



# Merchandising Kit



Make the Éminence retail space a more organized and easily shoppable environment to improve customer experience, business efficiency and increase sales!



## É

## Planogram (noun)

A diagram or model that indicates the placement of retail products on shelves in order to maximize sales.

Éminence's core customer is female, aged 35–54. Being affluent and conscientious about sustainability, she prides herself on making smart, informed decisions. With such a large range of products available, shopping the Éminence brand without assistance can be a challenge. How can a returning customer quickly find the products she is looking for and how does a new customer know which product is right for her without the assistance of an experienced esthetician? Making it easier to navigate the shelf and providing key information to reinforce the purchase decision will help guarantee customer satisfaction, brand loyalty and will have a positive impact on sales. Implementing a strategic planogram is the key to achieving such goals.

Customers justify purchases using the rational mind, but that's not why they buy. They buy to fulfill an emotional need and satisfaction of that emotional need is achieved through obtaining real results from their skin care products. A clear illustration of the results that will be achieved through use of a particular product or collection is essential and having clear before and after images on the shelf is a perfect way to reinforce the purchase decision, ie. 'If I buy this product, I will achieve those results'.

First  
impressions are  
formed in the first  
**10 seconds**

— Visual Merchandising  
for Small Retailers, Debra  
Templar, 2010

**70%**  
of decisions to buy  
are made in store.

— POPAI Customer Buying  
Habits Study, Russell  
Abratt, 2012



**"EFFECTIVE DISPLAYS (PLANOGRAMS) CAN  
INCREASE SALES IN EXCESS OF 540%!"**

**—Merchandising for Profit, Russell R. Muller, 2002**



# Merchandising

## Simple & Effective

Good merchandising should facilitate a fast and easy sale as well as a positive brand experience. The 3 factors below are the key steps of effective merchandising:



Find the Brand	Locate the Product	Reinforce the Sale
Help her find Éminence within the retail space	Help her locate the product she is looking for	Reassure her that she is making a good purchase decision

At least one piece of the new Éminence merchandising material has been designed to serve each of the above intentions, for instance:

### Find > BRAND HEADER

Clearly demonstrate where the Éminence brand is located within the spa.

### Locate > CATEGORY/SOLUTION SIGNS

Allow the customer to find the type of product she is looking for and then the specific product itself.

### Reinforce > FEATURE INSERTS

Reinforce the customer's decision to purchase by clearly demonstrating the results delivered by that product.

Each of these pieces is illustrated in the planogram on the next page.

## Every Product Has a Role

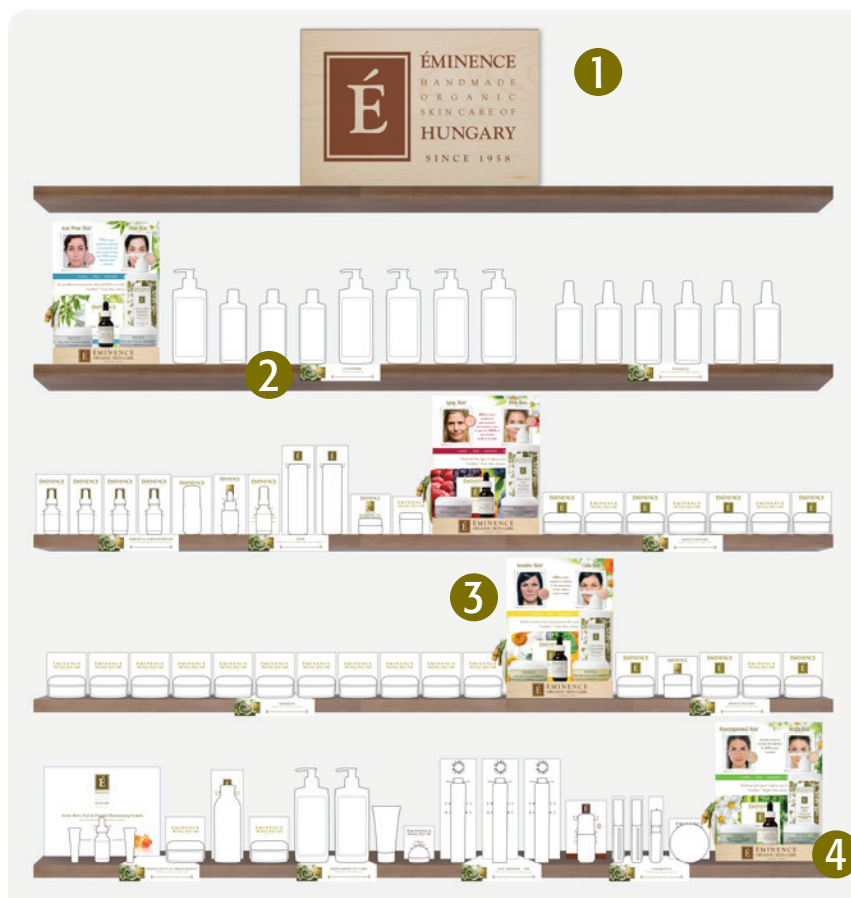
Each product category has an identified role and should be positioned on the shelf accordingly. For instance, within the Éminence range, Cleansers are proven traffic builders because they have a higher rate of use and a higher turn-over. Many people will visit the spa more often to look for a Cleanser and as a result the logical intent for that category is to grow it. Therefore, the Cleanser category should be positioned in a prime location on shelf. This has been a critical part of the Éminence Planogram recommendation as seen in the following pages.





## Extensive Product Range

With a large shelf space you will likely have a wide range of products which cater to many different skin types and skin concerns. With such an extensive Éminence product offering, it is easier for the customer to locate what she needs simply by dividing products into categories (ie. cleansers, masques, moisturizers). Products within these categories should be organized by skin type ranging from oily to dry. Each product should have three products deep displayed on the shelf where possible.



Use a Feature Stand, the new Feature Insert, and a product tester (when available) to create an alluring display drawing attention to a new product launch or current promotion. This can be achieved on shelf in the respective category, or by using an off-shelf display.

### 1 Brand Header

Place the authentic bamboo brand header on the top shelf to help direct customers to the Éminence section.

### 2 Category Signs

Peel off the tape on the back to reveal the sticker and attach the sign to the shelf so that it rests flush against the edge. Display signs on the same shelf as the respective category (as shown above) to help the customer find the product she is looking for. Ensure you arrange the products in each category from oily to dry as shown on the sign.

### 3 Feature Insert

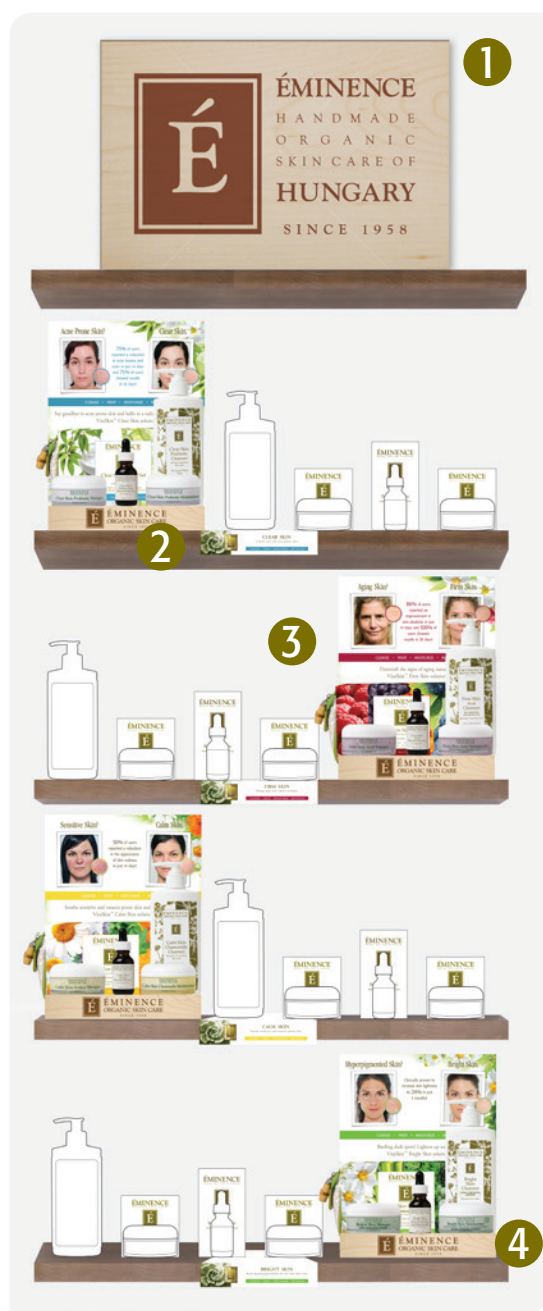
Place the respective insert of the collection you have chosen to feature into the back slot of the feature stand. This will attract the customer to these products and reinforce her purchase decision.

### 4 Feature Stand

Place the feature stands as demonstrated above in different areas of the shelf depending on space availability (please see 'Space Availability' on page 6). Place product testers on the stands to draw attention to the desired collection and give the customer the chance to touch, feel, smell and experience the product for themselves.

## Boutique Product Range

With limited shelf space, there will likely be fewer products to organize on the shelf. In this scenario Éminence recommends focusing on the product offerings to address the top four major skin concerns as represented by the VitaSkin™ solutions – Firm, Bright, Calm and Clear. All Éminence products can easily be slotted into one of these four solutions. Some may span across more than one, so you can display those specific products on any shelf that they apply to. Merchandise by solution and help the customer find what she needs for her skin type and concern.



### 1 Brand Header

Place the authentic bamboo brand header on the top shelf to help direct the customer to the Éminence section.

### 2 Solution Signs

Peel off the tape on the back to reveal the sticker and attach the sign to the shelf so that it rests flush against the edge. Display the solution signs below the respective solution/collection as shown here to help the customer find what she needs to address her specific skin concern.

### 3 Feature Insert

Place the respective insert of the solution/collection you have chosen to feature into the back slots of the feature stand. This will attract the customer to these products and reinforce her purchase decision.

### 4 Feature Stand

Place the feature stands as demonstrated in different areas of the shelf depending on space availability (please see 'Space Availability' on page 6). Place product testers on the stands to draw attention to the desired collection and give the customer the chance to touch, feel, smell and experience the product for themselves.

In using the Feature Stands you can also address the customer looking for a complete solution to a specific skin concern. Utilize a Feature Stand to promote your VitaSkin™ solutions or feature a specific collection.



## Top Sellers

Log onto the Éminence Professional Site for the most current list of Awards and Best Selling products.

### Award-Winning Products

Use this custom stamp to leverage the fantastic awards that many Éminence products have received. Place the “Award-Winning” stamp on the product tester or on the first facing retail box so that they stand out on the shelf.

This helps communicate to the customer which products have won awards and in turn, helps drive sales.

Award-Winning



### Best Sellers by Category

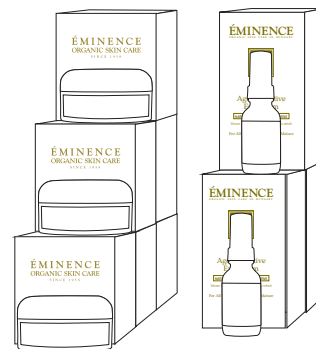
Recommend that the spa use as many of Éminence’s best selling products as possible within their specific planogram. These products have demonstrated the biggest sales potential historically and receive significant marketing support.



## Space Availability

Space availability will often present itself as an issue in a retail environment. Within the Éminence Planogram, a space shortage can be overcome by using the following merchandising best practices:

- Stacking products vertically.
- Tier stacking different products behind each other so that each can still be seen. The wooden posts/clip holders or other products could be used as ‘steps’ as seen on the right.
- Avoiding double facing products if necessary and keeping excess stock off the shelf.



Spa Objections	Solutions
<b>Corporate office won't let me change our shelves</b>	<ul style="list-style-type: none"> <li>• Find out who the decision maker is and organize a meeting to present the benefits to them</li> <li>• Say "give us a month to test the new planogram and we will review after that point"</li> </ul>
<b>All the space is occupied already</b>	<ul style="list-style-type: none"> <li>• Find out what the other brand is offering and do a feature table of something different</li> <li>• Offer to clean up their shelves and reorganize them at the same time</li> <li>• Ask for a trial run—or ask for a feature table</li> <li>• Purchase them a shelf</li> </ul>
<b>All retail is behind glass</b>	<ul style="list-style-type: none"> <li>• If they are concerned about theft suggest a fake camera or display empty boxes instead of ones filled with retail products</li> <li>• Suggest that testers be displayed outside of the glass enclosed shelf (the cost of theft is lower than what is gained by using testers)</li> <li>• Use double-sided tape or velcro to secure the testers if they are worried about theft</li> </ul>
<b>Single esthetician in one room</b>	<ul style="list-style-type: none"> <li>• Divide the room into two experiences—retail space and professional space</li> <li>• Set up feature tables or tester bars</li> <li>• Purchase them a shelf</li> </ul>
<b>I have too much product (see *space availability)</b>	<ul style="list-style-type: none"> <li>• Stack products behind each other</li> <li>• Good opportunity to look at the product they currently have</li> <li>• Rotate products seasonally</li> <li>• The planogram will help your shelves look more organized, especially if you have a lot of product</li> </ul>
<b>I don't have enough product</b>	<ul style="list-style-type: none"> <li>• Good opportunity to look at the product they currently have and create a new order for missing key items (See 'Top Sellers' on page 5)</li> <li>• Opportunity to create a balanced mix of products for the spa</li> <li>• Confirm that their retail matches their back bar</li> </ul>
<b>I don't have enough time</b>	<ul style="list-style-type: none"> <li>• Say "I will do it for you and can educate your staff at the same time"</li> <li>• It's a short investment of time with very big returns—increase in retail sales, etc</li> <li>• Don't worry, it's just part of our ongoing extraordinary customer service</li> <li>• In the end it will save you time when you are restocking shelves</li> </ul>
<b>I don't understand how this will help my business</b>	<ul style="list-style-type: none"> <li>• It reinforces brand message and visibility and ensures brand consistency</li> <li>• Easier for your customers to shop</li> <li>• Easy to use for all staff</li> <li>• Explain the best practices of merchandising</li> <li>• Use statistics on how merchandising is directly related to sales growth</li> </ul>





# The Complete Merchandising Experience



ÉMINENCE  
HANDMADE  
ORGANIC  
SKINCARE OF  
HUNGARY  
SINCE 1958

[www.eminenceorganics.com](http://www.eminenceorganics.com)



If you have space on your shelf use the Sun Defense Tester Display Stand.