

SALLY BEAUTY

APOLLO REMODEL PLAYBOOK



Sally Beauty

Sally Beauty Holdings is a business whose purpose is to provide our customers with access to high-quality professional beauty products and exceptional customer service. They offer professional beauty products to both retail customers and salon professionals through their 5,000 stores and approximately 820 distributor sales consultants.

Global Company

Sally Beauty Holdings has been in the professional beauty supply business since 1964 when our first store was opened in New Orleans, Louisiana. Today, their annual sales of approximately \$3.9 billion makes them the largest retailer and distributor of professional beauty supplies in the world.

PROJECT OVERVIEW

The continued strength of Sally Beauty is their commitment to growing their business. To achieve sales growth and improve the customer experience, Sally Beauty are implementing multiple initiatives, including but not limited to:

- Expanded Brand Marketing Campaigns
- Digital Commerce Relaunch
- Enhanced Rewards Programs
- New Store and Remodel Initiatives



As part of the remodel initiative, Apollo Retail Specialists will provide a team of highly trained experts to complete a complete four-day remodel in designated Sally Beauty locations.

THE APOLLO COMMITMENT

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SALLY BEAUTY



TEAM LEAD / CONSTRUCTION PRE-WALK

Prior to the start of project, Senior Team Lead and Construction Lead will complete a site walk-through to ensure synchronization of project execution. Topics to review include:

- Project Timeline
- Construction Scope of Work
- Apollo Scope of Work
- Potential Obstacles



Also, please watch all video tutorials prior to starting this project. <http://bit.ly/209EtoU>

EXECUTION OVERVIEW

Let's take a look at what the remodel execution will look like for our team.

The store will be closed during the entire remodel. Because of this, the Apollo team must maintain a high level of efficiency and follow the execution process closely to ensure the store is Grand Open ready on the assigned date.

Below is an overview of the process. Please note that this is subject to change as directed by your Project Manager.

MUST BE COMPLETED ON SPECIFIC DAYS

Prep

FRIDAY AFTERNOON (Team Lead +1)

- Shipment truck arrives between 1p-3p with all necessary project materials (7 pallets).
- Pallets will go directly into POD. Send out a text to Adam Wesley to confirm POD set-up and shipment arrival.
- Team Lead Takes Pictures of POD & updates SmartSheet

Day 1

SUNDAY

- Team Lead will locate POGs and Tag Package
- TL gets keys from store manager including Red Lock Key to unlock hair extensions
- Team compares store merchandising plan with current measurements for all wall units.
- Team will tear down the existing fixtures behind the cash wrap and throw it away.
- TL will assign merchandiser to separate the tags and POGS and place in the appropriate file in hard-case file box.
- Team Lead posts Category Sign-Off Sheet on the front window next to the front door.
- Team Lead Updates SmartSheet

TO BE COMPLETED THROUGHOUT REMODEL

Day Shift

- Helpful hint! Most stores are laid out to where best course of action for Sunday Day is to box up Multicultural, Hair solutions, and Clippers then transfer cosmetics, lashes, nail, and nail sundries.
- Modify gondola height.
- Replace peg board.
- Install bump outs.
- Install Drybar holders if applicable to store.
- Install Wayfinder holders and signage.
- Install dress kits.
- Install signage according to Sally Beauty signage guide
- Update SmartSheet

EXECUTION OVERVIEW

After Day 1, now the fun begins... Let's start merchandising!

Day
2-4

MONDAY – WEDNESDAY DAY

- Follow Team Lead direction of store-specific tasks
- Team Lead Updates SmartSheet daily.

Day
4

WEDNESDAY DAY

- Team Lead to review all sections for completion
- Everyone (TL & Team) preps for Thursday's Final Walk Through
- Team Lead to place final order any missing parts, fixtures and/or signage.
- Go through ALL NOP BOXES and 100% verify that it truly doesn't belong on the shelf.
- Team Lead Updates SmartSheet.
- Secure all materials in POD for Thursday transfer.

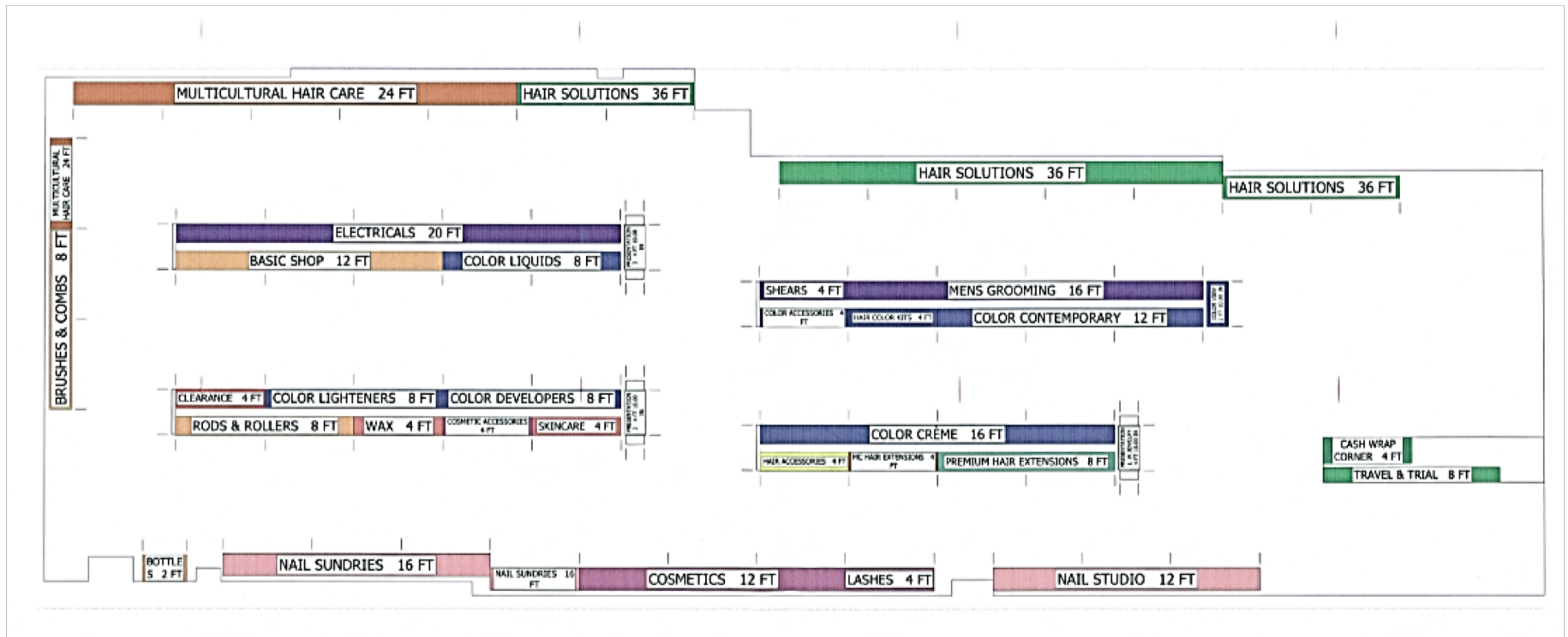
Day
5

THURSDAY MORNING (Team Lead + 1)

- Manager Walk Through starts at 8:00AM.
- Review section by section with Manager and complete the store check-off list.
- Turn in store keys.
- Team Lead Updates SmartSheet.



FLOORPLAN EXAMPLE




Floorplan subject to change based on individual location.

PLANOGRAM (POG) AND SHELF TAG EXAMPLE

SALLY BEAUTY Planogram : 6863, BASIC
SHOP_12_72_10_CONCEPT_GONDOLA_RIGHT Page: 3 of 6
Live Date - 7/24/2019
Confidential


Segment: 1 of 3



SKU Listing	SKU	Legacy ID	DESCRIPTION	SIZE	NEW
1	12400	ZOT 874	ZOT 874 TEXTURE SHAMPOO	EA	
2	12402	ZOT 874	ZOT 874 COLOR TREATED	EA	
3	496710	POD	QUANTUM ECO ULTRA FIRM	GOLD	
4	496715	POD	QUANTUM EXTRA BODY SILVER	EA	
5	496718	POD	QUANTUM ACID CLASSIC BODY	RED	
6	496719	POD	QUANTUM FIRM OPTIONS BLUE	EA	
7	12401	ZOT	ACCLIAN ACIDY ACID YELLOW	EA	
8	504101	SVC	PROFESSIONAL SALON COOL-RENFOR	APT	
9	504103	SVC	PROFESSIONAL 100% COTTON	APT	
10	320899	ION	KERATIN SMOOTHING TREATMENT KIT	EACH	
11	210288	SC	ROY'S SUPERBOND STYLING CAPS	EACH	
12	210291	SC	ROY'S SHAMPOO CAPS	3PK/24	
13	210293	SC	PVC SHAMPOO CAPS ROSE GOLD	3PK/24	
14	210294	SC	PVC SHAMPOO CAPS BLUE	3PK/24	
15	210295	SC	PVC SHAMPOO CAPS BLACK	EA	
16	210297	SC	VINTAGE BAMBINO CAPS GOLD	EA	
17	210299	SC	VINTAGE BAMBINO CAPS BLACK	EA	
18	210300	SC	MINI-TOUNDED EYES MIRROR	EACH	
19	210301	SC	MINI-TOUNDED EYES MIRROR	EACH	
20	210302	SC	MINI-TOUNDED EYES MIRROR	EACH	
21	210303	SC	MINI-TOUNDED EYES MIRROR	EACH	
22	210304	SC	MINI-TOUNDED EYES MIRROR	EACH	
23	210305	SC	MINI-TOUNDED EYES MIRROR	EACH	
24	210306	SC	MINI-TOUNDED EYES MIRROR	EACH	
25	210307	SC	MINI-TOUNDED EYES MIRROR	EACH	
26	210308	SC	MINI-TOUNDED EYES MIRROR	EACH	
27	210309	SC	MINI-TOUNDED EYES MIRROR	EACH	
28	210310	SC	MINI-TOUNDED EYES MIRROR	EACH	
29	210311	SC	MINI-TOUNDED EYES MIRROR	EACH	
30	210312	SC	MINI-TOUNDED EYES MIRROR	EACH	
31	210313	SC	MINI-TOUNDED EYES MIRROR	EACH	
32	210314	SC	MINI-TOUNDED EYES MIRROR	EACH	
33	210315	SC	MINI-TOUNDED EYES MIRROR	EACH	
34	210316	SC	MINI-TOUNDED EYES MIRROR	EACH	
35	210317	SC	MINI-TOUNDED EYES MIRROR	EACH	
36	210318	SC	MINI-TOUNDED EYES MIRROR	EACH	
37	210319	SC	MINI-TOUNDED EYES MIRROR	EACH	
38	210320	SC	MINI-TOUNDED EYES MIRROR	EACH	
39	210321	SC	MINI-TOUNDED EYES MIRROR	EACH	
40	210322	SC	MINI-TOUNDED EYES MIRROR	EACH	
41	210323	SC	MINI-TOUNDED EYES MIRROR	EACH	
42	210324	SC	MINI-TOUNDED EYES MIRROR	EACH	
43	210325	SC	MINI-TOUNDED EYES MIRROR	EACH	
44	210326	SC	MINI-TOUNDED EYES MIRROR	EACH	
45	210327	SC	MINI-TOUNDED EYES MIRROR	EACH	
46	210328	SC	MINI-TOUNDED EYES MIRROR	EACH	
47	210329	SC	MINI-TOUNDED EYES MIRROR	EACH	
48	210330	SC	MINI-TOUNDED EYES MIRROR	EACH	

SALLY BEAUTY Planogram : 6863, BASIC
SHOP_12_72_10_CONCEPT_GONDOLA_RIGHT Page: 5 of 6
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SKU Listing	SKU	Legacy ID	DESCRIPTION	SIZE	NEW
49	210331	SC	MINI-TOUNDED EYES MIRROR	EACH	
50	210332	SC	MINI-TOUNDED EYES MIRROR	EACH	
51	210333	SC	MINI-TOUNDED EYES MIRROR	EACH	
52	210334	SC	MINI-TOUNDED EYES MIRROR	EACH	
53	210335	SC	MINI-TOUNDED EYES MIRROR	EACH	
54	210336	SC	MINI-TOUNDED EYES MIRROR	EACH	
55	210337	SC	MINI-TOUNDED EYES MIRROR	EACH	
56	210338	SC	MINI-TOUNDED EYES MIRROR	EACH	
57	210339	SC	MINI-TOUNDED EYES MIRROR	EACH	
58	210340	SC	MINI-TOUNDED EYES MIRROR	EACH	
59	210341	SC	MINI-TOUNDED EYES MIRROR	EACH	
60	210342	SC	MINI-TOUNDED EYES MIRROR	EACH	
61	210343	SC	MINI-TOUNDED EYES MIRROR	EACH	
62	210344	SC	MINI-TOUNDED EYES MIRROR	EACH	
63	210345	SC	MINI-TOUNDED EYES MIRROR	EACH	
64	210346	SC	MINI-TOUNDED EYES MIRROR	EACH	
65	210347	SC	MINI-TOUNDED EYES MIRROR	EACH	
66	210348	SC	MINI-TOUNDED EYES MIRROR	EACH	
67	210349	SC	MINI-TOUNDED EYES MIRROR	EACH	
68	210350	SC	MINI-TOUNDED EYES MIRROR	EACH	
69	210351	SC	MINI-TOUNDED EYES MIRROR	EACH	
70	210352	SC	MINI-TOUNDED EYES MIRROR	EACH	
71	210353	SC	MINI-TOUNDED EYES MIRROR	EACH	
72	210354	SC	MINI-TOUNDED EYES MIRROR	EACH	
73	210355	SC	MINI-TOUNDED EYES MIRROR	EACH	
74	210356	SC	MINI-TOUNDED EYES MIRROR	EACH	
75	210357	SC	MINI-TOUNDED EYES MIRROR	EACH	
76	210358	SC	MINI-TOUNDED EYES MIRROR	EACH	
77	210359	SC	MINI-TOUNDED EYES MIRROR	EACH	
78	210360	SC	MINI-TOUNDED EYES MIRROR	EACH	
79	210361	SC	MINI-TOUNDED EYES MIRROR	EACH	
80	210362	SC	MINI-TOUNDED EYES MIRROR	EACH	
81	210363	SC	MINI-TOUNDED EYES MIRROR	EACH	
82	210364	SC	MINI-TOUNDED EYES MIRROR	EACH	
83	210365	SC	MINI-TOUNDED EYES MIRROR	EACH	
84	210366	SC	MINI-TOUNDED EYES MIRROR	EACH	
85	210367	SC	MINI-TOUNDED EYES MIRROR	EACH	
86	210368	SC	MINI-TOUNDED EYES MIRROR	EACH	
87	210369	SC	MINI-TOUNDED EYES MIRROR	EACH	
88	210370	SC	MINI-TOUNDED EYES MIRROR	EACH	
89	210371	SC	MINI-TOUNDED EYES MIRROR	EACH	
90	210372	SC	MINI-TOUNDED EYES MIRROR	EACH	
91	210373	SC	MINI-TOUNDED EYES MIRROR	EACH	
92	210374	SC	MINI-TOUNDED EYES MIRROR	EACH	
93	210375	SC	MINI-TOUNDED EYES MIRROR	EACH	
94	210376	SC	MINI-TOUNDED EYES MIRROR	EACH	
95	210377	SC	MINI-TOUNDED EYES MIRROR	EACH	
96	210378	SC	MINI-TOUNDED EYES MIRROR	EACH	
97	210379	SC	MINI-TOUNDED EYES MIRROR	EACH	
98	210380	SC	MINI-TOUNDED EYES MIRROR	EACH	
99	210381	SC	MINI-TOUNDED EYES MIRROR	EACH	
100	210382	SC	MINI-TOUNDED EYES MIRROR	EACH	

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Overview of Entire Planogram



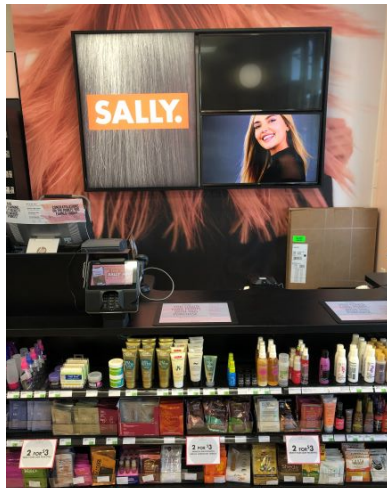
BEGIN: PLAN-G-UIDE 102319
STORE 10686

BACSH12GX BASE	292300 KIN BARBICIDE FOIL SHEETS FL 30CT	466100 KIN SHINE POLY SOLIS FOIL 300 SHEET	292524 KIN CARE PROF. MANKIN EACH	200201 BWT FORM HEADS (MUS) 19 INCH	292096 KIN BARBICIDE JAR 37OZ EACH
292095 KIN BARBICIDE WIPES 18X21 EACH	585010 KIN BARBICIDE LIQUID 16OZ 16 OZ	585014 KIN BARBICIDE LIQUID 12 1/2 GAL	585016 KIN BARBICIDE JAR 37OZ JAR	292176 KIN CARE EXFOLIANT 8 OZ	407302 KIN CARE DEEP CLEANER 2OZ
585020 KIN BARBICIDE WIPES 18X21 180 PK	585030 KIN SHINE COMBIBUSH 38	320956 SEA BREEZE GAL	163200 KIN CARE PURE ACETONE GAL GAL	163370 KIN CARE ACETONE GAL GAL	160100 KIN CARE PURE ACETONE GAL 2OZ
160200 KIN CARE PURE ACETONE GAL GAL	120304 KIN CARE HONEY ALMOND SHAMPOO GAL	120364 KIN CARE HONEY ALMOND CONDITIONER GAL	120294 KIN CARE WHITE TEA 4 SHOWER SHAM GAL	120296 KIN CARE WHITE TEA SHOWER SHAM GAL	496396 KIN CARE CLEAR SHAMPOO GAL
496394 KIN CARE WHITENING SHAMPOO GALLON	496289 KIN CARE MOST CARG-FOR CLEANER GAL	496392 KIN CARE DAILY CLEAN SHAMPOO GALLON	292020 KIN CARE STEEL WOOL 1PK	418150 KIN CARE CLEAR HAIRPEACE HAIR 1X3 OZ	
			BACSH12GX SHELF ?		

Planograms and Shelf Tags will be provided by Sally Beauty prior to project start date.

Front End / Counter

- Impulse Items
- Merchandise to planogram
- Shelf Dividers
- Promotional Area



Nail and Cosmetics Wall

- Multiple pusher trays and specialty acrylic displays in the section.
- Product PDQs
- Special Lash Wall Installation
- Nail and Cosmetic 2ft sections vs. standard 4ft section



Hair Extensions and Accessories

- Hair Extension Bumpout
- Cross Bars for Hair Extensions and Hair Accessories
- Specialty Brush and Comb Acrylic Trays and Holders
- Product Signage Throughout Section



PLANOGRAM HIGHLIGHTS

**See Appendix for additional photos and highlights*

Hair Color and Chemicals

- Large Black Shelf Channels with POP Signage
- Product Dividers
- Color Swatches Throughout Section
- Hair Color swatches will arrive in two boxes. Find and secure until ready to set sections.



Appliances

- Acrylic Appliance Holders Installing
- Product Signage and Sign Holders
- Peg Board Cover



Hair Care

- Largest Product Category
- Labor Intensive Shelf-tagging
- Heavy Shelved / Minimal Pegged Product
- Shelf dress kit



PLANOGRAM HIGHLIGHTS

**See Appendix for additional photos and highlights*

REMODEL MATERIALS / SUPPLIES

- ✓ **Steel and Small Wares** One shipment delivered the Friday before the remodel.
- ✓ **Marketing** In Friday shipment. Retain in safe location until use.
- ✓ **Planograms (POGs)** Linked to Smart Sheets. Hardcopy and merchandising layout and full set of tags are DSD to drop the Friday prior to start.
- ✓ **Shelf Tags** Maintain in file box with tags. Add to applicable section with planogram when ready to tag.
- ✓ **Specialty Displays**
 - Existing: Pack, mark and store with appropriate sections.
 - New: Stage/install on appropriate shift.



APOLLO REMODEL SUPPLIES



Team should have on hand:

- Box Cutters (approx. 8)
- Rubber Mallet
- Allen Wrench (multiple sized)
- Screwdrivers (multiple sizes)

Apollo/Sally will supply;

- Black Markers (approx. 6)
- Boxes (15 med, 75 small on avg)
- Box Tape and Tape Gun
- Scotch Tape
- Double Sided Tape
- Hard-Case File Box
- Painter's Tape
- Rubber bands
- Envelopes
- Rolling Utility Cart

SITE DE-MERCHANDISING

- De-merchandise into boxes and label box using template by category, bay number, and shelf number
- If you can transfer products to new open section, you will not need to box up merchandise.

DO NOT PACK:

- Hair Color Trays can be transferred rather than packed. See page 19.
- No need to de-merchandise lash wall



BACKROOM UPON COMPLETION



- Mark all NOP boxes using provided template and painter's tape
- If it's an "overstock" box, put painter's tape on and write "Overstock"
- This is what the backroom will look like upon completion of the project

NOT ON PLANOGRAM (POG)

CATEGORY: _____

(REFER TO CATEGORY LIST - HAIR CARE, ELECTRICALS ET. PACKED BY) _____

Sign holder “Boots”



- Do not discard!
- The old boots are beige, not black.
- Save both as they will not be reordered.

Nail Trays, Cosmetic Trays, Cosmetic Back wall



- Do not discard any cosmetic or nail trays, bins, pusher trays, & top caps.
- Leave on wall until ready to transfer to new location – use best trays for new location
- Pack and save any extra nail trays for future use by store

Acrylic & Vac Form displays



- Do not throw out ANYTHING acrylic – bins and vac form displays.
- Pack & Identify & Mark with the POG/Section code
- Store in POD for reuse.
- Double Decker acrylic product holders: **If not on POG – Save, DO NOT USE!**

DO NOT DISCARD

COSMETIC BACKWALL

Save everything!

New cosmetic set will be shorter than current set. The existing bottom portion of the back wall will be reused. New tops come with supplies.



GONDOLA EXTENSION

Extenders will go on all of gondolas with exception of the first 8 feet of two rows. Please [watch the video](#) to see how to add extenders.



HAIR COLOR PACKING / MOVING

Product can be moved on Brand supplied trays for transfer to new locations rather than packing in boxes



DE-MERCHANDISING LASH WALL



- Leave product on original peg board and leave in place until transfer.
- Use “Pac Man” stoppers to hold product on pegs while moving the peg board.
- Once lash wall is installed, transfer product from original peg onboard to new lash wall per the planogram.

LASH WALL INSTALLATION

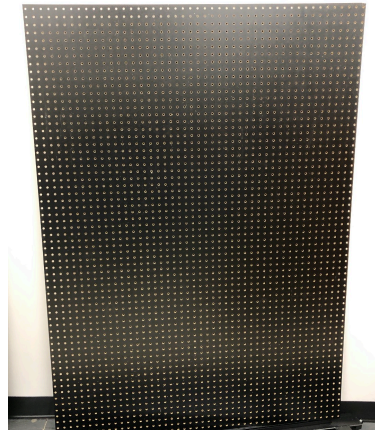
A special 4ft wall called a “bump out” will be built to highlight the lash category.

A team of two is required for build and installation.

Helpful hint: During tear down, keep the lash product on the existing peg board and leave in place until ready to merchandise. This will make it easier to transfer the product to the new bump out.



Step
1



LASH WALL BUMP OUT

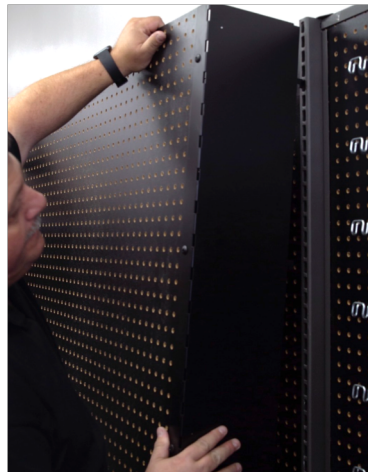
Step
2



Step
3



Step
4



INSTALLATION

Hardware

- ✓ Right and Left Side Panel
- ✓ 4ft Front Peg Board
- ✓ Screwdriver
- ✓ Nuts and Bolts

Bump Out Build

Step 1: Locate the 2 side panels and front peg board.

Step 2: Using appropriate hardware, install each side panel with the lip of each side panel facing out.

Step 3: Secure hardware.

Step 4: Align bump out to the top and secure in place.

Watch video [here](#).

SHELF DRESS KIT



- Shelf Dressing goes on shelves in select sections only. Defer to Team Lead.
- Prep shelf by cleaning with spray and microfiber towel
- Peel and Stick the black dressing onto the clean shelf

WAYFINDER SIGNAGE

WAYFINDER SIGNS		
ACCESSORIES	ANTI-FRIZZ	ARDELL
ARDELL	ARTIFICIAL NAILS	BOTTLES
BRUSHES	CHINA GLAZE	CLEANER
CLEARANCE	CLIPS & PINS	COLOR PROTECT
COLLAR	COMBS	DRYERS
FACE MASKS	EMULSIONS	HAIR ACCESSORIES
HAIR REMOVAL	JEWELRY	LASHES
MARBLELINE	MOTIFURZLER	MOISTURIZERS
MORGAN TAYLOR	NAIL ACCESSORIES	SELF-TANNER
OPI	OPI	MORGAN TAYLOR
REPAIR	ROUND BRUSHES	DETANGLING BRUSHES
STYLE & FINISH	TEXTURED HAIR SOLUTIONS	VENTED BRUSHES
VOLUME	ZOTEPA	ZOTEPA



- Now use velcro to install on top of gondola cap
- Follow marketing guide for placement

Shelf Tag Cover

- Thin plastic material
- Place over shelf tags
- Store will receive four boxes from Beemak Plastics.



Clear Extrusions Shelf Channel

- Clicks into edge of 4ft shelf
- Slide shelf tag behind outermost plastic layer
- Primarily used for Salon Care and bulk items.



Black Extrusions Shelf Channel

- POP insert
- Sliding channel for hair color sample
- Requires hardware for installation
- Primarily used in hair color
- There are black and clear excursions



SHELF CHANNELS

Refer to Sally Beauty Signage Guide for specific direction

SHELF TAGGING



- Organize POG and new tags in hard-case file box as shown in picture. .
- Remove existing shelf tags from floor and organize with rubber bands then place in envelope and file in folder. This will help expedite tagging process later.



SHELF TAGGING

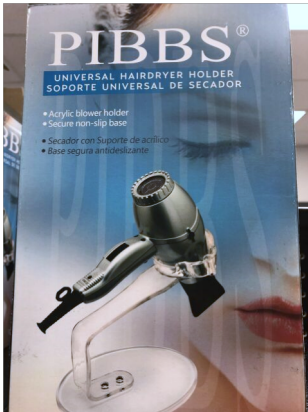


DO NOT DO THIS!



- Before tagging shelf, install black shelf channel dressing
- Use tags from envelope to expedite tagging process. Fill in new/missing tags from full tag set found in file folder and left-justify the tags on the channel dressing.
- After tagging, add clear channel strip on top of labels.

STYLING TOOL DISPLAY INSTALLATION



Locate the PIBBS display boxes and stage in the 8ft appliance section as noted on the floorplan.

When ready to set, open each box and pull out the acrylic display holder and hardware.

Note: discard to flat acrylic base as this will not be used.

Using the hardware provided, install each display approx. 10 peg holes apart per the planogram. Only one screw is necessary.

Once displays are installed, discard the empty boxes.

STYLING TOOL DISPLAY INSTALLATION



Once acrylic displays are installed, complete the planogram, install shelf channels and applicable signage per the Sally Beauty Store Signing Guide.



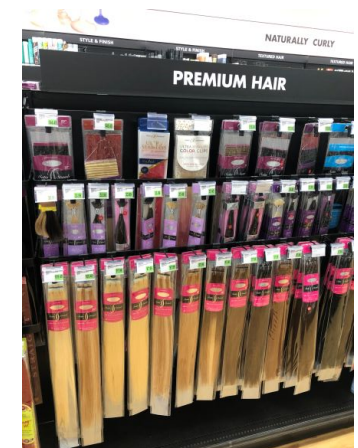
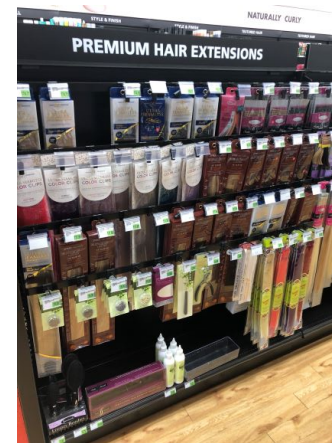
HAIR EXTENSION PEG HOOKS



The Hair Extension section involves a “waterfall” effect by using a crossbar system to accommodate a variety of styles, colors and lengths.

Prior to setting the 4ft section, locate the applicable hardware and set per planogram before adding product.

Note: Team Lead must retrieve the “red lock key” from store manager to change current silver crossbars to new black crossbars.



NEW DIVIDERS INSTALLATION



Peel and stick Plastic rail and snap in dividers.
Now used for color as well as cash wrap.



New dividers for Cash-Wrap Corner top display. Cut to size, peel and stick

HAIR COLOR SAMPLES



Hair color samples are provided to show the customer the expected outcome of a particular color.

Hair color samples will be secured in the larger shelf channel in front of the applicable box of color.

Helpful hint: Located the box of hair color sample at the beginning of remodel, label the box and place in a secure location. Samples are in one brown box that could get lost during the remodel process.

HAIR COLOR SWATCHES

Hair Color Swatches Installation

Match the swatch to the brand name and color number on the box.

Layout each sample to the POG; however, DO NOT install.

Once samples are layout to POG, slide each sample into the shelf channel starting from left to right.



PRESENTATION ENDCAPS

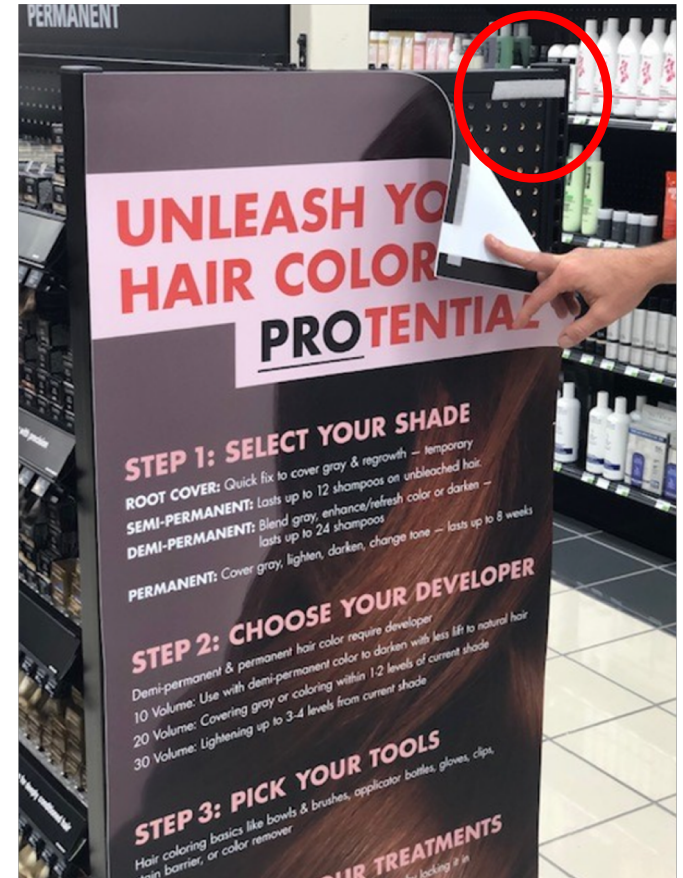
Endcaps = Presentation

“Presentation 1,2,3” are listed on bottom of floor plan. Layouts are actually part of graphic packs found within Marketing materials

Watch Endcap video [here](#).



Power wings attached to endcaps should be installed level with base deck/bottom shelf.



These signs are magnetic. The magnets do not work and the sign must be installed with Velcro. Velcro may or may not be in the Marketing Box. Be prepared to supply Velcro, just in case. (See supplies list).

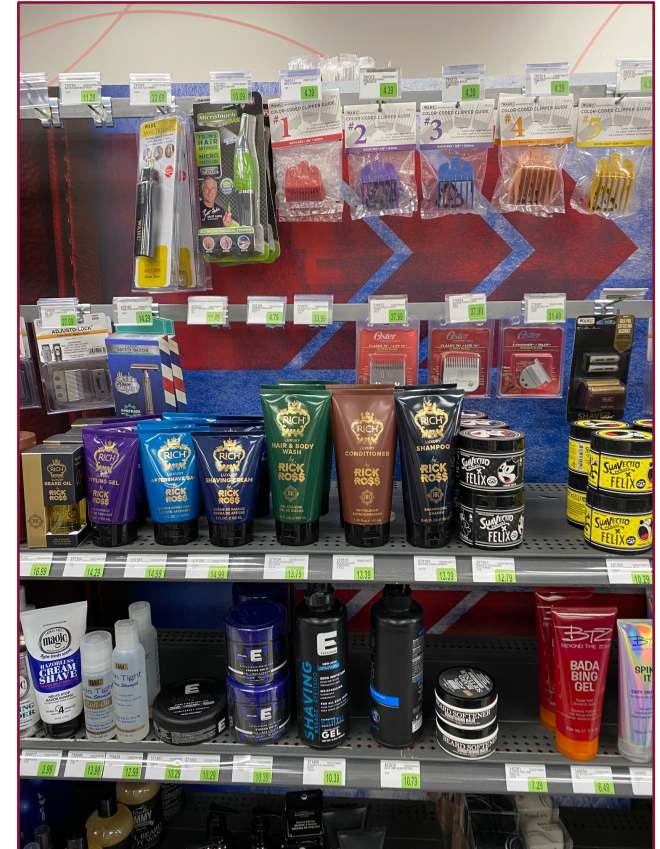
NEW BARBER SIGNAGE



New Barber signage will come separate from other marketing materials until integrated into the shipments.



Floor cling.

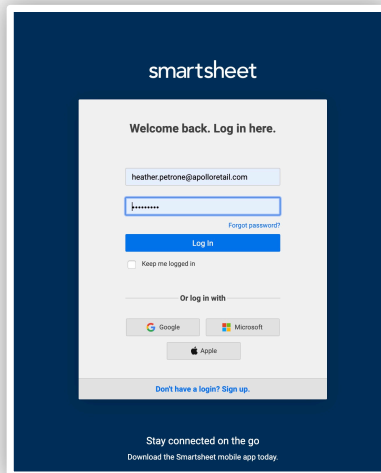


Back wall paper

Install peg items using rails and rail pegs

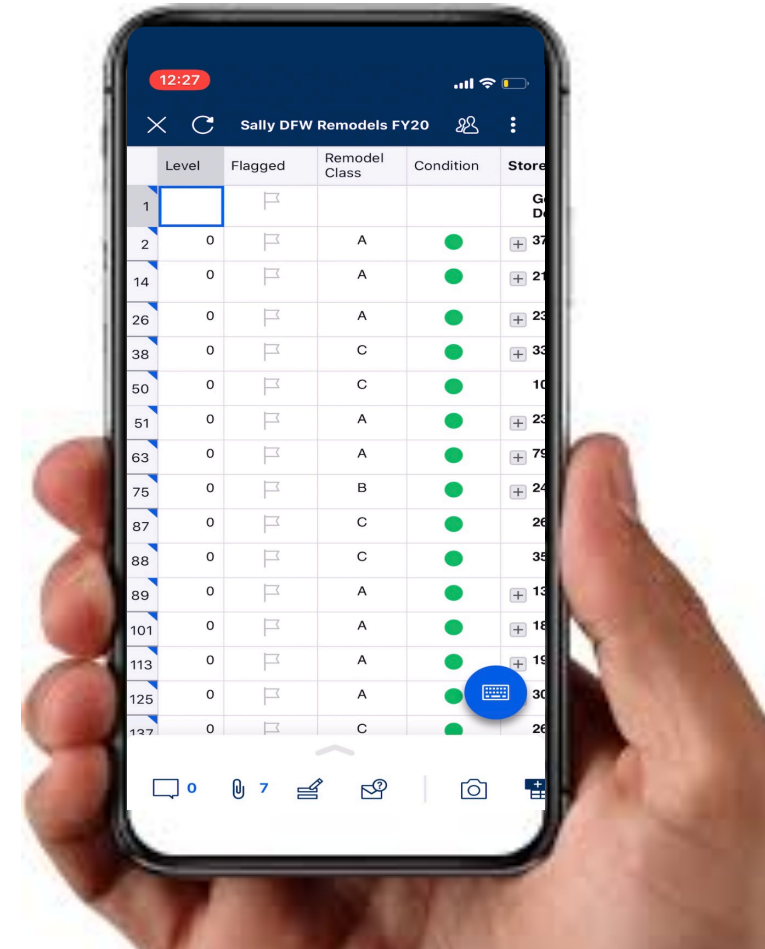
TEAM LEAD REPORTING & SMARTSHEET INFORMATION

- The Project Manager will give you SmartSheet access to via your “arsconnects” email. You will need to create an account to access. To learn how to use Smartsheet and upload photos, [check out the videos on the Sally Video Playlist](#).



What docs are in Smartsheet?

- POGs
- Merchandising Layout
- NOP Label
- Graphic Layout (it will be there soon)
- Final Punch List
- Sunday Day Manager Walkthrough Document
- RRD Parts List



TEAM LEAD CALLOUTS



- Report via Smart Sheets as POG's are complete with photo verification.
- Prepare all assignments prior to arrival and start of shift.
- Provide two 15 minutes paid breaks and one 30 minutes unpaid lunch each shift.
- Maintain site key control at all times.
- Maintain POD at all times. PODS get picked up on Thursday and transferred to other store, so the PODS need to be ready by end of shift Wednesday. Make sure Apollo supply material and extra remodel material is secure in POS for transport by strapping materials down.
- Must post Sally Beauty Category Sign off sheet on front door by end of shift on Sunday (see next page)
- Store walk with manager and/or Sally DM every Thursday at 8A.

CATEGORY SIGN OFF SHEET

Must post Sally Beauty Category Sign off sheet on front door by Sunday end of shift

Category	Description	Night Completed	Apollo Lead Sign Off	Store OPS Sign Off	Notes
A	Skincare & Eye Care				
B	Shampoo				
C	Conditioner				
D	Dyeing				
E	Hair Care				
F	Multi-Cultural, Lashes & Nail Care				
G	Multi-Cultural Pedicure				
H	Multi-Cultural Pedicure				
I	Waxes				
J	Consults				
K	Consults, Accessories, Skincare & Styling				
L	Hair Accessories, Headwear & Jewelry				
M	Shower & Shower				
N	Shower & Towel				
O	Shower				
P	Shower Supplies				
Q	Shower & Towel				
R	Shower & Towel				
S	Hair Care				
T	Shower				
U	Hair Towel				
V	Hair Towel				
W	Hair Towel				
X	Hair Towel				
Y	Hair Towel				
Z	Hair Towel, Capes & Aprons				

Any Questions:
Please Call Adam Wesley
813-557-0961



SUNDAY

TEAM LEAD / MANAGER WALKTHROUGH

- Product Pull Instructions
- Apollo to pull and box up merchandise with yellow dot or “last chance” on bottom left corner of tag
- Neatly organized product in carton by category
- Pull Tag from Shelf
- Tape NOT ON PLANOGRAM NOP label on outside of each carton
- Damaged Products labeled “Damages” on box
- Sally manager will show Apollo lead the cart with Marketing and Cleaning supplies
- Confirm with Apollo when a full category is set.



FINAL TEAM LEAD / MANAGER WALKTHROUGH

Lead will walk through and get answers to the check list listed here...



Store #:		Set Up Crew:	•	•					
		Set Up Crew:	•	•					
District leader:	.	Completion Date:							
								Yes	No
Is the Sales area shelving installed per floor plan and properly leveled?									
Have all categories been merchandised to current P.O.G.'s per floor plan?									
All sections labeled 100%?									
All label covers installed 100%?									
Have all shelf liners been installed in designated areas?									
Have all black strips been installed in shelf channels in designated areas?									
Have the clear extrusion (graphic holders) been installed in there designated areas?									
Have all graphics been installed on clear extrusions?									
Have all nail polish trays been installed?									
Have all cosmetic displays been installed?									
Has all wall perimeter signage been installed?									
Has all wayfinding signs been installed on the "low gondolas"?									
Has all wayfinding blades been installed?									
Has "cashwrap" signage been installed?									
Has "low to high" gondola signage been installed?									
Has backing for appliances been installed?									
Have all acrylic holders been installed in dryer bar?									
Have the info cards for displayed appliances been received?									
Have all acrylic card holders been installed in appliances?									
Have all hair color extrusions been installed?									
Have all graphics been installed on hair color extrusions?									
Have all hair color dividers been installed?									
Have all hair color swatches been installed?									
Has the lash bump out and pegboard been installed?									
Have all "white" grids been changed out to "black" grids?									
Have all end cap presentations been set to current POG?									
Have all end cap signage been set to current POG?									
Stockroom area organized? (overstock on shelves and/or boxes?)									
Has NOP merchandise been boxed and labeled properly?									
Have all pictures been taken prior to leaving store?									
Have store keys been returned to store manager prior to departure?									
District Leader or Store Manager Signature:									
Comments:									

GLOSSARY OF TERMS

A Acrylic Drybar Holder: clear acrylic holders that hold hair dryers on shelf for product display (See pic, p.41)

B Boots: old boots are beige. New boots are black. Save both as they will not be re-ordered. (See Pic, p.41)

Bump out: metal fixture that protrudes out.

C Cashwrap: check out counter

D Dress Kit: Kit used to convert the gray metal fixture to black

Dividers: Clear acrylic inserts that divide product on shelf.

E Extenders: Metal rails that help extend the gondola height to accommodate more products. (See pic, p.41)

Extrusions: Black or Clear plastic covers that attach over the shelf strip (See Pic, p.41)

G Gondola: a freestanding fixture used by retailers to display merchandise. It is the primary display feature used in most stores. Consists of a base, a vertical wall and a number of selves that are divided into sections (typically 3 ft or 4ft sections) to which shelving is added. High Profile: a gondola that is 78" or taller. Low Profile: a gondola that is normally 48" or 64" tall.

Grids: Metal wiring on fixture that holds products with grid hooks. (See picture, p.41)

P Perimeter Signage: Known to some as Focal Points. These are category signs hung on the perimeter walls of the store to direct customers to key areas.

Peg Board: material (such as fiberboard) with regularly spaced perforations into which hooks may be inserted for the storage or display of articles.

GLOSSARY OF TERMS

PDQ: “Pretty Darn Quick” – display is a point-of-sale tray, bin or rack that is lightweight (usually cardboard) and easy to install. It is small and typically found near checkout counter.

POD: “Portable on-demand storage” - a locked portable container used for storage on-site.

POG: A diagram of a shelf, a section or department in a store showing the number of facings and shelf position for every item or group of products. You may also hear them referred to as schematics.

Power Wings: Metal product racks that hang on end caps. (See Picture on Page 41)

S Signage Guide: this is a visual reference for the installation of wayfinding signs, aisle blades, and other various signs and can be found in a folder through the Sally SmartSheet link.

Smartsheet: is a software as a service (SaaS) offering for collaboration and work management, developed and marketed by **Smartsheet** Inc. It is used to assign tasks, track project progress, manage calendars, share documents, and manage other work, using a tabular user interface. All Team Leads should have access to the Sally SmartSheet. An email invitation will be sent to your work email to access the Smartsheet folders/files.

Snap Rails: Metal rail that attaches to fixture and holds product with grid hooks (See Pic, Slide 41)

W Wayfinder: Marketing signage that directs customer to product section

V Vac Form Display: “Vacuum Forming” a packaging tray that is vacuum formed to hold products such as nail polish.



PHOTO APPENDIX



GLOSSARY PHOTOS



Grid



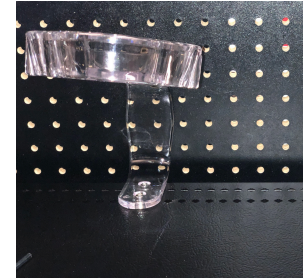
Power Wing



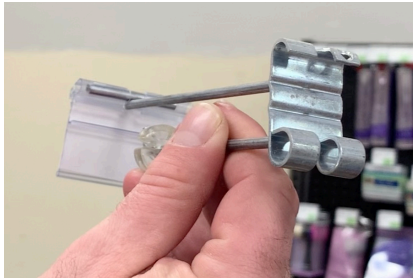
Cosmetic Rails



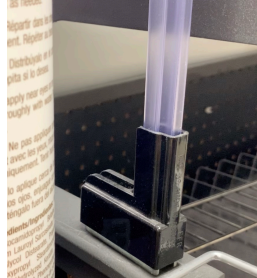
Cosmetic Back Panel



Acrylic Drybar Holder



Grid Hook



Boots



Black Extrusion



Clear Extrusion
(use marketing signage guide for
correct excursion placement)



Snap Rail



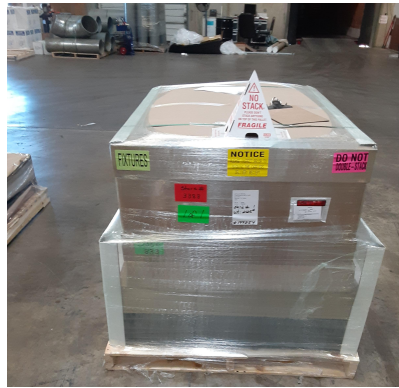
Vac Form Examples

DELIVERY PHOTOS

There are 7 Total Pallets



Cash Wrap Countertop



Streeter Pallet that contains all fixtures



Cash wrap corner unit



Sally Marketing Signage
From RRD



Cash Wrap Bottom Unit in Halves
There are two of these Pallets
(Left Half & Right Half)



Sally Remodel Supplies with
Inventory Sheet

DELIVERY PHOTOS



Box for Clear Shelf Tag Covers



For small Wayfinder Signs
Smaller Shelves for Cash Wrap



Bump Out Screws – DO NOT LOSE!



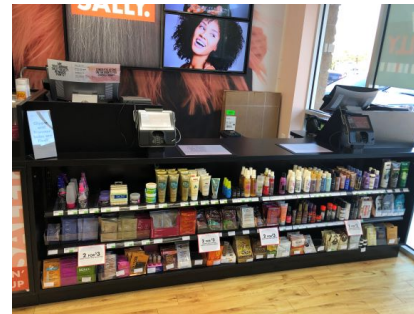
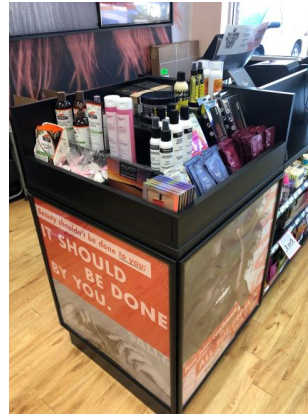
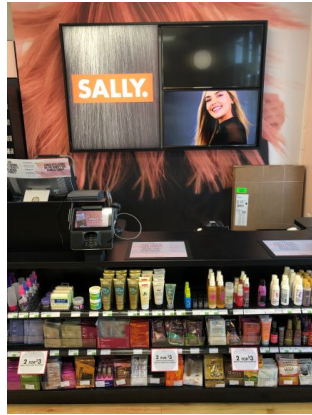
Fixturing for Wayfinder Signs-
Smaller ones on top, larger on bottom



Peg Board Dividers on Left
Extensions with Rails on Right

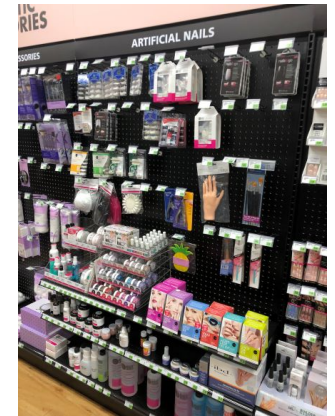
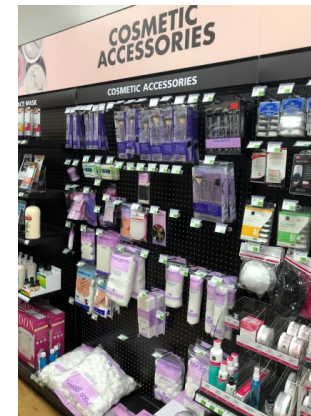
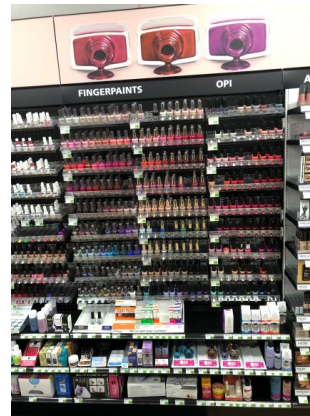
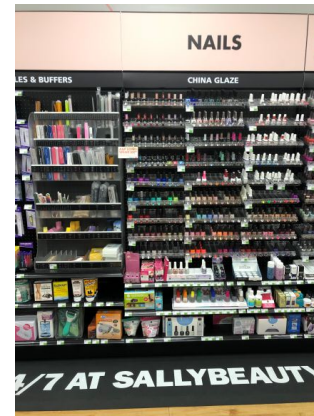
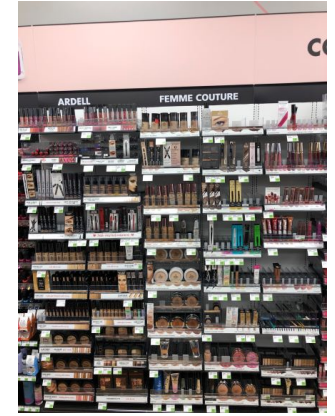
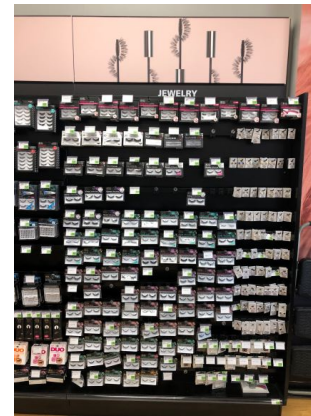
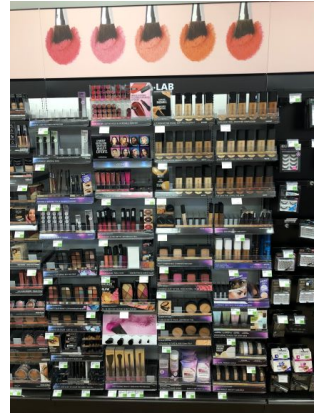
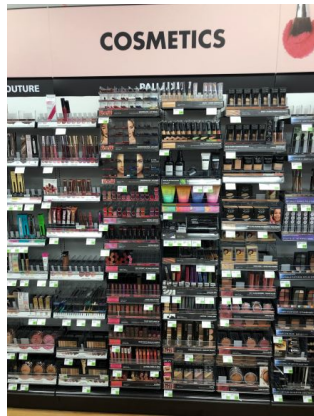


Bump Out Fixturing

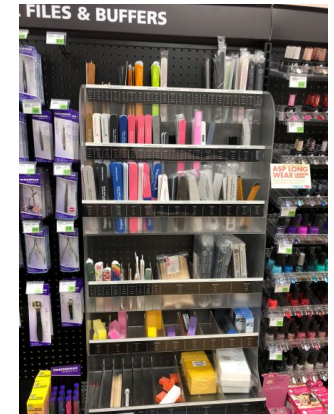
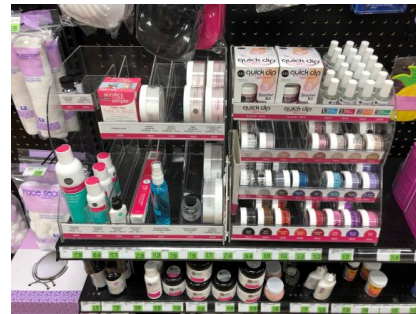
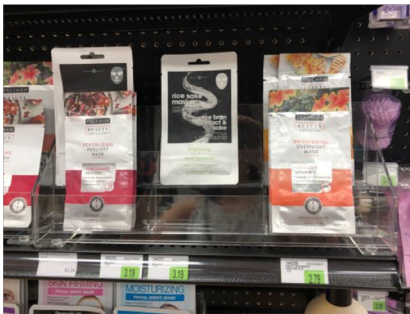
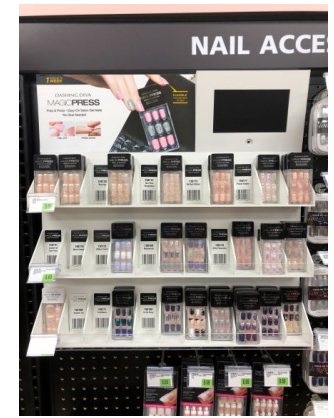
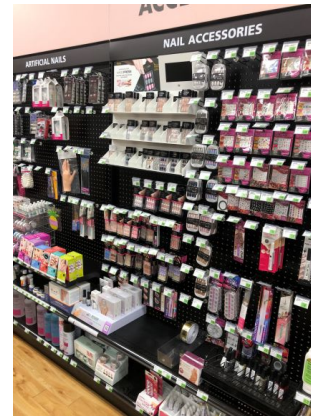


CASH WRAP / COUNTER CORNER

- YOU MUST cut to size, peel and stick **new dividers** for corner top display !!!!

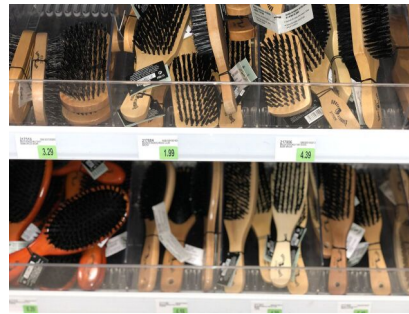
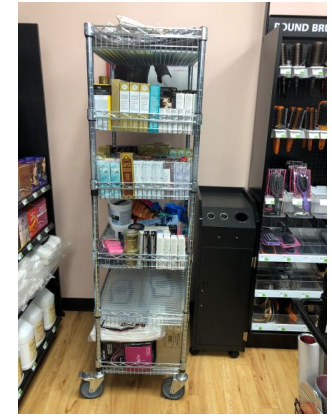
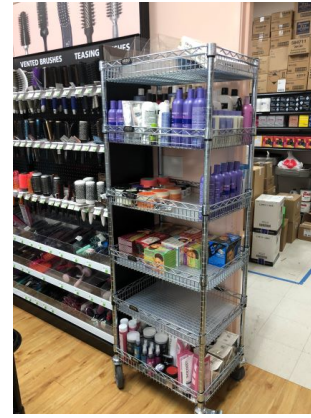
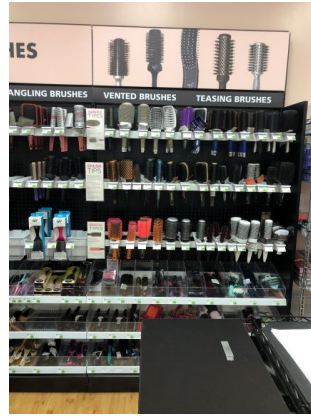
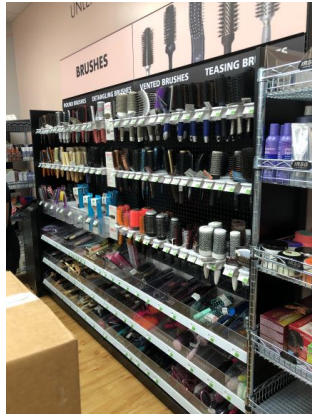
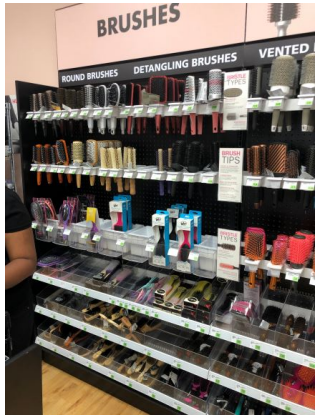


NAIL CARE AND COSMETICS

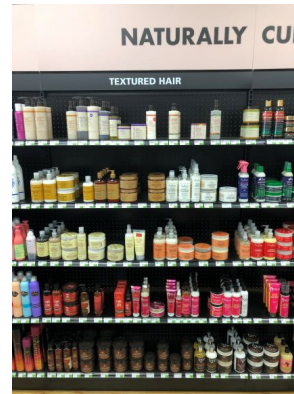


NAIL CARE AND COSMETICS

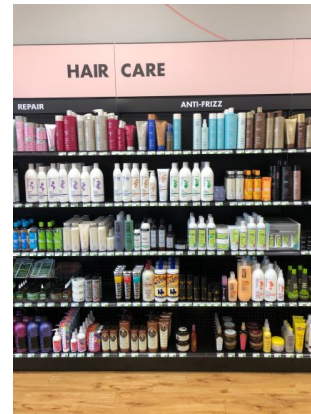
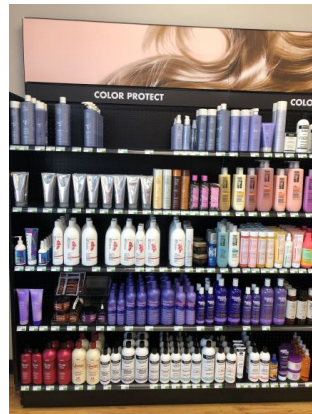
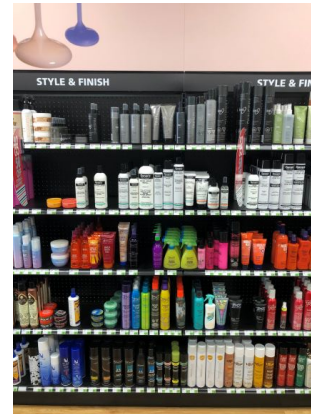
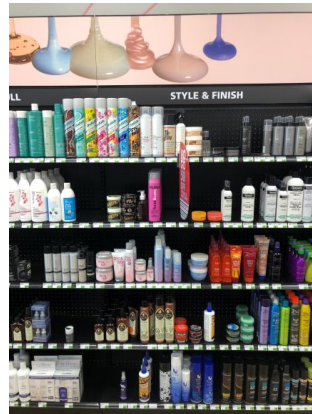
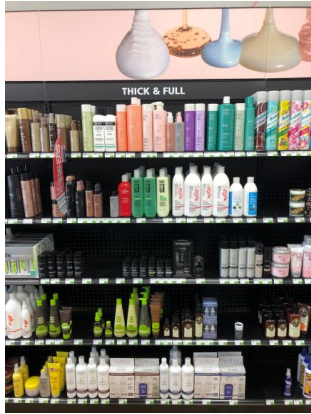
- Do not box nail polish during de-merchandising. Maintain on temp gondola and transfer to new section.
- Clean trays before merchandising to new planogram.
- Notch count for shelves refer to bottom of prongs, not top of shelf. This in ONLY is applicable for the nail polish category.



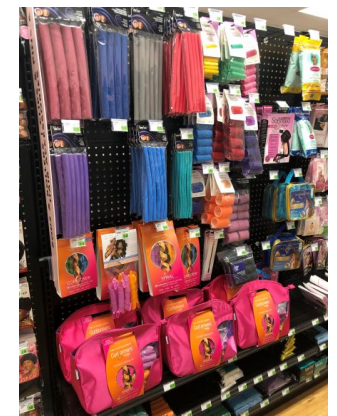
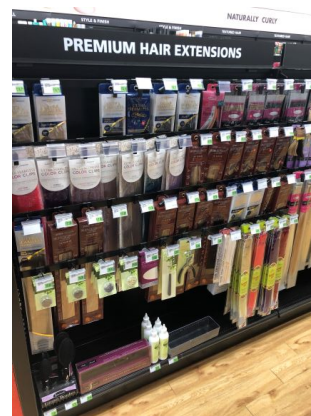
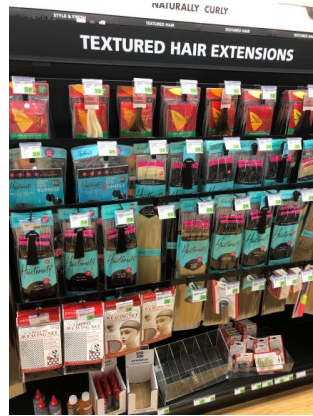
COMBS / BRUSHES / ROLLING CART



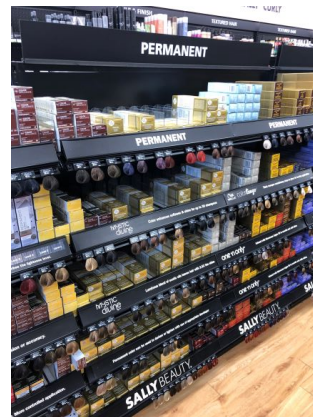
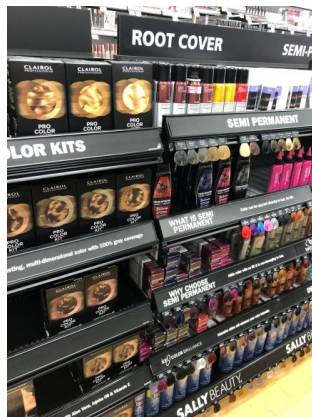
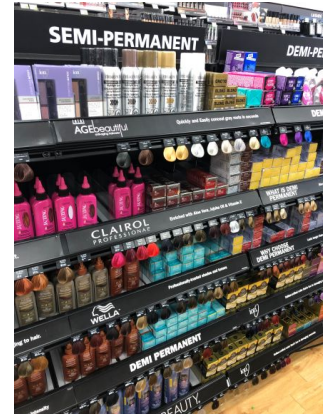
HAIR CARE



HAIR CARE



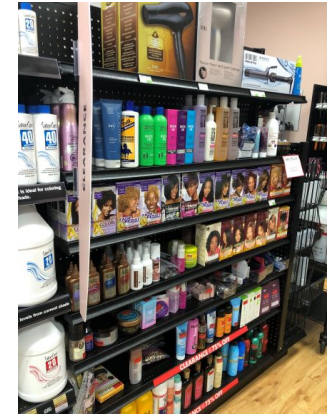
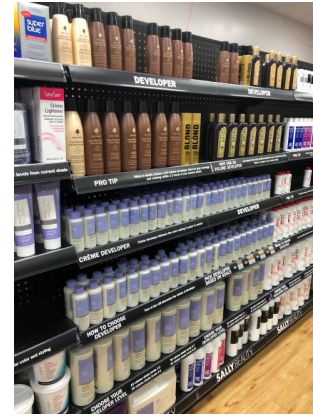
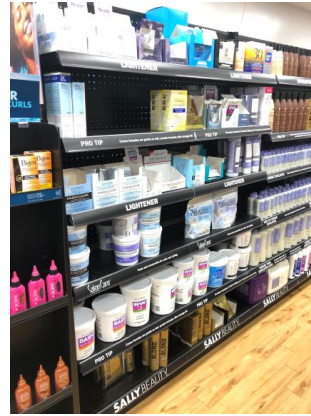
HAIR ACCESSORIES AND HAIR EXTENSIONS



HAIR COLOR



HAIR COLOR

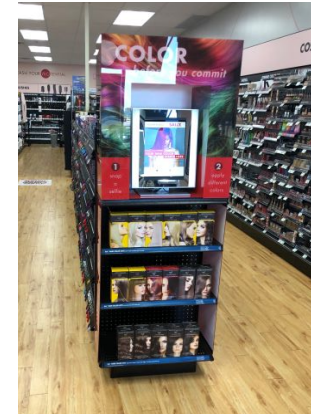


CHEMICALS



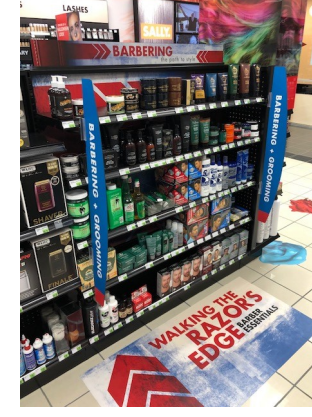
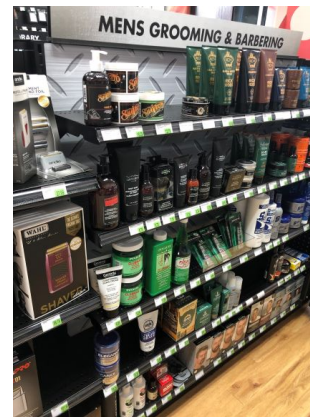
STYLING TOOLS

- Install pink pegboard cover using double stick tape or Velcro. Pegboard cover will arrive in with marketing materials.
- Acrylic POP holders are peel and stick. Will arrive separately from Beemak Plastics.



ENDCAPS AND SIDECAPS

- Power wings attached to endcaps should be installed level with base deck and bottom shelf
- Endcap signage are magnetic; however, the magnetic will not adhere to fixture. Use Velcro (supplied by marketing) to affix to fixture.



GROOMING

- New barber floor signage will arrive separate from other marketing materials. Signage will be integrated in the future.