

MERCHANDISING SERVICES

Maximize sales by ensuring your products are on the shelf when and where you want them to be.

Actively managing the on-shelf display of your products is critical to your financial success. Correct product placement, timely execution of promotions and fully stocked shelves can drive significant increases in revenue and profits.

Market Force Information provides a complete range of merchandising services to address these challenges. With our nationwide coverage, years of experience and some of the highest completion rates in the industry we deliver the on-floor help you need to improve your product presentation and maximize sales.

ACTIONS WE TAKE

- Place products on shelves consistent with approved planogram
- Set or re-set selling floor for new seasons or key promotions
- Install and stock new fixtures, displays, end-caps and signage
- Stock shelves for existing products and new product launches
- Price or re-price inventory on the shelf and in the stockroom
- Execute product re-labeling and packaging conversions
- Manage on-shelf inventory including date code rotation
- Remove, replace or re-label inventory in crisis situations

SO YOU CAN

- Ensure shelf positioning and facings are consistent with the approved planogram
- Showcase the newest and most relevant products for a given season or promotional event
- Effectively launch new products across all of your locations
- Maintain product availability and avoid lost sales from stock-outs
- Quickly and efficiently address pricing changes for your products
- Maintain image and branding consistency through simultaneous labeling or packaging changes
- Effectively manage date sensitive inventory to avoid product expiration
- Take immediate action in the event of a product crisis



MERCHANDISING SERVICES INCLUDE

Product Merchandising

- Planogram Compliance
- Stocking
- Pricing
- Packaging Conversions and Re-labeling
- Inventory Management

On-floor Set Ups

- Floor Sets and Re-sets
- Promotional Display and Signage Installation

Crisis Management

- Product Removal, Replacement or Re-labeling

Discover how Market Force Information can improve your customer experience. Call 303.402.6920 or email sales@marketforce.com.