

3.1.0



**MADE**  
*Market*

**MADE MARKET** STANDARD OPERATING PROCEDURES

# RETAIL VISUAL MERCHANDIZING





**Standard:** Retail Visual Merchandizing  
**Ownership:** All Team Members With Emphasis on Stockers & Runners  
**Date:** 3.18.13

## **MADE MARKET PROMISE/STANDARD**

With consistent attention and the brand's expertise, the Made Market team will keep their visual merchandizing displays stocked, cleaned and aesthetically pleasing to the guests at all times.

## **TEAM MEMBER CONTRIBUTION**

### **T.3.1.1 Retail Area Introduction:**

- a) The Made Market retail showcase is positioned in the Market Grab and Go, purposefully positioned to give easy access for arriving and departing guests, and provide visual appeal for exterior traffic to attract them into the restaurant.
- b) Retail is presented in an open-service environment, which allows guests to easily discover the Made Market products in a comfortable and non-intimidating manner.
- c) Where available flat-panel touch-screen monitors/kiosks provide a state-of-the-art information facility for guests. Placing any product's barcode over the monitor's screen instantly scans the data to reveal a complete product profile and price.
- d) The open-service retail area represents the three product merchandising locations:
  - i. Cold Case
  - ii. Frozen
  - iii. Ambient



### **T.3.1.2 Visual Merchandizing Standards:**

- a) The restaurant must adhere to the Made Market corporate Visual Marketing Guidelines.
- b) Stock VM is the exclusive Made Market product presentation. Each product must be identified with a barcode and price label.
- c) The retail zones must be well stocked with a minimum quantity of three products per SKU, best representing stock merchandizing displays.
- d) When an out-of-stock product leaves a space in the merchandizing, another product that has a quantity of four or more in stock may be double-faced to fill the space.
- e) Product brochures or other print collateral items are not permitted in the retail zone. Only the touch-screen monitors, if used, are permitted in the retail area to provide product information.
- f) Stringent housekeeping standards support retail VM to ensure immaculate presentation at all times.
- g) Made Market VM updates are issued by the Brand Director to reflect changes to the display guidelines as applicable. Such updates are to accommodate new and discontinued products, product highlights, and for special promotions.
- h) Product collateral available from the brands is not permitted in the restaurant, unless approved by the Brand Director, or is featured in the VM guidelines.
- i) The restaurant may not manufacture miscellaneous print signage or collateral for display or use in the retail area.
- j) All product information featured on the touch-screen monitors must be translated to meet local language requirements (as applicable for the store/region).



### **T.3.1.3 Stock Management:**

Our Visual Merchandise showcases current inventory levels to our guests. Therefore it is imperative that it accurately presents stock availability, while providing impeccable aesthetics. To ensure Made Market Stock VM standards are maintained at all times, the following are key VM management indicators:

- a. Product Alignment
  - b. Product Replenishment
  - c. Product Rotation
  - d. Out of Stock
- a) Alignment
    - i. Stock VM uses justified alignment: the left and right sides of each shelf begin and end with the same distance from each side.
    - ii. Avoid excessive spacing in-between products.
    - iii. Retail stock must be displayed in a single row and in a straight line. Do not double face product, unless requested to or to accommodate out-of-stock. Some high volume products may be exempt and you should refer to the planogram (POG) for detail on shelf allocation.
  - b) Stock Replenishment
    - i. Optimize display space by placing as much retail stock on the shelf as the space will allow while maintaining alignment dimensions.
    - ii. Replenish stock as needed.
    - iii. Ensure newer/fresher product is placed at the back when re-stocking retail shelves.
  - c) Stock Rotation
    - i. When selling a product, ensure that it is removed from the front of the row and replenished at the back of the row. (FIFO) First in first out.
    - ii. Once a product has been removed from the front of a row, the complete product row must be moved to forward to maintain original alignment.



- d) Out of Stock
  - i. Double-face one in-stock item for every out-of-stock product.
  - ii. Ensure that the double-faced product is from the same brand category as the out-of-stock item.
  - iii. When the out-of-stock item is replenished, replace the double-faced product with the returned stock item.
  - iv. Every time a product sells out, close the open space by moving the products together so that no gaps appear on the shelf.
  - v. When the out-of-stock item returns to inventory, insert the product according to POG guidelines.

#### **T.3.1.4 Daily Retail Housekeeping:**

As a self-service area, the Made Market retail area will attract more traffic and interaction than a showcase-enclosed selling environment. Therefore the retail area requires continual attention to the presentation standards to ensure the area is flawlessly maintained at all times.

- a) Pre-Opening: Food Runner/Stocker
  - i. Review the retail area, and check product display alignment.
  - ii. Check that all products are positioned correctly within each brand and category.
  - iii. Check product row alignment and straighten as needed (use ruler).
  - iv. Review missing products, and replenish from Back of House (BOH) or stock drawers as needed. For items that are completely out-of-stock, fill empty spaces by double-facing another product from the same product category and brand.
  - v. Record out-of-stock items onto the Inventory Tracking Form and deliver to the Made Market Manager's office.
  - vi. Ensure all stock is facing forward (showing name and logo).
  - vii. Dust shelves and top of product boxes.
  - viii. Remove bottle/jar neck merchandising POS.



b) Operating Maintenance: Food Runner/Stocker

The following duties should be conducted at a minimum of two times a day. Make corrections to the following if needed:

- i. Review and correct product alignment.
- ii. Review and correct tester alignment.
- iii. Check for missing products and replenish and/or adjust with double-facing product as necessary.
- iv. Check for out-of-stock items.

c) After Retail Guest Interaction: Food Runner/Stocker

It is imperative after each interaction with a retail guest that the Stocker returns to the retail area where they were working and returns product display to its original state by:

- i. Fix alignment (if disturbed when pulling product for a sale).

d) End of Shift: Food Runner/Stocker

- i. Correct product alignment.
- ii. Straighten display rows.
- iii. Check for out-of-stock items

**T.3.1.5 Bi-Weekly Brand Merchandising Maintenance:**

Food Runner/Stocker. Every day, one brand is selected for deep cleaning and hygiene maintenance. Before beginning this process, ensure the brand's merchandising POG chart is on hand, so that the product layout is not disturbed or changed during this process.

Tools: ruler, glass cleaner, surface cleaner, two cloths and brand POG.

- i. Starting at the top shelf, remove products.
- ii. Clean the shelf.
- iii. Return products to their original position, following the POG.
- iv. Repeat steps I – IV for all shelves.
- v. Clean the rims of bottles and jars.



## **LEADERSHIP CONTRIBUTION**

- o Managers will set the example for all team members by consistently demonstrating the behaviors outlined above.
- o Managers will conduct regular audits and provide positive feedback to their team, or feedback for improvement, to support successful visual merchandizing practices.

## **COMMITMENT ACCEPTED - Team Member**

Name: \_\_\_\_\_

Role: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_

## **COMMITMENT ACCEPTED - Leader**

Name: \_\_\_\_\_

Role: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_