

Franchise In-Store Merchandising Protocols

Date: [Insert Date]

To: [Franchisee Name]

From: [Franchisor Name]

Subject: In-Store Merchandising Protocols

Dear [Franchisee Name],

We are pleased to provide you with the updated in-store merchandising protocols. These guidelines are designed to enhance the shopping experience, maintain brand consistency, and optimize sales within your locations.

1. Visual Merchandising

- Ensure all displays are well-lit, organized, and visually appealing.
- Use promotional signage as outlined in the brand manual.
- Rotate seasonal merchandise regularly to keep the store fresh.

2. Product Placement

- Follow the product placement plan provided by the franchisor.
- High-demand items should be placed at eye-level for easy accessibility.
- Use cross-merchandising techniques to encourage additional purchases.

3. Inventory Management

- Conduct weekly inventory checks to ensure stock levels are maintained.
- Report any discrepancies to the franchisor immediately.
- Utilize the inventory management software as required.

We appreciate your cooperation and commitment to adhering to these guidelines. This ensures that our brand remains strong and our customers have a consistent experience across all locations.

If you have any questions or require further clarification, please do not hesitate to reach out.

Best regards,

[Your Name]

[Your Position]

[Franchisor Name]

[Contact Information]