PRISM MERCHANDISER TRAINING MANUAL FOR CVS PHARMACY

Prism
Prism Retail Services
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INTRODUCTION

WELCOME TO PRISM RETAIL MERCHANDISING

Merchandising is presenting products in their best light to generate more sales. Whether you are buying at a Target, Kroger’s or Dollar Store, chances are your buying decision has been influenced by the way the products were merchandised.

Your position as a Retail Merchandiser will be both rewarding and challenging. In your role, you will be expected to help CVS Pharmacy present their product to the best advantage in the retail environment. The expertise and experience of good, qualified merchandisers provides the framework for customer satisfaction and Prism’s commitment to quality.

Merchandising is not a hobby but a professional career choice.

The purpose of this manual is to provide Prism with the most professional, well-trained and competent merchandiser work force available.

Job Description – Merchandiser

ESSENTIAL JOB FUNCTIONS:
- Labeling
- Unloading trucks
- Breakdown and Sorting of Merchandise
- Distribution of Stock and Overstock Merchandise
- Placement of Security Measures
- Assembly of Floor Model Merchandise

MARGINAL ACTIVITIES:
- Moving freight within the store
- Touching product for equal spacing and aesthetic appearance
- Printing tags
- Placing end-caps at the ends of the aisles
- Use of various computer applications such as the internet, e-mail and Microsoft Office products
- Ensures that work area is clean and safe
ADDITIONAL REQUIREMENTS:
- Ability to adjust to pace and tasks as needed and possess the ability to work cooperatively with others
- Ability to follow directions
- Ability to follow and comprehend any adjustments made to the planogram
- Ability to make decisions about proper safety
- Ability and willingness to be exposed to heights while on ladders
- Ability and willingness to climb on and over pallets
- Ability and willingness to work around palletized fixture
- Any other reasonable request related to the job

DETAILS OF THE ESSENTIAL JOB FUNCTIONS
- Label merchandise per the planogram
- Pull price labels from perforated sheets
- Place labels on shelf channels at various heights
- Assemble pegs and place pegs on peg walls
- Assemble shelving and gondolas

CUSTOMER SERVICE
As a merchandiser, you are responsible for interacting with customers and providing reliable, high quality execution merchandising. Did you know?

- 10....... The number of customers companies lose for every one that complains of poor service
- 7......... It costs seven times more to get a new client than to keep an existing one
- 13% .... Of people will tell more than 20 people about their bad experience
- 90% ... Of Unhappy clients will not do business with a company again
- 95% .... Of customers WILL return if an issue is resolved quickly and efficiently

Who is your “customer”?

Customers can be any or all of the following:
• The merchandising company that hired you or contracted with Prism
• The retail store that you are performing the work in
• The customer in the store who will be buying the product
• Your fellow merchandisers who are part of your “team”

While all the “customers” listed above are equally important and each have different expectations of you, they all share the same purpose. It is the responsibility of each Retail Merchandiser to:

1. Offer assistance to any store personnel in any way necessary as it relates to the job at hand.
2. Always be courteous in any and all requests
3. Offer to refer any special requests to the proper Prism employee
4. Offer to assist customers of the stores in which Prism works with their requests
5. Present oneself as a professional employee of a professional service organization
6. Always offer more than the normal level of service and friendliness

To the best merchandisers, customers are important people; you care about them and want to meet and exceed their needs. Below is a list of expectations when dealing with a customer:

**Ethics / Work Quality:**

- Always perform the work fully and accurately and report your work in a timely manner.
- Remember that your actions reflect on client and store’s image. Within the stores, and in all your contact with store personnel, you must conduct yourself in a professional manner. This includes appropriate and professional dress, language and treatment of people, including team members, customers and store employees.
- Work your scheduled hours; show up on time, take scheduled breaks and finish up in the allotted time.

Remember, Prism is a service provider. The only product you have is what you can do for your customers.

Merchandisers who “bend over backwards"
• Pay attention to the small details that are important to their customers
• Different customers have different expectations, know your customer
• Represent Prism with the highest standard of quality and productivity
• Get the job done quickly without compromising quality adding value to the service we provide
• Follows through on commitments, acts ethically and honestly
• Do it right the first time
• Fix it properly if a mistake is made

Remember, your customers can’t return “bad service”. It is up to you, as a professional merchandiser, to delight your customers above and beyond their expectations.

WORKPLACE SAFETY

Accident prevention is a basic requirement of your position as a merchandiser. It is the responsibility of each merchandiser to adhere to all safety standards set forth by Prism’s established safety policies and procedures. Prism will make every effort to provide a healthy and safe work environment. We are dedicated to eliminating the possibility of injuries and illness due to accidents in the workplace. **Working safely is a requirement of the job.** Merchandisers are expected to assist management in accident prevention activities. **Unsafe conditions must be reported immediately.** No employees are expected to work in an unsafe environment.

Most people blame accidents on unsafe conditions. But, in truth, most accidents are caused by unsafe behaviors. The best way to eliminate accidents is to avoid unsafe practices.

Some of the more common accidents in the retail business include:

• falling on a slippery surface or stairs
• lifting injuries
• falling from a ladder or chair
• tripping on a rough surface
• injuries from repeated movements
• cutting injuries (box cutters)
Slips, Trips & Falls accidents that occur in retail stores and similar work environments. Some precautions include:

- Wearing rubber soled shoes that enable you to move comfortably and maintain firm footing – open-toed shoes or sandals are not permitted.
- Be aware of floor surfaces; clean up spills as soon as possible.
- If you see a spill, make sure it is cleaned up. Don’t ignore the spill. If you fail to clean it up or notify someone that the spill exists, someone else may slip and fall.
- Keep aisles and doorways clear of boxes, product, fixtures, and tools.
- Equipment used for work should not be left unattended on the floor.
- Working area should have equipment kept neat and to the side to ensure room for other’s to pass without creating a tripping hazard.

Ladders:

- Use only pre-approved step stools and ladders. Never stand on a crate, tot, flattop cart or shelving.
- Always carefully step up and down on each step. Never jump off a ladder or stool.

Lifting Injuries:

Improper lifting is the greatest single cause of back pain and injury, so it is important that merchandisers learn and practice good lifting techniques. Remember, if you think you need help in lifting, make sure you ask for it!

Some hazards to watch for in lifting are:

- Heavy lifting
- Reaching for objects instead of using a ladder
- Bending and overextending

Correct Lifting Techniques:

- Stand close to the object you are lifting and plant both feet firmly on the floor, about shoulder-width apart. Point your toes out.
- Squat down close to the object with your back straight, knees bent and stomach muscles tight. Lift with your legs, not your back.
- Grip the object firmly with both hands, not just your fingers.
Stand up slowly, keeping your back straight and letting your legs do the lifting.
Avoid bending from the waist. Keep your knees bent and back straight when lifting from the ground.
Reverse the above procedures to put the load down.

Unloading Trailers:

- Use a stepladder to gain access to the trailer – never use a pallet as a ladder.
- Watch for improperly stacked items, they may become falling objects
- Don’t jump! A jump from a short height (such as the back of a trailer or loading dock) can cause serious injury. Always use steps or a ramp to enter and exit the trailer.
- Be cautious of floor conditions such as uneven ground, rain or other hazardous conditions.

Use of Box Cutters

- Always cut away from your body
- Keep your spare hand and other items out of the wary of the blade
- Close the blade when not in use
- Box cutters should only be used on cardboard boxes

Safety Check-List

- Don’t overestimate your own strength.
- Walk; don’t run, to prevent slips and falls.
- Use equipment – hand trucks, dollies vs. lifting when possible.
- Break a large load into smaller loads.
- Remove any objects you might trip over.
- Check the object you’ll be carrying for rough or jagged edges.
- Wear gloves with a good grip.
- Wear safety shoes with rubber soled shoes.
- Push – don’t pull if the load is too heavy or too large. NEVER try to push items with your legs.
- Ask your co-workers for assistance.
NO EXCUSES
These “excuses” are not the cause of an accident

- “That’s the way we always do it ....”
- “I can take short cuts... I’ve been doing this a long time...”
- “I was just trying to fix it...”
- “I thought I knew how...”
- “I was in a hurry...”
- “Doing it safely takes way too much time...”

Basic Merchandising

As a merchandiser, what you do for one client might be completely different from the expectations of another client. Therefore, it is extremely important that you have the basic merchandising skills before working on your first project. In the following pages, you will learn the basics of merchandising including:

- Starting Your Day
- Planograms
- Components of a Planogram
- Process for Setting a Planogram
- Fixtures

In merchandising, every day can be different! It is the excitement of knowing that the work is not boring that brings thousands of people to the profession of merchandising.

Starting Your Day:

While each day’s work varies, there are some basics that you need to keep in mind for any project that you are working on:

- Be organized. Have all the information supplied with you and review it prior to the actual store visit.
- Make sure you have all the necessary forms, planograms, company directives and instructions for that specific project.
- Know the person(s) names and titles in the store you are visiting.
• Are tools required? Have a box cutter, hammer, screw driver, measuring tape, packing tape, ladder and any necessary tools outlined in your instructions. Don't forget a pen/pencil.

• Don't park in the prime parking spots. Those spots are reserved for customers.

• If the store requires you to sign in, do so. Greet the store personnel and introduce yourself and the company you are working for.

**Planograms:**

The best way to describe a Planogram is that it is a design or "map" of where each item is placed on a shelf or peg hook on a fixture.

Planograms are computerized blueprints developed at a CVS's headquarters. They are designed to ensure that the CVS has the desired product displayed to the customer as well as the optimal inventory on each shelf after each merchandiser sets the display.

Knowing how to read and implement a Planogram is one of the most important skills a merchandiser needs to have. It's not difficult to learn how to read and work with planograms and once you have mastered this skill, it will make your work far easier and rewarding.

**Components of a Planogram**

• **Cover Page**—this page will give the name of the planogram as well as the size. It will also include the tasks that are to be completed for the particular planogram. It is important that you read any and all instructions on the cover page.

• **Schematic**—this is the computerized drawing of the planogram, showing all the details to set it accurately. It will show the how many shelves and peg hooks you will need, details about the product placement, the width, depth and height of the planogram, and sometimes placement of promotional materials. Planograms are typically set in 4ft sections. The height of the shelves is important to note on the schematic.
• **Planogram Listing** — this is a listing of all the products that go on the planogram. It usually will start with the Loc ID that is on the schematic followed by the item number, the product description, number of facings, and then the UPC number.

• **UPC Code or Universal Product Code** — Standard for encoding a set of lines and spaces that can be scanned and interpreted into numbers to identify a product. A sequence of numbers and bar code on the back of each product.

**Process for Setting Planograms**

• Before you start setting the planogram, make sure you have all the necessary supplies and materials (including cleaning supplies, labels, any new fixtures, or fixture accessories such as new shelves, peg hooks).

• Check with store personnel about obtaining containers to store deleted and back-stocked items. Verify what you need to do with deleted/damaged items.

• Section size can vary by store; insure that you will be working from the correct planogram. Count the shelves already in place. Make sure you have the correct size shelving before you start removing product. If any questions, contact the Crew Coordinator.

• Always have the correct number of Peg Hooks/J-hooks and holders before you start. Hooks come in many shapes and sizes. Make sure you have the correct sized hooks. Typically the part number of the fixture accessory will be on the fixture information page.

• **Shelf Extenders**, are installed on CVS brand product as instructed on the planogram. To install the shelf extenders you adjust the length by losing the screw at the bottom of the extender to the size needed, and then you clip them into the shelf, after they are installed you place the plastic clip on the front of the extender (left Justified) to the product, then you place the shelf label in the plastic clip.
**Peg Master Back Tags**

These tags will be used on planograms requiring the use of peg hooks. There will be a packet of these tags, with a Start and End, to help with the Placement of the pegs. Each card will call out the placement of the peg on the top line. In the example below, you will see the first card after the Start card is designating the first peg to go into Segment #1, Row #1, Column #4. It will also call out if there is more than one facing, and if the second facing will be vertically (v face) or horizontally (h face) adjacent to the product. When this happens, there is usually not an image on the second back tag. The placement is important, as being off for one row will affect the following rows when the product is being placed. Take time to ensure the proper placement of each peg and card. Also note there are two holes for the peg to be placed through. The tags not only help with the setting of the planogram, they are used by the store for stocking and ordering purposes later on.

**Planogram Strips**

Planogram strips are installed on the shelf’s and base decks for each planograms to show the placement of labels. The strips are rubber banded to gather for each planogram. The photo below shows how to read the information on the end of the strips. The strips are installed behind the color strip on the shelf extrusion. If you have any questions about installing the strips ask your Crew Manager.
**Shelf Height**

When setting a planogram that uses shelves, the schematic will indicate where to insert the shelves into the upright. Shelves are inserted from bottom to top, and measured from the top of the lower shelf, to the bottom of the shelf above it. When working with a Lozier fixture, you can take the inches on the planogram, and round up to the next whole number. The example below shows 7.92”, so we would round to 8. You will then count 8 holes from the bottom of the upright.

There are times when the first two holes are not drilled, so this must be taken into consideration. After you have placed the first shelf, the proper method to determine the subsequent shelf height is to round to the next whole number, and add 1. In the example below, the second shelf measures 10.75”, so round to 11 and add 1= 12 holes above the shelf below.

(See example POG on page 12)
Shelf Extrusion

This is an example of a shelf extrusion. They are used to hold the shelf tag/price label. The tag should be place to the far left edge of the product (left justified).

They are usually color coded by the department they are used in.

Red = Baby Dept
Teal = Beauty
Green = Health
Plum/Purple = Stationary
Pink = Grocery/Household
Orange = Photo/Electronics/Picture Frames
Burgundy = Liquor
Yellow = Greeting Cards
COSMETIC PRICING

When pricing cosmetics, extra care should be taken. The size of the product and multiple facings can pose an issue when applying the tags.

• The correct way to place tags is vertically. Ensure that the tag is being placed in front of the slot that the product will be placed. This will help when the item is stocked, as well as when ordering by the store.

• When there are two or more facings, the common practice is to place the tag horizontally.
Merchandiser Terminology

- Back Order-An item or order that is presently not in stock but is being reordered and will be available at another time
- Back Room-Stockroom or receiving area where reserve product is stored
- Baler-A large cardboard compactor found in the back room
- Bar Code-A group of lines printed on a piece of merchandise or on a label attached to the merchandise, also known as 'UPC Code'
- Base Deck-The bottom flat part of each gondola section, sometimes also referred to as Shelf 1
- Category-Refers to the section (set) in the store i.e. Stationary, Baby, etc.
- Clearance Merchandise-Merchandise that the retailer has discontinued and cannot charge back to the manufacturer, usually seasonal and priced to sell quickly
- Cross Merchandise-Mixing merchandise from several different departments on one merchandise display; a product merchandised in more than one category
- Direct Store Delivery-D.S.D. is when product is shipped from the manufacturer directly to the store.
- Discontinued Item-Items that are no longer being merchandised in the category
- Display-An entire gondola side, counter, category set complete with product and point of purchase materials
- Divider-Used along with fencing to separate product on the shelves
- Dump Table-A table or bin used to display merchandise
- EAS Label-Abbreviation for Electronic Article Surveillance; lightweight tags that are attached to garments prior to placing on sales floor in order to deter shoplifting
- End Cap-A 3 or 4 foot section located at the end of a gondola used to merchandise seasonal, temporary or promotional product. High margin items are placed on end caps to generate impulse purchases
• Sizes of end caps, 24” – 28” – 36”, very rare 48”, use correct sizes

• Extrusions-The plastic label strip holders are placed on the front of the shelf. They are color coded by the area of the store they are used in.

• Facing-The number of times a product is merchandised on the shelf or peg hook. Some better selling products have more than one facing.

• Fencing-Acrylic rails secured to the front of the shelf to contain product on the shelf

• These rails are not always acrylic, some are Metal

• Fixture-A display furnishing to hold merchandise

• HBA-Abbreviation for Health and Beauty Accessories

• HBC-Abbreviation for Health and Beauty Care

• Inventory-Merchandise in-stock and currently available

• J Hook-A hook so called because of its J shape. Placed on a shelf used to merchandise impulse product.

• Label-Contains price information for the consumer. Labels are placed in the shelf channels to the left of the product or on the front runners for peg hooks

• Lead In-The first product a consumer sees from the main aisle. Planograms have lead in indicators to show which end of the planogram starts near the main aisle.

• Manufacturer-Producer of products and merchandise that people buy

• Merchandising-Presenting products in their best light to generate more sales

• Overstock-Additional stock of product that is full to capacity on the shelf or peg

• Peg Master-A printed card used to hang from a peg hook showing placement of the peg, the number of facings, SKU and description
- POG-Abbreviation for Planogram.
- POP-Abbreviation for Point of Purchase material. Printed material that draws attention to the product on the shelf.
- POS-Abbreviation for Point of Sale - Term normally used to describe cash register systems that record transactions or the area of checkout in a retail store.
- Peg Board-The backing on many fixtures where hooks are inserted to display product.
- Peg Hook-Metal or plastic hooks that fit into the pegboard to hold product.
- Pegged Merchandise-Product that is merchandised on peg hooks.
- Planogram-A schematic drawing of fixtures that illustrate product placement. Picture or layout plan describing where merchandise is to be placed on the fixtures. Also known as a POG.
- Private Label Brand-A store's in-house brand.
- Reset-A major change or revision to an existing planogram, a section, department or an entire store.
- Riser-Shelves above the shoppable portion of a gondola.
- SKU-Abbreviation for Stock Keeping Unit. Some SKU's have more than one facing. Each SKU is associated with a different product on a planogram (POG) and is a number assigned by the retailer to keep track of the type, color and size of a product.
- Schematic-Line-art drawing of the planogram, showing how many shelves or peg hooks to use.
- Seasonal Merchandise-Products that are in demand at a certain time of year, such as Christmas or Back-to-School.
- Shelf Extender-A 7 metal extender used to merchandise and compare a name brand product to a private label product.
- Shelf Label-Label showing item placement on the shelf and description of product size, price, UPC code, ordering code, movement and date tag was printed.
• Shelf Talker-A small sign that points out sale, product features or price

• Telzon-Hand-held tracking unit used to order and track store inventory

• Universal Product Code (UPC)-Standard for encoding a set of lines and spaces that can be scanned and interpreted into numbers to identify a product. A sequence of numbers and bar code on the back of each product

• Vendor-A wholesaler that is allowed by a store to install, stock and replenish selected items on display racks. Person or company providing merchandise or service to a retail store
Quiz:


2 When installing a shelf you measure from the (circle) top / Bottom of the lower shelf to the bottom of the top shelf.

3 The price tag should be placed in the extrusion to (circle) left - right edge of the product.

4 CVS brand product is also known as ___________ label product.

5 POG stands for what ________________________________.

6 If you have a question about shelf size who do you ask? _______

7 What are the tags that go behind peg hooks called? ________.

8 On cosmetics pricing labels what is the correct direction to place labels? (circle) vertical or horizontal.

9 Is unloading trucks part of a Retail Merchandisers responsibility? (circle) yes no

10 If the planogram and the shelf strips do not match what do you need to do? ________________________________.

80% - 100% Passing
0% - 70% Please Review Manual Again

Thank you
Prism Retail Services