

SEMA NEWS MAGAZINE

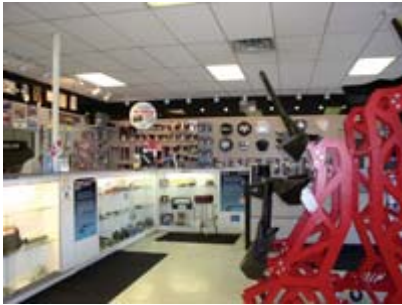
BUSINESS

By Todd Jacobsen

Retail Store Review

Jack-It Inc.—West Valley, Utah

We think Jack-It Inc. of West Valley, Utah, has what it needs esthetically to be a successful store. Consider these tips to help add sales.



Retailers such as Jack-It Inc. know the ins and outs about the products they sell. However, their customers may not always know what they are looking for. Try merchandising the store as if you've never stepped foot in it before. If you make finding merchandise and buying easy for your customers, it will help you up-sell and add more sales.



Windows and natural light can be a valuable commodity for retailers. While it's important for customers outside to know what they'll find inside, be aware of how much light you're blocking by stacking product in the windows. The use of window displays can be a powerful tool for drawing customers, but keep it crisp. Be sure to take advantage of the natural light in your store.



Having subtle cues about the products on display will help lure your customers and answer some general questions about the product without losing the sale.



We continually talk about lighting, as it is a very important tool in selling. Jack-It Inc. uses overhead fluorescent lighting, which can be very flat and dull by itself. The store has made use of directional track lighting to highlight its product display walls and draw the customer's eye.



We also recommend that stores pay attention to the product that is freestanding on the floor. Floor merchandise may move. The bonus to having track lighting in a retail setting is that it is very versatile. Consider adding a track down the center of the shop to cast better light on floor merchandise.



Stocking a lighting display can be difficult. Jack-It's internally lit display cases are the perfect type for showcasing items that you want your customers to inspect. Keeping this area lightly stocked is a challenge, but it will help the items selected to draw more attention.



Jack-It Inc. has done an excellent job of highlighting its products on the wall. The walls are easy to shop and not overly cluttered with miscellaneous merchandise. One possible change is to add category signage and product information to help increase the "shopability" of the walls.