STANDARD OPERATING PROCEDURE

Visual Merchandising SOP

Document no.	SOP-RTL-005
Revision	1.0
Owner	Visual Merchandiser
Effective date	September 15, 2026
Review cycle	Every 12 months

1. Purpose

To set up and maintain sales floor displays, windows, and signage to the brand's visual standards, so the store looks consistent and merchandise is easy to shop.

2. Scope

Applies to window displays, entrance areas, endcaps, and fixture sets across the sales floor. Everyday shelf replenishment of stock is covered by a separate SOP.

Definitions

Planogram	A diagram showing exactly where and how products should be placed on a fixture or shelf.
Endcap	The display fixture at the end of an aisle, used for featured or promotional products.
Sightline	The clear line of sight across the store that lets staff see customers and customers see key displays.

3. Responsibilities

Visual Merchandiser	Plans and builds displays to the planogram, checks sightlines, and photographs finished work.
Store Manager	Signs off that finished displays match the plan and brand standard before they go live.
Sales Associate	Checks signage pricing against the POS and keeps displays tidy during daily recovery.

RACI matrix

Activity	Visual Merchandiser	Store Manager	Sales Associate
Plan the display and pull materials	R/A	I	-
Build the window or endcap display	R/A	I	C
Match signage pricing to the POS	C	I	R/A
Sign off on the finished display	R	A	I

Activity	Visual Merchandiser	Store Manager	Sales Associate
Maintain displays during daily recovery	C	I	R/A

R = Responsible, A = Accountable, C = Consulted, I = Informed

4. Materials and PPE

Materials, tools and systems

- Current planogram documents
- Display fixtures and forms
- Signage and price tickets
- Steamer or iron for garments
- Camera or phone for display photos
- Merchandising calendar

Personal protective equipment

- Step stool or ladder used per safety training

5. Procedure

Step	Task	Owner	Done
5.1	**Review the merchandising plan** Review the current planogram, merchandising calendar, and any brand guidelines for the display or reset being installed this week.	Visual Merchandiser	☐
5.2	**Gather fixtures, signage and product** Pull the fixtures, forms, signage, and the specific products called for in the plan before starting to break down the existing display.	Visual Merchandiser	☐
5.3	**Photograph the outgoing display** Photograph the existing window or display before changing it, in case the layout needs to be referenced or reused later.	Sales Associate	☐
5.4	**Break down the outgoing display** Remove outgoing product, signage, and props carefully, and return reusable fixtures and unsold product to stock or storage.	Visual Merchandiser	☐
5.5	**Build the new display** Install the new display following the planogram's placement, height, and spacing guidance, steaming or pressing garments as needed.	Visual Merchandiser	☐
5.6	**Set the featured endcap fixture** Arrange the featured products on the endcap by color, size, or theme as specified, facing labels forward and keeping top sellers at eye level.	Visual Merchandiser	☐
5.7	**Match pricing signage to the POS** Check that every price and promotional sign on the new display matches the current price in the POS before the display is shown to customers. **Checkpoint:** Signage pricing matches the POS exactly for every item on the new display.	Sales Associate	☐
5.8	**Check sightlines and safety** Confirm the new display doesn't block sightlines to the entrance or aisles and that nothing creates a trip or fall hazard.	Visual Merchandiser	☐

Step	Task	Owner	Done
5.9	**Photograph the finished display** Take photos of the completed display from the angles customers will see it, for the store's records and for the district or brand review.	Visual Merchandiser	☐
5.10	**Get manager sign-off** Walk the finished display with the store manager and confirm it matches the plan before it's considered complete. **Checkpoint:** The store manager signs off that the display matches the planogram and brand standard.	Store Manager	☐
5.11	**Brief the team on the display** Show associates the new display and any related promotion so they can answer customer questions and know where featured items are located.	Visual Merchandiser	☐
5.12	**Do a daily recovery check** Straighten and refill the display during daily recovery, tucking in loose signage and replacing sold items so it holds its shape between full resets.	Sales Associate	☐

6. Quality checks

- Finished displays match the current planogram within the allowed variance.
- All signage pricing matches the POS before the display is shown to customers.
- Displays are photographed and sign-off is recorded for every reset.
- Daily recovery keeps displays presentable between full resets.

7. Records

- Before and after display photos
- Planogram sign-off log
- Merchandising calendar

8. KPIs

- Percentage of resets completed on the scheduled date
- Planogram compliance score from district visits
- Sales lift on featured endcap products

9. Common mistakes

- Installing a new display before checking pricing signage against the POS.
- Ignoring the planogram's spacing or height guidance.
- Skipping the before and after photos.
- Blocking a sightline or exit with a new fixture.

10. Revision history

Revision	Date	Description	Reviewed by
1.0	September 15, 2026	Initial release	Alexa Uskova

Approval

Prepared by	Approved by	Date

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