

Breakout 1 Notes

Best practices in merchandising and store design.

- Did a complete store remodel and rebranding. Toned down color of studio walls and hung images of local musicians for a more studious, clean space.
- Added a mural to incorporate artwork rather than fill the walls with merchandise.
- Added multiple Christmas trees with ornaments for sale that match each section of the store. Ran a sales contest one year to see who could sell most ornaments.
- Christmas stockings hung with each staff members name on them as staff is a huge part of the store and merchandising.
- Slat wall all way around store to make it incredibly modular - good for small stores.
- Placed a lit up palm tree lit up to make the store feel “warm,” considering the cold weather outside.
- Used to have all merchandise out in the store, but no longer do that. Now placing more instruments on the showfloor on a decorated pallet rack.
- Holiday decorations all around the store, and Christmas tree on the stage. Staff and students can perform a daily holiday song in on the stage in front of the tree. These performances are often recorded and posted to social media.
- Will be adding a “Rock Star Boutique” inside store with clothes to match instruments.
- Lighting is very important to showcase and display instruments, and to set the mood for the store.
- Signs placed strategically throughout the store to overcome potential customer objections, i.e. information about in-store financing, etc.
- Stacking boxes matters to make the display visually appealing. Try to avoid cardboard boxes, as can be unattractive.
- Measure spacing hooks so inventory can sit uniformly on the wall. Small details like this help visual appeal.
- Black Friday promos/sales codes in a binder at front desk that cashiers can refer to.
- Luthier window booth - customers can see them making repairs. Almost like being able to see into the kitchen at a restaurant.
- Painted white ceiling tiles black to make ceiling disappear and added string lights to bring ceiling height down.
- Super tall ceiling, so it can be a challenge to make the store feel full. Covered old instruments with wrapping paper, and added chandeliers and other lighting to make space feel less industrial.
- Adds acoustic clouds to cut down on noise, and this helps the store’s personality shine.