Chella® PRO

planogram

IMPROVE THE CUSTOMER'S EXPERIENCE, ENHANCE YOUR BUSINESS'S EFFICIENCY, AND INCREASE SALES

Our Planogram will help make your Chella retail space a more organized and easily shoppable environment.

01 / planogram

plan·o·gram

(noun) a diagram or model that indicates the placement of retail products on shelves in order to maximize sales.

The Chella customer is a fashion-forward individual in their thirties to early forties who has a good understanding of makeup. They lead a busy life and prefer a natural look that enhances their face structure, hair color, and eyebrows. Their goal is to highlight their natural beauty without overwhelming it, striving to be the truest version of themselves.
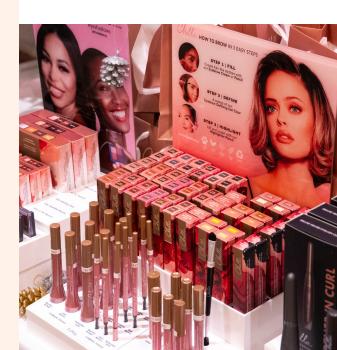
With a wide range of amazing Chella products available, it is essential to make it as easy as possible for customers to choose the right ones for them. This can be achieved by ensuring the selling space is organized, easy to navigate, and visually enticing. These factors help reinforce their purchase decisions, guarantee customer satisfaction, and increase brand loyalty, ultimately leading to higher sales. Implementing a strategic planogram is the key to success in achieving these goals.

70% of decisions to buy are made in store.

- Point of Purchase Advertising International (POPAI) 2012

effective product displays can increase sales by up to 540%

- Retail Systems Research, 2015

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.

ONE.

find the brand
Help her find Chella within the retail space.

TWO.

locate the product
Help her locate the product she's looking for.

THREE.

reinforce the sale
Reassure her that she is making a good decision.

strategic placement of products through visual merchandising can lead to a 15% increase in impulse purchases.

- Point of Purchase Advertising International (POPAI)

first impressions are formed in the first 10 seconds

- Visual Merchandising for Small Retailers, Debra Templar, 2010

merchandising best practices

Space availability will often present itself as an issue in a retail environment.

You can overcome this by following our merchandising best practices:

CORPORATE OFFICE WON'T LET ME CHANGE OUR SHELVES

- Find out who the decision maker is and organize a meeting to present the benefits to them.
- Say "give us a month to test out new planogram and we will review after that point."

ALL OF OUR RETAIL IS BEHIND GLASS

- If they are concerned about theft suggest a fake camera or display empty boxes instead of ones filled with retail product
- Suggest they be displayed outside of the glass enclosed shelf (cost of theft is lower than what is gained by using testers)

SINGLE ESTHETICIAN IN ONE ROOM

- Divide the room into two experiences: Retail space and Professional Space
- Set up feature tables or tester bars
- Purchase them a shelf

I HAVE TOO MUCH PRODUCT / NO SPACE AVAILABILITY

- Stack products behind each other
- Tier stacking different products behind each other so that each can be seen
- Good opportunity to look at the product they have
- Rotate products seasonally
- Use the Planogram to display your products in a more organized way

I DON'T HAVE ENOUGH PRODUCT TO DISPLAY

- Good opportunity to look at the product they currently have and create a new order for missing key items
- Opportunity to create a balanced mix of products
- Confirm that their retail matches their back bar

I DON'T HAVE ENOUGH TIME TO CREATE A DISPLAY

- Say "I will do it for you and can educate your staff at the same time."
- A short investment of time with big returns, I.E.. Increase in retail sales, etc.
- "It's part of our extraordinary customer service"
- In the end it will save you time when you are restocking shelves.

I DON'T UNDERSTAND HOW THIS WILL HELP MY BUSINESS

- It reinforces brand message and visibility while ensuring brand consistency
- Makes it easier for your customers to shop
- Easy to use for all Staff
- Explain t he best practices of merchandising
- Use statistics on how merchandising directly relates to sales growth

extensive product range

With a large space, you will likely carry a wide range of Chella products that will cater to a diverse group of customers. With such an extensive offering, it's important to ensure that it's easy for the customer to locate what they need simply by organizing the products by type.

EXAMPLE: EXTENSIVE HORIZONTAL DISPLAY SPACE

every merchandising product has a role

Every piece of Chella's merchandising materials have been designed with a specific intention. For example:

brand header

Clearly demonstrates where the Chella product is located.

shelf talkers

Provides additional information about the benefits & value of the product.

displays

Help the customer find the specific product

extensive product range

Here is an example of different display option that more available vertical space.

PRODUCT FEATURED

- Standard Brow Display
- Premium Lash & Curl Display
- Premium Eyeshadow Display
- Three Shelf Talkers

EXAMPLE: EXTENSIVE VERTICAL DISPLAY SPACE

cash wrap

A Cash Wrap display is a great place to convert customers after the finish receiving their service.
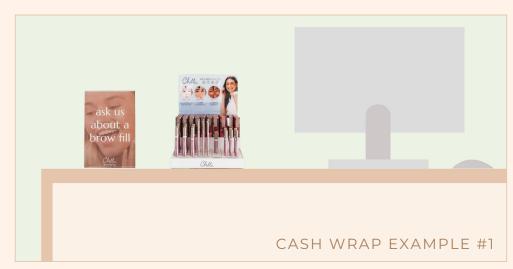
PRODUCT FEATURED
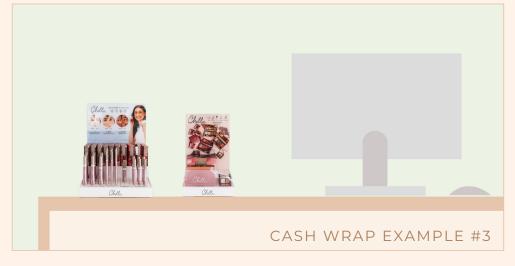
cash wrap #1

- Standard Brow Display

cash wrap #2

- Standard Brow Display
- Premium Lash Curl Display

cash wrap #3

- Standard Brow Display
- Premium Eyeshadow Display

CASH WRAP EXAMPLE #1

CASH WRAP EXAMPLE #2

CASH WRAP EXAMPLE #3

retail table

A retail table is a surface within your space dedicated to displaying your products in an attractive manner.

PRODUCT FEATURED

- Premium Lash & Curl Display
- Standard Brow Display
- Premium Eyeshadow Display

EXAMPLE: RETAIL TABLE

spa treatment room

A Cash Wrap display is a great place to convert customers after the finish receiving their service.
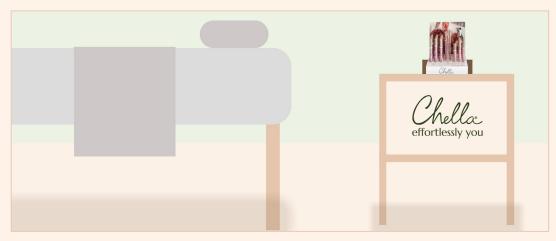
PRODUCT FEATURED

spa treatment room #1

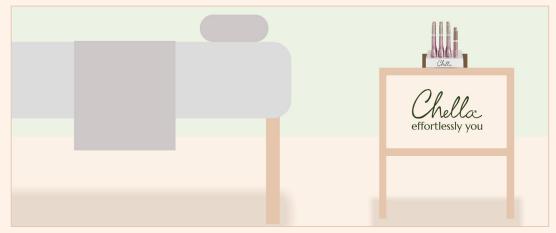- Brow Tester Display

spa treatment room #2

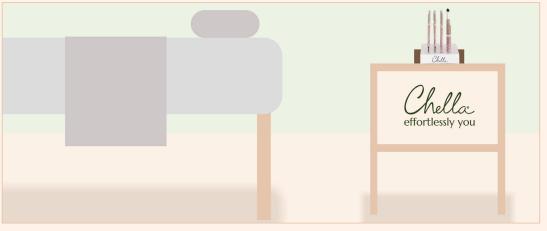- Tester Block Eyebrow Cream

spa treatment room #3

- Tester Block Eyebrow Pencil

SPA TREATMENT ROOM EXAMPLE #1

SPA TREATMENT ROOM EXAMPLE #2

SPA TREATMENT ROOM EXAMPLE #3