules for practical display and rules for safe display.

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_
- 11 \_\_\_\_\_
- 12 \_\_\_\_\_
- 13 \_\_\_\_\_
- 14 \_\_\_\_\_
- 15 \_\_\_\_\_
- 16 \_\_\_\_\_
- 17 \_\_\_\_\_



Check if there are any rules which are not being followed in your own shop at present. If so, mark them in your list with an X.

## MAKING A NEW DISPLAY

You may agree that some of the rules, such as the rule about "First In - First Out", are easy to apply once you know them. Others may take more time to apply since they involve major changes in your present display. This is the case of Rule One (displaying goods in groups), Rule Three (displaying goods at eye level), Rule Eleven (displaying the entire contents of a bulk package at a time) as well as Rules Fourteen to Seventeen (displaying goods safely).

If these rules are not applied in your shop at present, start from the beginning and arrange a completely new display. Otherwise you may end up with a long series of changes which will only confuse customers and staff.

That is why we suggest a WORK PLAN which you can follow when making a completely new display in your shop. See the following pages.

WORK PLAN FOR A COMPLETELY NEW DISPLAY

1 GROUP THE GOODS

- Prepare a list of all the goods which are usually sold in your shop.
- Divide the articles into groups (Rule One). Use the list on page 7 or prepare your own.
- Whenever you notice a group becoming much larger than the others, split it into sub-groups.

2 PLAN YOUR DISPLAY

- Draw sketches of the shelf space in your shop (one sketch for each wall with shelves on it).
- Estimate the space needed for each group of items.
- Bearing in mind Rules Two, Three, Seven, Nine, Ten, Twelve and Fifteen, mark on the sketches where each group should go.

Here are a few examples:

<i>TINNED FRUIT VEGETABLES</i>	<i>SOUPS</i>	<i>BABY FOODS</i>	<i>BREAKFAST CEREALS</i>
<i>TINNED MEAT &amp; FISH</i>	<i>SPICES</i>	<i>TINNED &amp; POWDERED MILK</i>	<i>BISCUITS</i>
	<i>SPICES</i>		
<i>FATS &amp; OILS</i>	<i>WINES &amp; SPIRITS JUICES</i>	<i>COFFEE, TEA COCOA</i>	<i>BREAD</i>
<i>COOKING OILS</i>	<i>SUGAR</i>	<i>GRAIN &amp; PULSES</i>	

*SHELVES BEHIND COUNTER*

IN CONTAINERS AT THE COUNTER:

*RICE  
MAIZE FLOUR  
SUGAR*

ON THE FLOOR:

*BEER, SOFT DRINKS  
KEROSENE*

IN GLASS CABINETS ON THE COUNTER:

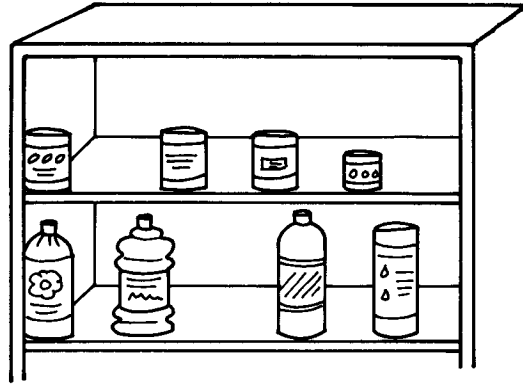
*CIGARETTES, MATCHES  
MEDICINES  
TOILETRIES  
SWEETS  
STATIONERY  
HARDWARE (SMALL ITEMS)*

<i>CLOTHES</i>	<i>PAPER PRODUCTS</i>
<i>CLOTHES</i>	<i>TOILETRIES</i>
	<i>TOILETRIES</i>
<i>HOUSEHOLD ARTICLES</i>	<i>CLEANING PROD. &amp; INSECTICIDES</i>
<i>FARM IMPLEMENTS</i>	<i>DETERGENTS</i>

*SIDESHELVES*

3 MAKE A TRIAL DISPLAY

- Empty and clean all the shelves in one section of the shop.
- Put a sample of each article on the shelf you have chosen for it. Allow enough space for the contents of a whole bulk package (Rule Eleven).



This is what a trial display in a section of your shop may look like.

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4 CHECK THAT THE DISPLAY IS SAFE

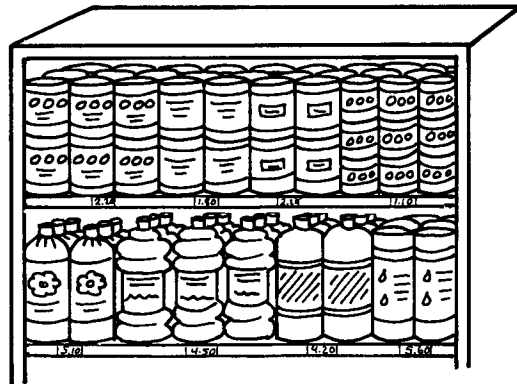
- Make changes if necessary (Rules Fourteen, Fifteen and Seventeen).

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5 COMPLETE THE DISPLAY

- Fill up the shelves (Rules Five and Thirteen).
- Mark the price (Rule Six).

Here you can see the same section with the completed display.



REPEAT OPERATIONS 3 TO 5 WITH ALL THE OTHER SECTIONS IN THE SHOP

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6 ARRANGE SPECIAL DISPLAYS

See Rule Eight.

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7 CHECK

- Try to see the shop as a customer would. What is the overall impression of the display? Make any necessary changes (Rules One to Eight). You are now ready to welcome the customers.

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8 MAINTAIN YOUR DISPLAY AND KEEP IT NICE

- Refill and clean the shelves daily (Rules Four, Thirteen and Sixteen).

## "CHECK-OUT"

To prove to yourself that you have fully understood this Element, you should now go through the following questions. Mark what you think is the right answer to each question. The first question is answered as an example. If you have problems with a particular question, go back and read the corresponding chapter again. Your teacher will later check your answers.



- 1 Why should the goods be placed in groups?
  - (a) To make it easy to find an article
  - b To avoid the goods being damaged
  - c To make it easier to fill the shelves
  
- 2 Which is the best place for the goods you want the customers to pay attention to?
  - a On the highest shelves
  - b On the middle shelves
  - c On the lowest shelves
  
- 3 For whom is a good display valuable?
  - a For the customers only
  - b " For the staff only
  - c For staff and customers
  
- 4 Where should you place goods which are sold most often?
  - a On the lower shelves
  - b Under the counter
  - c Within easy reach of the assistants
  
- 5 How should the goods be placed on the shelves?
  - a Towards the back of the shelves to get a safe display
  - b Towards the front edges of the shelves
  - c Towards the middle of each section
  
- 6 What does the rule "First In - First Out" mean?
  - a That the salesman who was employed first must leave first
  - b That the goods you received first must be sold first
  - c That the customer who enters first must leave first
  
- 7 To give the impression that the shop has plenty of goods, you should
  - a Pile the goods high
  - b Order plenty of goods from the wholesaler
  - c Display the goods so that the shelves seem to be full



- 8 Where should fragile goods not be placed?
- a In the storeroom
  - b At eye level
  - c Close to corners, on the edges of shelves, high up
- 9 If you have to use the lower shelves, they should be utilised for
- a Well-known articles
  - b Articles of less good quality
  - c High-priced articles
- 10 Which of the following forms a natural group of articles?
- a Shorts, socks, handkerchiefs, sunglasses
  - b Mirrors, combs, necklaces, sunglasses
  - c Glasses, vases, glass-bowls, sunglasses
- 11 When you refill an empty shelf you should try to make use of one whole bulk package. Why?
- a Because people are always asking for empty cartons
  - b Because it is easier to carry a carton than a few small items
  - c You save time and effort and can keep the storeroom in proper order
- 12 How should bottles of cough syrup be displayed?
- a On the lower shelves
  - b Standing up, with the label facing the customers
  - c Lying down so that space is utilised properly
- 13 Where should black pepper be displayed?
- a With onions and cucumbers
  - b With salt and soy sauce
  - c With beans and peas
- 14 The smell of kerosene may make rice smell and spoil it. This can only be avoided if:
- a Kerosene is kept in metal cans
  - b Rice bags are kept closed
  - c Kerosene is kept far away from the rice
- 15 To which goods does the rule "First In - First Out" apply?
- a Vegetables only
  - b Tinned food and vegetables only
  - c All articles in the shop

# COMPLEMENTARY EXERCISES

To complete your studies of this topic you should take part in some of the following exercises which will be organised by your teacher.



## Practical Group Assignments :

### 1 Work in a Counter-Service Shop

- a) Study the display of the goods in an average-size counter-service shop. Compare with all the rules for display in this Element. Write a critical report about the display.
- b) Prepare a list of all things sold in the shop. Divide them into suitable groups. See step 1 of the Work Plan on page 28.
- c) Plan a display for the whole shop. See step 2 of the Work Plan on page 28.
- d) Display the goods in one section of the shop according to your new plan. See steps 3 to 5 of the Work Plan on page 29.

### 2 Display of Prices

Obtain some pieces of wood, such as those used for the shelves in the shops. Prepare some price labels of different types and fix those to the "shelves" in different ways. Discuss the advantages and disadvantages of the various materials and techniques. Report your findings to your colleagues.

### 3 A Check-List

Prepare a "Display Check-List" for the shop assistant in charge of the display of goods in a middle-sized counter-service shop. Write down step-by-step what he should do every day in order to check and maintain the display.

## Group Discussions :

### 4 Some Display Problems

On page 8 of the Element you have listed several groups of goods. Compare your proposals with those of other members in the same group. Discuss the question further and report to the other groups.

### 5 Attractive Display

You have written some comments on the questions on page 16: "Is it fair to the members to display the goods in an attractive way?", etc. Compare your notes with those made by other members of the group, discuss the questions and prepare a group report.