

Franchise Merchandise Layout Specifications

Date: [Insert Date]

To: [Franchisee Name]

From: [Your Name / Company Name]

Subject: Merchandise Layout Specifications for [Franchise Location]

Dear [Franchisee Name],

We are excited to provide you with the specifications for the merchandise layout at your franchise location. Please adhere to the following guidelines to ensure consistency and brand integrity.

1. Store Layout

- Store Size: [insert size]
- Entrance Position: [insert position]
- Checkout Counter Location: [insert location]
- Key Functional Areas: [Designated areas for key merchandise]

2. Merchandise Display

- Product Categories: [Insert categories]
- Display Units Required: [List units]
- Height of Displays: [Insert height]
- Signage Specifications: [Details on signage]

3. Visual Merchandising

- Color Scheme: [Insert colors]
- Lighting Requirements: [Describe lighting]
- Promotional Material Placement: [Guidelines for placement]

4. Compliance

All layouts must comply with local regulations and health guidelines. Regular audits will be conducted to ensure adherence.

Please review these specifications and confirm your understanding by [insert deadline]. We look forward to a successful partnership and are here to support you throughout this process.

Best regards,

[Your Name]

[Your Position]

[Company Name]

[Contact Information]