

Prepping for a Retail Display

We designed our 12-point preparation checklist to prepare you for what we need to get your project moving.

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From guidelines to requirements, quantity to dates, locations to budget, we intend to be extra clear on all the ins and outs of your display before the design process even starts. It's the most efficient and effective way to build your display and get it into stores where it can make your products stand out and attract your target customers.

12-POINT PREPARATION CHECKLIST

- What are your brand guidelines?
- What are the retailer's brand guidelines?
- What are the space requirements for the display in-store?
- How many product units need to be merchandised on the display?
- What are your product packaging dims?
- How long will the display be in-store?
- How many retail stores are the displays going into?
- How much backup inventory will be needed for replenishment?
- When do you want the displays in-store?
- Will you be utilizing a merchandising firm to set the displays or will store associates be responsible for execution?
- Do you want the displays shipped in bulk to you, directly to each store or to a distribution center?
- What is your budget range?

To learn more about InStore Design Display:
InstoreDesignDisplay.com