

# Merchandising Guidelines

## Merchandise Responsibilities

- Keep work area safe and clean at all times. Be aware of any customers who may be in the area, and provide a safe area for them to shop. If needed, an aisle can be closed off to customers while working.
- Be courteous and helpful to both customers and employees. Refer any direct customer questions or needs to the store employees.
- Communicate any issues, questions with the store contact, or Do it Best Corp. contact.
- Review completed merchandised areas with store management, or Do it Best Corp. contact. Each section should be reviewed, either as completed, or as part of a walk through at the end of each day.
- Arrive on time, and ready to work.
- Cell phones are only to be used during break times, and merchandisers should refrain from cell phone usage on the sales floor. Additionally, listening to media via headphones is discouraged. If a call is urgent and needs to be taken, it should be taken outside and kept to a minimum length.

## General Guidelines

- All of the Do it Best Corp. planograms are based on 84" (7 feet) high gondola, unless otherwise stated.
- Any questions or directions that are needed, should first be asked of the Do it Best Corp. representative in charge of the project (The Territory Manager if a Merchandising Essentials project, or a Retail Performance Manager if a Retail Start, Plus or First project). The Do it Best Corp representative will provide direction, or if needed act as a liaison between the store ownership.
- It is important to note that any major changes to the merchandising layout should be communicated first to Do it Best Corp. project manager, to ensure all areas of potential impact are taken into consideration.

## Pick Ticket / Product Ticket

Each item will have a pick ticket that is attached to the product. It should be removed after the product is merchandised on the shelf.

LOCATION	QTY.	UNIT	ITEM #	TOTE	MBR #	INVOICE #	PG #	LN #
J08-4161	1	EACH	610128	39	0193	60254	006	
	1920082606							
	12.5OZ	VANIL	LYSOL	SPRAY	1070492	90	3	

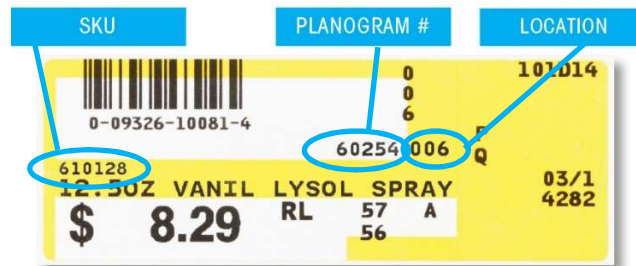
LOCATION

SKU

PLANOGRAM #

## Bin Label

This is the Do it Best bin label, each SKU will have a corresponding bin label to identify the product on the shelf/peghook, these will be shipped separately from the inventory. These will be shipped into the member's location in a group, in planogram location sequence.



## Department Codes

The first two numbers of each planogram will dictate the department it is a part of (with some minor exceptions).

Example: **40**-007, is a planogram in the plumbing department. Below is the department listing. A PRO/Tradesman focused planogram will have the same department designation, but the first numbers are increased by one. Example: **41**-007 is a PRO/Tradesman planogram.

10	Building Materials
16	Millwork
20	Hardware
26	Home Décor Flooring
27	Home Décor Kitchen & Bath
30	Hand Tools
35	Power Tools & Accessories
40	Plumbing
45	Heating/ Cooling
50	Electrical
57	Automotive
60	Housewares/Gifts
62	Cleaning Supplies & Storage
70	Lawn & Garden /Outdoor Power
75	Farm & Ranch, Apparel
75	Pet Supplies, Sporting Goods
77	Paint
26	Paint Supplies
80	Outdoor Living
80	Trim-A-Tree
99	Offices Supplies/Snacks/Toys/Impulse
99	Store Supplies & Rentals
99	InCom

## Planogram

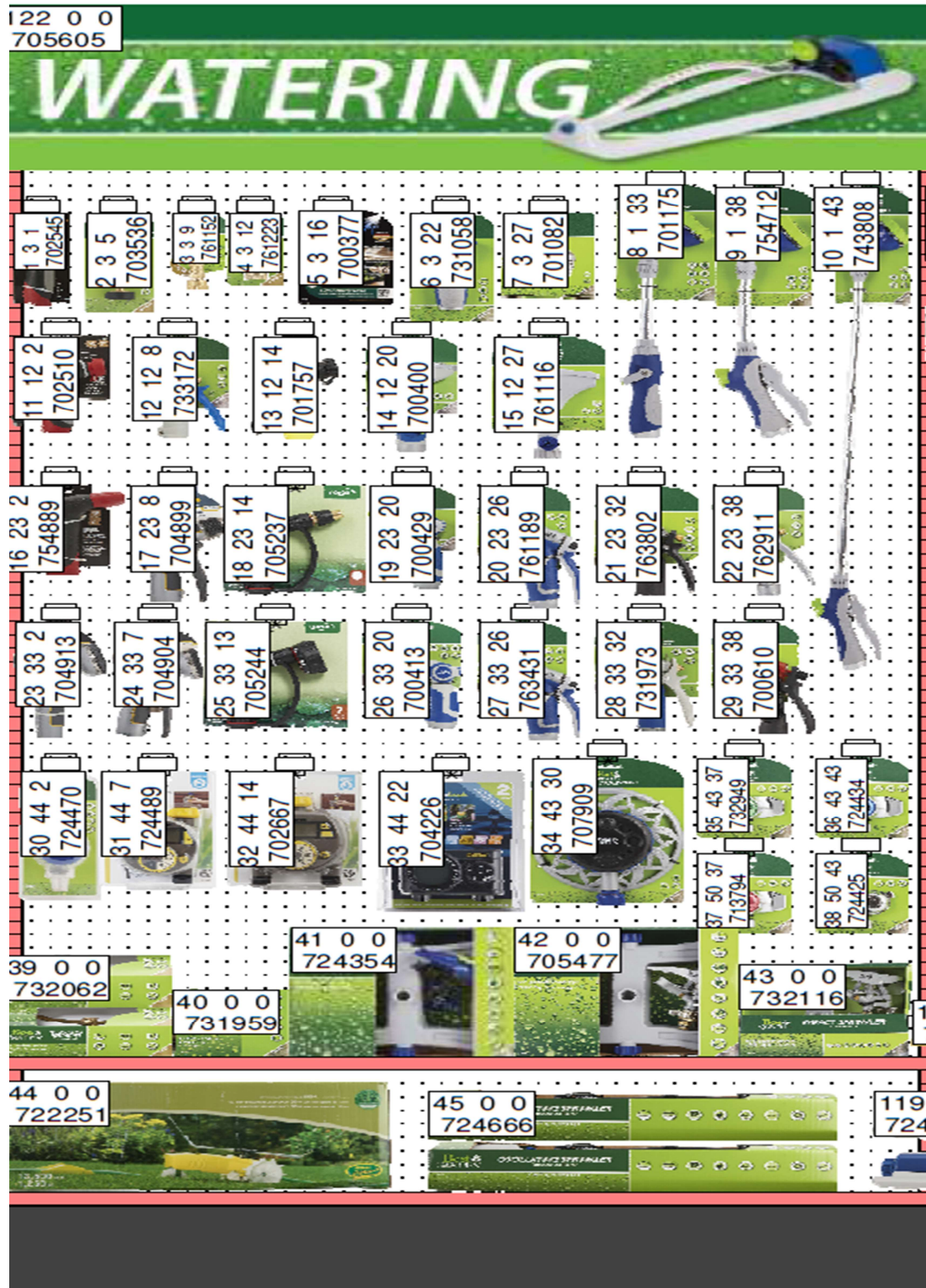
The planogram provides a visual representation of how the products should be merchandised. The first page of the paper planogram shows how the products should look after merchandising is complete. It shows any POP that may be associated with the planogram as well.





## Planogram Setup

The second page of the planogram is the product set-up. This lists the hole count for the pegboard, and also designates the height of any shelf placement. The shelf heights listed are from the floor to the top of the shelf. All planograms are based on the peg holes from the top of the planogram, and from left to right.



## Setup Description

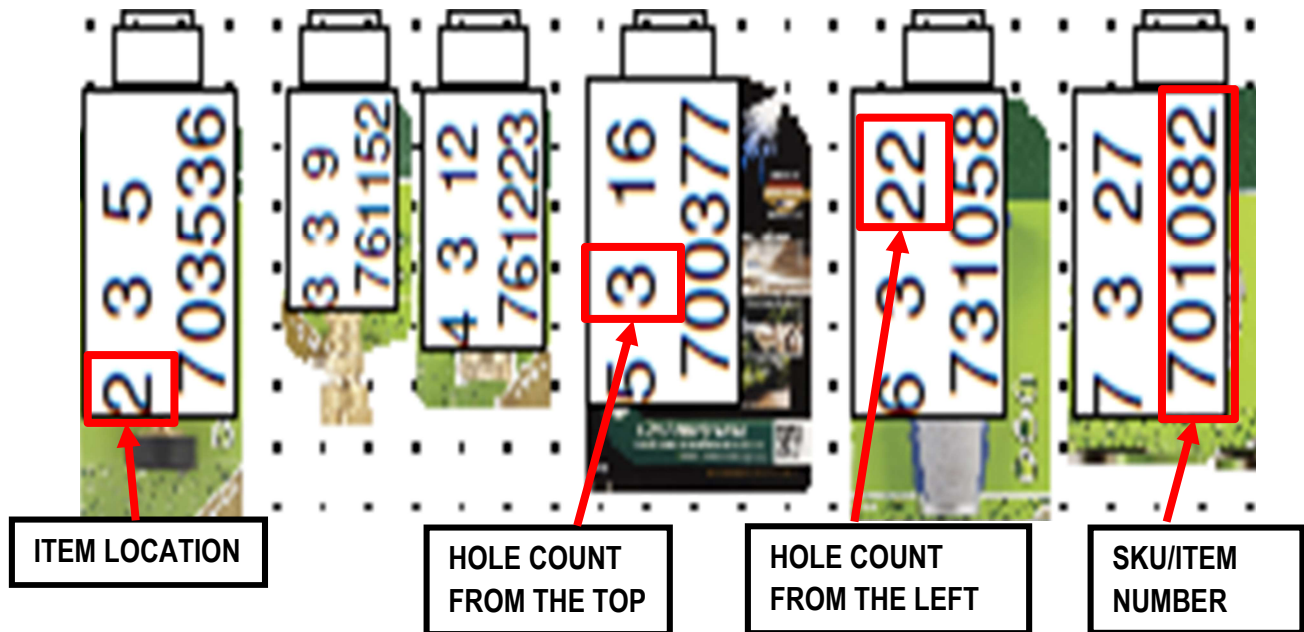
Bottom Number: **ITEM LOCATION:** this will match the location on the planogram, the pick ticket, and the bin tag.

Middle Number: **HOLE COUNT FROM TOP:** In the example below, this planogram starts at 3 holes down from the top for the first row of peghooks.

Top Number: **HOLE COUNT FROM THE LEFT:** In the highlighted example below, this peghook should be placed 22 holes from the left.

SKU/ITEM NUMBER: All Do it Best SKU's are 6 digit numbers.

Please note the hole counts are where the left side of the peghook back should be placed.



## Shelf Heights

The planogram lists the heights of each shelf. This measurement should be taken from the floor to the top of the shelf.

If the item has 0 0 as hole counts, that means that the item sits on a shelf, and is not pegged.



## Planogram Summary

The Planogram Summary is sorted in item location order. This is the full listing of all the items contained on the planogram. It includes a Manufacturer's Part number to help further identify the product.

FAC: This is the number of facings of the SKU

QTY: This is the quantity of the SKU, if the planogram was ordered at full plan quantity (if ordered 100%)

### 70-152 | 8' CS Hose End Watering

#### Summary Report

LOC#	SKU	Mfg Part Nbr	Description	Fac	Qty	UPC	Manufacturer
1	702545	855002-1001	200 PSI TWIST NOZZLE	1	2	00034411029732	FISKARS WATERING PER
2	703536	BG528	FULL BRASS TWIST NOZZLE	1	2	00009326716688	FISKARS WATERING GS
3	761152	JR0721	BRASS TWIST NOZZLE	1	2	00009326708324	DO IT BEST GS
4	761223	BG06BJ	BRASS SWEEPER NOZZLE	1	2	00009326708386	FISKARS WATERING GS
5	700377	MLBSR48-106	BRASS BIG SHOT NOZZLE	1	2	00815149010106	K CO
6	731058	39614	POWER FLOW NOZZLE	1	2	00009326721378	DO IT BEST GS
7	701082	59058	METAL HOSE END BUBBLER	1	2	00009326720487	DO IT BEST GS
8	701175	39362-16	7 PATTERN WAND	1	2	00009326721613	DO IT BEST GS

## POP Material (Headers, signs, etc.)

Generally, all POP are listed at the end of the planogram item listing. It is possible that the POP will come direct from the manufacturer, or in the case below, this POP was ordered from the Do it Best RSC (Distribution Center), because it has a Do it Best SKU number assigned to it.



## Unique Situations

**Mirroring Planograms:** There are times on larger planograms that the product will need to be mirrored so that the planogram is set according to the proper shopping needs of the customer. These tend to happen on larger planograms (8' and above), and on a case-by-case basis. The need to mirror a planogram will depend on the store, and the layout. Typical areas where mirroring occurs: Light Bulbs, Paint Applicators, Electrical Accessories, Hose End Watering. This will involve reversing the set up on the planogram, and setting the product from right to left, instead of the traditional left to right. To do this, keep the peg hole counts the same, but just start from the right side of the peg board instead of the left. Remember, that the tags will also need to be set from right to left as well.

**Merging Planograms (new planograms):** There are times on a plan, where it calls for 2 planograms to fit in the same 4' section. This could be because each planogram is only 2', or a decision has been made that both planograms can fit into the same 4' section. This should be done in the best, most shoppable manner, but may involve taking a planogram from a vertical 2' visual to a horizontal 2' visual. There will be discretion needed, as to the best way to merchandise these areas, and may involve some discussions with Do it Best Corp. employees, or store management.

**Merging in existing product:** Oftentimes on store remodel projects, it will be necessary to merge in existing products that are not shown on the planogram. This will require the ability to fit in the existing products into the new planogram. This is done on a visual basis, and to make the new products and old products make sense in the planogram. Please ensure that any existing product that is merged in makes it easily shoppable for a customer. For example: when adding in additional sizes in a running line of products, make sure that the old and new products are added in in the size order, and not just at the end of the row. If our planogram has new items in  $\frac{1}{4}$ ",  $\frac{3}{8}$ ", and  $\frac{1}{2}$ ", but the member has  $\frac{3}{16}$ " to add in, the  $\frac{3}{16}$ " size should be merchandised between  $\frac{1}{4}$ " and  $\frac{3}{8}$ ", not after the  $\frac{1}{2}$ " size.