Deli Visual Marketing and Merchandising Strategy

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EXECUTIVE SUMMARY

Sweetbay Supermarket is a chain of grocery stores based in the state of Florida. Sweetbay Supermarket is a subsidiary of Delhaize America, the U.S. division of the Brussels-based Delhaize Group. With over 100 stores and 9,000 employees and growing, Sweetbay strives to be the premier grocer to consumers in the state of Florida.

Through this course, our group was given the opportunity to develop a plan that would increase customer awareness and increase sales for the Sweetbay deli department through new marketing techniques and visual merchandising. Our goal is to improve consumers’ perceptions of the deli as a way to increase overall department profits. To meet these objectives, we suggest implementing a combo meal option for the sub shop customer, increasing internal promotion of the sub shop through signage and customer engagement, and enhancing the department’s visual appeal and product presentation.

A successful supermarket deli has the perfect blend of selection, convenience, value, and appeal. With deli sales increasing by 5% in the past year, this department is growing as a strong contributor to store profits. Sweetbay has a full-functioning deli that supplies nearly 4% of the company’s sales annually; however, it is not a premier player in the industry. To catch Sweetbay up to speed, and build it as a strong industry player, will require a mutual effort from both the corporate office as well as the individual locations. We plan to handle this with a three-prong offensive throughout the entire department and the deli’s sub shop. By separating the Gainesville store’s suggestions from all Sweetbay locations, we are able to use Gainesville as a beta site for things to come. Our group will be focusing on these key initiatives: 1) increasing sub shop awareness and creating a combo meal program, 2) promoting the Taste of Inspirations as a premium deli meat, and 3) improving signage and visual displays.

We gathered our research from a variety of resources including: focus groups, an online survey, articles and journals, and The Exhibium Group: Global Retail Solutions Company, a visual marketing consultant. We hope that our suggestions find success by first using the Gainesville location as a pilot store for these new programs and eventually rolling out the plans to all Sweetbay Supermarkets.
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INTRODUCTION

Sweetbay has a total of 102 stores in Florida, spanning from Gainesville down south to Naples. Beginning in 2004, the new company goal was to offer outstanding quality, value, and variety through a one-of-a-kind shopping experience. However, there are opportunities for improvements in its deli department by improving the marketing and visual merchandising efforts.

Purpose and Scope

The purpose of this report is to recommend ways to increase Sweetbay sales and profits in the deli department by implementing various visual marketing and merchandising strategies. We will focus on three main topics: implementing a combo meal menu option, increasing internal promotion of the sub shop, and improving the visual aesthetics and product organization. We will not discuss perceived cost benefits for the consumer when purchasing a combo meal. We will not discuss the costs associated with the labor hours of these suggestions, the costs of additional signage in stores, or the costs of running the promotions in the sub shop.

Assumption

Our recommendations are based on the assumption that Sweetbay’s deli sales will follow similar patterns as those at other supermarkets that run similar promotions and have similar offerings.

Methods

The information from this report comes from various articles, journals, databases, a focus group with supermarket shoppers, interviews with current Sweetbay employees and management, and a survey of 218 University of Florida students, all of which were relevant to the topic at hand.

Surveys were administered using the Qualtrics Survey Software and the Consumer Behavior Research Pool at the University of Florida. All surveys were administered to students online. The students completing the survey represent all grade levels at the University of Florida and vary in age from 18 to over 26 years old. Sixty eight percent of respondents were Caucasian, fifteen percent Hispanic, eight percent Asian, six percent African-American, and three percent described themselves as “Other.” Fifty-four percent of respondents were female and forty-six percent were male. Fifty percent of respondents have been to the Sweetbay while living in Gainesville while fifty percent have not.
Limitations

Our research has four limitations. The first being that we had a narrowed focus centered on improving sub shop sales instead of working on all areas of the deli evenly. Secondly, there were obvious limitations and bias variables for the students who took the online survey; because the survey was online, any confusion about the clarity or context of the questions would not have been answered or addressed. For example, “When I buy a sub, I also buy…” was a limiting question; respondents were unable to give a response outside the options listed. The same restrictions applies to the question, “Which drink type would you prefer with a sub and chips?” Finally, we held one focus group that only incorporated caucasian, college age respondents, which is not proportional to the population as a whole or the demographic makeup of Sweetbay customers.
The Sub Shop

The NPD Group: Retail Ready-to-Eat Market

The growing ready-to-eat meal industry has presented a unique opportunity for grocery supermarkets and their sub shops. Supermarkets are one of the four retail channels posting stronger traffic growth than any of the other segment within the industry. Supermarkets, with a 32% share, contributed to one-third of the 5% increase in the retail segments traffic growth. People are choosing ready-to-eat meals for their convenience and time savings. When people do not have time to cook, they want a pick-up-and-go option from somewhere close to home. However, the majority ready-to-eat meal buyers are not choosing local retail outlets like supermarkets to make their purchases. Thirty-five percent of consumers report that these outlets simply do not come to mind. In order to successfully market new meal programs, retailers (especially supermarkets) must create awareness and position themselves in the consumer’s perceptual map. Sweetbay needs to market its sub shop more aggressively to be part of consumers’ consideration set.

According to supermarket shoppers, 31% feel that they are shopping more often as compared to the past. Many shoppers are purchasing cold sandwiches as their ready-to-eat meal, 12% of these cold sandwiches are subs (See Appendix F). With the high profit margins of sub sandwiches, Sweetbay must recognize the incentive to connect with today’s time-starved customer looking for an on-the-go meal option at a valuable price. Ready-to-eat purchasers that sited food as the number one reason for their purchase decision, rated taste, freshness, and quality as the most important characteristics. For those who chose value as the number one reason, special offers and promotions were most important. By offering a fair-value sub sandwich combo option, Sweetbay is offering to satisfy these needs; the consumer will likely buy the benefits.

Online Survey

For the college student demographic, ages 18-22, restaurants are a popular and convenient meal provider. However, most actually prefer to avoid fast-food restaurants; they prefer sandwich shops. College students feel sandwiches have a higher nutritional value compared to fast food (See Appendix D). This gives the Sweetbay Deli an opportunity to capitalize on the growing potential of the ready-to-eat-meal market through its sub shop. From a corporate perspective, the Sweetbay Deli not only has to compete with other sub and sandwich shops in the surrounding area, but also with other alternative eateries.

To gather more detailed data, we administered a survey to 218 students using the Qualtrics website survey system and CB Central. The results were used to direct and guide us through our plans of action for Sweetbay and to reinforce our initial ideas for improvements. To begin, survey results gave insight into the most important aspects of a deli to the consumer. Results, shown in Graph 1, demonstrate consumers’ feelings towards cleanliness, value, visual appearance, layout, location, variety, price promotions, and meat quality. From this graph, we can conclude that the two most important aspects of a deli are cleanliness and meat quality.
Next, the survey focused on the overall image of the Sweetbay deli and its top industry competitors. Because corporate management views Publix as the most substantial competitor to Sweetbay and as the most significant threat to gains in Sweetbay’s profits, comparison questions were focused around consumer attitudes towards Sweetbay’s supermarket competitors. By asking, “What is your experience with the following delis?” we were looking to identify Publix as an appropriate benchmark for Sweetbay in order to identify any areas where Sweetbay fell short.

One aspect that immediately stands out is the number of people who have never visited a Sweetbay deli. Sweetbay is lacking in its marketing and promotional efforts; the company needs to re-focus on engaging the customer so that he or she is more satisfied with making the
Sweetbay choice, as is evident in the above graph. There is overwhelming satisfaction (96%) with the Publix deli and nearly all respondents have at least visited the deli department of this store. By connecting the data gathered from Graph 1 & 2, we can infer that the majority of the high satisfaction level was brought on from the cleanliness of the store and the perceived quality of the meats being offered.

By further benchmarking Sweetbay against Publix, out of the 218 survey respondents, only 10% have ever had a sub sandwich from Sweetbay while 93% have had a sub from Publix (See Graph 3). This number can be drawn from the amount of people that have been to Sweetbay’s deli and respectively, their store.

Graph 3

We see the sub shop as an area that can dramatically improve within Sweetbay, both in notoriety and revenue. Revenue gains will be seen by implementing a combo meal option. This is a great way to increase sales, through a value-added incentive, of drinks and side items such as chips and cookies. When customers purchase a combo, Sweetbay increases its customer share of wallet and dollar transaction value. In the survey, respondents were asked to weigh their willingness to buy certain products when purchasing a sub. Responses show that 79% of consumers either sometimes or always get a combo meal when ordering a sub. This means that Sweetbay could realize potential gains on 4 out of every 5 sub shop customers.
Next, respondents were asked to rate the following potato chip brands: Frito-Lay, Dirty’s, Cape Cod, and a write-in option. Frito-Lay came back as the favorite, with 93% of respondents preferring the brand’s products. These results matched up with our original combo meal plan, because, according to the store manager of the Gainesville location, Sweetbay has a strong relationship with Frito-Lay and expects them to be most willing to support and help promote a combo meal.

The survey was also used to seek out what drink offering to include in the combo meal. Respondents were given the choice of a soft drink, bottled water, lemonade, sweet tea, fruit juice, and a sports drink to have with their combo meal. Graph 5 also shows that soft drinks are “like[d]” by 75% of the respondents. Bottled water was slightly behind with 70%. Also, approximately 69% “like” lemonade, and 60% like sweet tea.
Finally, when contemplating what type of soft drink to offer consumers, respondents were asked to rate Pepsi products, Coca-Cola products, and any other write-ins they preferred. Graph 7 shows that Coca-Cola enjoyed skewed results with 83% of respondents enjoyed the produce and only a mere 6% claimed to not enjoy the product. Pepsi products were less favorable with 67% satisfaction and more bell-shaped distribution with uneven favorability. Coca-Cola drinkers are more loyal to their brand and are more unwilling to stray from their product, showing that Coca-Cola would be a better choice for the sub combo meal option.

Focus Group

In order to gain an initial customer perspective of the Sweetbay deli, specifically in regards to the Gainesville location, our team conducted the first of several focus groups on January 28, 2008 near the University of Florida campus. This focus group composed entirely of current UF students consisted of four males and three females ranging from ages 18 to 22. The discussion began by explaining to the participants that we were interested in their thoughts, opinions, and perceptions of supermarket delis. We began with the open ended question “what do you think about the Publix deli?” Most of the comments were positive and appeared to come from firsthand experience. The group liked the cleanliness of the deli, enjoyed the prepackaged easy-to-buy cold salads and pastas, and the Boar’s Head meat option. As we steered the conversation toward the sub shop they commented on the convenience of call-ahead sub orders, the availability of the combo meal, including the soft drink selections. Two negative comments were that the bread was too hard, and the veggie sub option did not have enough toppings available.

Next, we asked for general input on the Sweetbay deli. The pros included the convenience that each sub is offered at the same price, the sub menu is easy to read, and the bread is always soft. When it came to the overall perceptions of the deli, participants noted that the deli was cluttered, poorly lit, usually closed by the time they came to Sweetbay, understaffed,
and the available staff was not knowledgeable. When we asked for their thoughts on the Taste of Inspirations brand, several participants admitted that they had never heard of it; overall the group was unsure about how to interpret this premium option. One commented that it sounded like a diet food and another asked “what does that have to do with meat?” When the conversation shifted to the sub shop several noted that they did not know Sweetbay had a sub shop, even though they had shopped there on several occasions. The group then suggested that the store needed signs to remind them of the subs either in the front of the store or on the baskets. They also felt that coupons, such as a “free sub day” or some sort of trial promotion, were needed to generate awareness of the subs. Finally, one of the more health conscious participants noted that she wished Sweetbay had the sub’s nutritional facts on the wrapper of the sub similar to Publix wrappers. In conclusion, or group felt this was a strong first step in identifying the perception of the delis for both Sweetbay and its largest competitor in the industry, Publix.
## Focus Group Summary

<table>
<thead>
<tr>
<th>Pros</th>
<th>Cons</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Combo meal option</strong></td>
<td><strong>Bread too hard</strong></td>
</tr>
<tr>
<td>- soft drink option</td>
<td><strong>Limited veggie options</strong></td>
</tr>
<tr>
<td>- bottled sweet tea, lemonade</td>
<td><strong>Unable to pay for sub at deli</strong></td>
</tr>
<tr>
<td><strong>Call ahead sub order available</strong></td>
<td><strong>Taste of Inspirations</strong></td>
</tr>
<tr>
<td>- no wait</td>
<td>- unclear what it is</td>
</tr>
<tr>
<td><strong>Pre-packed items convenient</strong></td>
<td>- sounds like a diet meat</td>
</tr>
<tr>
<td>- no wait</td>
<td>- confusing message overall</td>
</tr>
<tr>
<td><strong>Boars Head available</strong></td>
<td><strong>Gainesville store</strong></td>
</tr>
<tr>
<td>- encourage you to try</td>
<td>- Cluttered in front of deli</td>
</tr>
<tr>
<td>- Boar’s Head sauce</td>
<td>- Did not know sub shop existed</td>
</tr>
<tr>
<td><strong>Nutritional facts available</strong></td>
<td>- Understaffed, not knowledgeable</td>
</tr>
<tr>
<td>- printed on sub wrapper</td>
<td>- “Deli closed by the time I arrive”</td>
</tr>
<tr>
<td><strong>Gainesville</strong></td>
<td>- Olive cart visually unappealing</td>
</tr>
<tr>
<td><strong>Clean</strong></td>
<td><strong>Soft bread</strong></td>
</tr>
<tr>
<td><strong>Shiny displays</strong></td>
<td><strong>Same price for all types of sub</strong></td>
</tr>
<tr>
<td></td>
<td><strong>Larger than 12 inches</strong></td>
</tr>
</tbody>
</table>
Historical and demographic research indicated that there was an increasing
interest in doing business in that area. The presence of a new competitor
in the same market could severely impact the existing businesses if
they did not adapt to the changing consumer behavior and preferences.

Merchandising and promotion efforts were crucial in maintaining or
developing a competitive advantage. The new strategy involved
phased implementation, with each phase focusing on specific
elements of the marketing mix.

The first phase concentrated on visual merchandising and
promotions. Store managers were trained in the latest
techniques and tools to create eye-catching displays and
promotional materials. They were encouraged to
innovate and experiment with different
approaches to see what worked best for their
stores.

The second phase focused on
merchandising strategies to
maximize sales and
profitability. This included
reorganizing the store layout
and categorization, as well as
improving product
presentation. The goal was
to make it easier for customers
to find what they wanted and
encourage them to purchase
more.

The third phase involved
collaboration with vendors
to develop exclusive
products and limited-time
offerings. This not only
engaged customers but also
strengthened the retailer-
vendor relationship.

Monitoring and adjusting the
success of each phase was
essential. Regular surveys
and feedback from customers,
employees, and vendors were
used to refine the
tactics and ensure alignment
with overall business goals.

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costs low in order to set a fair price. Given the price of Frito-Lays chips and a soda, the combo meal at Sweetbay will be an option for an extra $1.50. In essence, if a customer purchases a six-inch sub for $4.50, then they are able to add on chips and a drink to make it a combo meal for only $6.00. This meets the requirement of the customer seeing at least thirty-cent savings. By capitalizing on this “impulse add-on”, Sweetbay benefits from increases in customers’ check averages, which lead to higher deli department sales and profits.

**Overall**

Besides the combo meal, there are several other aspects of the sub shop that Sweetbay can improve upon with the help of additional marketing opportunities. The first option relies on employee participation and discipline. Employees should be required to offer all customers the opportunity to upgrade to the Taste of Inspirations meat on his or her sub. Because most consumers do not understand what the Taste of Inspirations brand is, or how it ranks in terms of quality, it may be more beneficial and effective for the deli employees to up-sell this meat by simply calling it “our premium meat”. For instance, when a customer orders a sub they should be asked, “Would you like to upgrade to our premium meat for just one dollar more?”

Secondly, from a long-term perspective, it is important to educate the customer on what Taste of Inspirations is and how it can add value to their sub. A weeklong promotion where each sub comes with a free premium meat upgrade would be a great opportunity to educate the customer. Because they are receiving a free upgrade, they will be more willing to listen to the special qualities of Taste of Inspirations. As the employee makes the customers sub, they could explain to the customer that Taste of Inspirations has no fillers or additives, contains no gluten or MSG, and is 98% fat free. When the sub is wrapped and handed to the customer, it may be beneficial to give the customer a brochure, or a small flyer, highlighting the additional benefits of Taste of Inspirations meats and cheeses (See Appendix A). Perhaps the flyer can also be used as a sticker and be placed on these upgraded subs distinguishing them as a premium meat sandwich. This simple designation may be appealing to image-conscious customers. Additionally, the sticker creates more brand awareness for Sweetbay and its sub shop. This trial promotion will allow the customer to taste the difference and encourage future upgrades.

Lastly, another way to improve sales in the sub shop is by offering customers a business card with the deli number on it. These cards could be displayed on a stand at the sub shop and serve as a reminder for customers that call-ahead orders for subs are available. Additionally, including the Sweetbay website with a reminder that catering options are available online could further drive sales. A fridge magnet with this same information may also serve this reminder purpose. In the Gainesville market, consumers will be more inclined to place these magnets on their fridge if it displays the Gators football schedule.
**In-Store Audit**

Another team goal was to find ways to increase the aesthetics and visual appeal of the Sweetbay Deli area. To do this effectively, we sought advice from several knowledgeable sources in marketing and design industries. We worked primarily with a marketing consultation company entitled The Exhibium Group: Global Retail Solutions Company and with an interior design student from the University of Florida, Katie McDuffie. The consultant group helped analyze and compare Sweetbay’s current deli merchandising methods, while Ms. McDuffie helped to create drawings for new signs and product segmentation options for the deli department.

Our group received some practical and valuable visual merchandising information through the In-Store consultant division of The Exhibium Group: Global Retail Solutions Company. Manuel Hormigó and other members of the In-Store group typically use a company-developed comparison system to rate various visual aspects of different retail stores. Mr. Hormigó compiled a visual, in-store audit from pictures that our group provided him from several Sweetbay stores and a Publix store in Gainesville.

This audit contained three different components as standards for evaluating Sweetbay’s visual appeal including:

1) **Permanent Visual Communication**

2) **Visual Communication of the Merchandise**

3) **Store Promotions**

**Permanent Visual Communication**

- Decorations
- Atmosphere
- Installations

Within this portion of the audit, the In-Store group focused primarily on the cleanliness of the overall store and the attractiveness of the visuals in the Hyde Park Sweetbay Deli location. In the presentation, Mr. Hormigó highlighted a section on the base of a deli case that appeared to be dirty. Sweetbay delis should focus on heavily on keeping the deli area clean and sanitary for its customers. Management should create, implement, and maintain a list of daily and hourly cleaning tasks for the employees to complete in order to ensure the cleanly appearance of the Sweetbay deli at all times of the day. On a positive note, Mr. Hormigó felt that the permanent visual theming in the deli section of the Hyde Park-Tampa Sweetbay store was exceptionally impressive and scored it with high markings. If other Sweetbay locations could construct the
permanent visuals of their deli sections to be similar to those of the Hyde Park store, creating more consistency for the Sweetbay deli image, consumers would find the deli much more appealing and inviting, ultimately attracting more foot traffic to the department.

Visual Communication of the Merchandise

- Signage
- Furniture
- Information

Signage appeared to be a key segment where Sweetbay could vastly improve. The consultant pointed out several instances in which the signs in the Sweetbay store are only visible to shoppers moving parallel to the sign. Mr. Hormigó gave our group the following pictorial example on how to execute more perpendicular signage in the store.

Mr. Hormigó’s examples as to how Sweetbay should make their signage more perpendicular to its customers.

The store signage needs to be visible to customers approaching from all directions within the store and from the entrance, not just parallel with the department structure or overhanging. The Gainesville Sweetbay deli faces the center of the store on a diagonal, so this location in particular needs perpendicular signage that is clearly observable to customers as they enter the store from the left side and additional parallel signs for those approaching from the dairy section. Mr. Hormigó also noted that the signs around the sub shop are not large enough, making it almost invisible to shoppers. Because of its unusual location, the Gainesville deli needs more prominent, larger signs, primarily hanging from the ceiling or near the front of the store, to increase awareness of the sub shop.

Mr. Hormigó also suggested alternative ideas for providing more information to deli shoppers. It is often best to assume the customer is not familiar with the product. Employees are responsible for educating the customer and marketing the products. In order to draw more attention to the deli department and create more customer interaction with the merchandise, Sweetbay should push employees to offer and provide more samples of the meats and cheeses, as well as having some form of a tasting table during different times of the day. These are easy, inexpensive, and effective ways to create awareness of the deli area and its offerings.
**Store Promotions**

- Offerings
- Collection
- Campaigns

Under the offerings, Sweetbay should focus on correcting the product occupancy levels in the deli cases. There is an immense amount of negative space in the front cases, particularly around the cold salads. The deli product displays should be more complete and visually engaging for customers. Sweetbay might consider adding either more products or appropriate decorative elements to eliminate the extra, dead space and add more color vibrancy to the department.

**Overall Comparison**

![Graph 7](image)

In this chart, the blue line represents Whole Foods, the red line represents Sweetbay, and the green line represents Publix.

The most impactful result came from the graphical, all-inclusive comparison between Sweetbay, Wholefoods, and Publix (See Graph 7). After concluding the audit, Mr. Hormigó rated Sweetbay higher overall compared to Publix, yet Publix dominates the grocery industry. Sweetbay should not only focus on the segments in which they scored higher than Publix, but the company must also determine and consider why these results are not in line with consumer perceptions of Sweetbay and its deli department.

**Recommendations**

Concerning the visual appeal and merchandise practices of the Sweetbay Deli, a few things should be implemented increase customer awareness of the deli and its products. We will apply the recommendations from the In Store Visual Audit to relocate and add more signs within the layout to increase awareness of the deli and its sub shop throughout the store. Ms. McDuffie, an interior design student, has drawn up a few sketches (see Appendix B) for new signs. We
would like to display a perpendicular sign for the sub shop from the department overhanging near the dairy aisle at a height where it will be visible for customers to view throughout the store.

We believe Sweetbay should also focus on the segmentation and categorization of the merchandise in and around the deli area. According to the In Store Visual Marketing Firm, the items pictured in the deli did not seem to be accurate with the signage located near or above it. We think Sweetbay should reorganize the areas within the store that display discrepancies of what the signage indicates and what merchandise is actually displayed there.
CONCLUSION

Sweetbay’s expansive selection of deli meats and cheeses, as well as department services, offers the company a solid base for building awareness and profits. With these new suggested programs and the provided levels of support to get the recommendations into stores, Sweetbay will see increased revenues. These profit-generating strategies include:

• Implementing combo meals with a minimum 30 cent savings
• Increasing customer knowledge of the Taste of Inspirations line through a free upgrade week, flyers, and sticker promotions
• Increasing signage and the overall visual appeal of the deli

Together, these efforts will also build sub shop awareness and promote the values of shopping at Sweetbay. By following these recommendations we expect increased sales in the deli department, stores that are more successful and profitable, and a better experience for the customer.
A.

All good things start with a little Inspiration...

No MSG
No Gluten
No Fillers
No Additives
98% Fat Free!

Life is better when you have some Inspiration

taste of Inspirations
B. (Katie’s Drawings)
C. Ready-To-Eat Meal Purchases

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<th>Discount Store (n=846)</th>
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<td>1</td>
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- = Significantly higher than at least 3 retail channels
○ = Significantly lower than at least 3 retail channels

Q.13 Which ready-to-eat food(s) or beverage(s) did you [plan on purchasing/purchase] for immediate consumption from a [insert retail channel]?

Ready-to-Eat Usage Motivators - September 2007
D.

![Graph showing Top 2 Box Importance of Branded Ready-to-Eat - Ready-to-Eat Retail Purchasers & Non-Purchasers -](image)

- Significantly higher for beverages than Retail Non-Purchasers

E. In-Store, Manuel Hormígó, m_h@comunicacioninstore.com

The Exhibium Group: Global Retail Solutions Group, Fernando Williams, fwilliams@exhibium.com

http://bear.cba.ufl.edu/Oh/InStoreAudit_reducedsize.pdf
Works Cited


Power point 1/3

2.

Visual Audit carried out with Visual Store Check for

The results are based on the observation of the photographs carried out by the students in DELI

3.

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4.

It knows the VISUAL PROFILE of its Store or Section... ???

Visual Store Check permits them to know it and to COMPARE the VISUAL PROFILE of the Competitor or Benchmark.

5.

Visual Store Check orders the Store or Section to audit in 3 blocks:

**ASSETS** = PERMANENT Visual Communication... always is.

**MERCHANDISE** = Visual contact is EXCHANGEABLE ... change with the product.

**PROMOTION** = PERIODIC Visual contact... appears and disappears.

6.

Each block includes/understands 3 categories:

**ASSETS A:** A 100 / A 200 / A 300

**MERCHANDISE M:** M 100 / M 200 / M 300

**PROMOTION P:** P 100 / P 200 / P 300

These 9 categories include ALL the possible elements of visual contact set out in Store or Section.

7.
Visual Store Check realizes up to 500 reference points following you rule own of Descriptive Statistic. Scoring from 0 to 100 and shaping in a Graph the results in order to draw up to the VISUAL PROFILE by STORE or SECTION.

The obtained average score reflects the VISUAL STATUS STORE = SVT

8.

Visual Store Check crosses the VISUAL PROFILE Competidor or Benchmarking TO COMPARE the respective implementations In-Store.

Visual Store Check identifies the divergences in detail to rationalize the investments In-Store

9.

“The behavior of the Client when realizing its purchase it is fruit of his reaction before the situation perceived In-Store.
Visual Store Check audits is to situation and allows to act rationally on the visual elements generate that it.”
-Manuel Hormigo

Visual Store Clerk
More than a measurement tool, A PROCESS that analyzes all the elements Visual In-Store.

In order to know more on Line of vision Store Check www.comunicacioninstore.com

10.
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11.
RESULTS of Visual Store Check in Permanent Visual contact ASSETS

12.
The category DECORATION evaluates the treatment of: CEILINGS/WALLS/GROUNDS/COLUMNS

13.
It is obvious that a good work of Decoration has been realized consequently the score is high.

14.
Without a doubt that score will increase as soon as some small problems in the maintenance of the ceilings are corrected.
15. The aerial structure would have to also happen over the Sushi to facilitate the possible positioning of visual elements avoiding the complex maneuver to hang them from the high ceiling.

16. The obtained average score between the 4 sections presents to us the valuation in DECORATION. (A100: 81,67)

17. The category ATMOSPHERE evaluates the sections of:
   ILLUMINATION/COHERENCE/CLEANING/HYGIENE
   with Identity
   Corporate Visual

18. Observe a good general light and of work. Nevertheless it lacks a correct illumination of Accent for the Product. They only appear 3 lamps with more vocation to adorn than to illuminate.

19. The cleaning can improve.

20. The obtained average score between the 4 sections presents to us the assessment in ATMOSPHERE (A200: 73,33)

21. The Facilities of the Store are evaluated by Zones based on the route of purchase of the client.
   AGOGIDA/TRANSIT/SERVICE checkout
   (Audited only the Traffic zone where the DELI is located since it does not have photos of the other Zones)

22. The score is not greater due to the multitude of “obstacles” placed arbitrarily by the corridors that obstruct the step.
   Assessment in FACILITIES (A300: 75,00)

23. The obtained average score between the 3 categories presents to us the assessment of ASSETS (A: 76,66)

Power point 2/3

1. RESULTS of Visual Store Check are interchangeable in Visual Communication
   MERCHANDISE
2. In IMPLEMENTATION one evaluates the disposition and functionality of the FURNITURE for the presentation of the product.

(Audited only the furniture of the DELHI since there are no photos of the rest of the Store)

3. The FURNITURE is correct responding to its Functionality. Nevertheless assistance in sales does not contribute a high Visual Impact and it is perceived somewhat limited in accessories for the prepared presentation of food.
   Improving the dark color background, therefore it scores (M100: 67.86)

4. The location of the Signage is KEY for non-verbal communication to Customer in Store or Section. It must be able to guide you so quick and clear by the diversity of the assortment.

5. ***PiX
   VERY IMPORTANT to interpret the Audit:
   - Visual elements placed parallel in PARALLEL
   - Visual elements placed PERPENDICULAR to the “Sense of the Circulation” of the Client in Store and by “Visual Level”

6. Location of the WORLD “Neighborhood DELI”
   All the visual elements are placed in parallel to the circulation of the customer. Not placing any visual element in perpendicular to the circulation of the customer.

7. Location of the SECTIONS that compose the WORLD “Neighborhood DELI” (FIRE WORKS Roastery/Hot Foods to Go/Sub Shop/Fresh Sushi); Difficulty to visualize the posters when the client advances by the aisle.

8. Segmentation of Product by families and subfamilies.
   Elements for segmentation are very insufficient the. They only are in some counters and no case perpendicular.

9. Based on its geographic origin, product differentiation by its ORIGIN only signage in visual level “on product”.

10. By the inclusion or exclusion of certain health components benefits. Product differentiation by its COMPOSITION.
    Marked only in parallel to the circulation of the customer.

11
Product differentiation by its Selection by the quality or size of its ingredients. Product differentiation by its selection marked only in parallel to the circulation of the customer.

12. For those who develop; product differentiation by its ELABORATION marked only in parallel to the circulation of the customer.

13. By his glamour or social relevance, product differentiation by its NOTORIETY should be signed well. Even in “ground level “. Not good for no signage next to the product.

14. Product categorization by its trademark or for being new. Only signed by the Market Leader and some novelty. There is no observation of Private or Exclusive brands, nor of Local brands.

15. Where is the signage of “HANNAFORD “.??? Perhaps “HANNAFORD “does not comprise of the assortment of Deli...?

16. Product identification by its LABELLING or PACKING “Good Signage “causes the score to be very high in this section

17. The obtained average score between the 5 types of Signage gives an assessment of (M200: 65,12)

18. Visual Store Check contemplates 2 types of INFORMATION:
   _Information of the PRODUCT.
   _Information of SERVICES, COMMITMENTS and GUARANTEES

19. Very good description of ingredients, sizes and prices. Information In-Store, is observed it, facilitates the ELECTION of the Product

20. Information is noted In-Store Product Benefits, although it is only shown in the label of the Product.

21. There is no In-Store Information to explain the label ... ! Basics of a Product!

22. Information is not observed In-Store on the MANIPULATION post Sale of the PRODUCT...! “Advice for an optimal conservation “
23.
Information In-Store on the ascending (upward movement) of the PRODUCT is not observed “Control and handling of the processes “

24.
Information is observed In-Store on the Service of SPECIAL ORDERS

25.
Information is observed In-Store on Guarantee of “DOUBLE MONEY BACK “

26.
Information is not observed In-Store on the Service of PRESCRIPTIONS or SEMINARIES of KITCHEN...

27.
Information is not observed In-Store on the Service of Gift Cards...

28.
Information is not observed In-Store on the Service of TICKETS SALES...

29.
Information is not observed In-Store on the Services of ENTERTAINMENT...

30.
Information is not observed In-Store on the Service of CHANGES and REPLACEMENTS...

31.
Information is not observed In-Store on the Service of DELIVERY at home...

32.
Information is not observed In-Store on the Service of Loyalty cards...

33.
Information In-Store on SOCIAL Commitments is not observed...

34.
Information is not observed In-Store on the Commitment of PROFESSIONAL TRAINING for the employees...
35. Information is not observed In-Store on the Commitment of SANITARY CONTROLS...! (internal/external)

36. Information is not observed In-Store on the Commitment TO LISTEN the CLIENT.! (suggestions)

37. Information is not observed In-Store on the Commitment with the Environment....!

38. Information is not observed In-Store on the Commitment with the COMMUNITY...!

39. The absence of visual elements makes the average score obtained between the 2 types of Information it is low (M300: 40,71)

40. The obtained average score between the 3 categories presents to us the valuation MERCHANDISE (M: 57,89)

**Power Point 3/3**

1. Results of Visual Store Check in Visual communication Periodic PROMOTION

2. “Passion for Savings “is the SYMBOL or SLOGAN that is observed to use like visual element that identifies the Products in SAVING-OFFER.

3. It is observed that the visual elements of SIGNNING are mainly for the Counters. Other types are not appraised.

4. It does not excite the EXHIBITION of the Product.
   Animation in the presentation is not observed like: draw attention, tasting or sampling, etc...

5. The OCCUPATION of the Visual Level Next to the Product is only observed; The rest of Visual Levels is not used to occupy them with other elements.

6.
ERGONOMICS (suitable location for easy visibility) is improvable. The promotion can only be visualized when the client this in front of the counter.

7. The MORFOSEMANTICA (harmony in the graphical content of the poster) is very good. It does not score more because it needs the erased previous price so that the client can clearly appreciate the supplied saving.

8. The scarce observations solutions to emphasize the OFFERS it makes obtain an average score between the 5 sections of (P100: 36,67)

9. “Taste of Inspirations “ is the observed SLOGAN that can be representative to emphasize a PRODUCT COLLECTION. "COLLECTION = * Related Products Group Featured In-Store (* Compatible by: Its Composition - Geographic Origin - Process of Elaboration - Mark... etc.)

10. Considering “taste of Inspirations “a Collection that obtained average score between the 5 sections (P200: 29,10)

11. “Sweet DEAL “and “Sweet LEAVE “are the SLOGAN chosen to emphasize Products of a CAMPAIGN CAMPAIGN = Products to emphasize In-Store “during limited time “ (to comprise of a Brochure de Campaña)

12. The visual elements with "Sweet LEAVE “appear In-Store only in Visual Levels On and Next to the Product. Elements are not observed occupying other Visual Levels (Aerial and Ground) Which reduces the option remarkably to generate major Visual Impact.

13. It is not observed In-Store visual elements with “Sweet DEAL .” Perhaps it must be that this SLOGAN is not used for any product of the page dedicated to the DELI within the effective Brochure.

14. The obtained average score between the 5 sections of CAMPAIGN is (P300: 39,32)

15. The deficiency of or lack of Promotional Elements In-Store observed generates an average score between the 3 categories of: PROMOTION (P: 35,03)

16. Visual Store Clerk: VISUAL PROFILE of: Deli SweetBay
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18.
Visual Store Check:

COMPARATIVE VISUAL PROFILE of: DELI Sweetbay versus Publix

19.
Visual Store Check:

COMPARATIVE VISUAL PROFILE of: DELI Sweetbay versus Publix versus Whole Foods

20.
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21.
Weaknesses

> Imbalance in occupation of Visual Levels In-Store.

> Not to use Visual Elements in perpendicular sense to circulation of the Client.

> Insufficient Information In-Store for the aid on sale in free service.

> Reduced Visual Impact in Promotional Communication In-Store.
Threats

> Do-nothing policy or Immobilize policy. (The Visual contact in the Store is born and dies the day of the opening)

> Underestimating the contribution of visual elements In-Store.

> Not to control the location of obstacles in the roadways.

> Repositioning the competition

Strengths

> Good “ornamental” Decoration.

> Excellent Labeling and Product packing.

> Good perception of Hygiene in manipulation of the product.

Opportunities

> To develop visual elements of Promotion for In-Store.

> To transfer to In-Store all the Information of the Web-site.

> To improve the exhibition of the product in counters.

Diagnostic D.A.F.O.

22.

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23.
<table>
<thead>
<tr>
<th>TIME space/ Message CHANEL</th>
<th>Permanent Visual Communication ASSETS</th>
<th>Visual contact exchangeable Merchandise</th>
<th>Periodic visual contact Promotion</th>
</tr>
</thead>
<tbody>
<tr>
<td>Before the purchase</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Welcomed Zone (entered)</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| During the purchase       | - To include Illumination of accent for Product.  
- To cover counters with structure or false ceiling in order to facilitate the positioning of visual elements.  
- To improve flow in Corridors. | - To incorporate accessories in counters  
- To develop signs To segment, To categorize and differentiated products.  
- To place Information of Services, Guarantees and Commitments. | - Increased strength in the exposure of the elements  
Offer / Savings.  
- To generate/To program Product collections.  
- To increase the visual Impact of Brochure-Campaign. |
| After the purchase        |                                      |                                          |                                  |
| Service Zone (checkout)   |                                      |                                          |                                  |
Visual Audit realizado con Visual Store Check para

Los resultados se basan en la OBSERVACION de las fotografías realizadas por los estudiantes en DELI
Introducción a Visual Store Check

Visual Audit

Visual Audit Comparativo

Diagnóstico

Plan Acción
Conoce el PERFIL VISUAL de su Tienda o Sección... ???

Visual Store Check le permite conocerlo y COMPARAR con el PERFIL VISUAL del Competidor o Benchmark.
Visual Store Check ordena la Tienda o Sección a auditar en 3 bloques:

- **ACTIVOS** = Comunicación Visual PERMANENTE... siempre está.
- **MERCANCIA** = Comunicación Visual PERMUTABLE ... cambia con el producto.
- **PROMOCION** = Comunicación Visual PERIODICA... aparece y desaparece.
Cada bloque comprende 3 categorías:

**ACTIVOS**
- A 100 / A 200 / A 300

**MERCANCIA**
- M 100 / M 200 / M 300

**PROMOCION**
- P 100 / P 200 / P 300

Estas 9 categorías abarcan TODOS los posibles elementos de comunicación visual expuestos en Tienda o Sección.
Visual Store Check realiza hasta 500 puntos de chequeo siguiendo las pautas propias de Estadística Descriptiva.

Puntuando de 0 a 100 y plasmando en un Gráfico los resultados para trazar el PERFIL VISUAL por TIENDA o SECCION.

La puntuación media obtenida refleja el STATUS VISUAL TIENDA = SVT
**Visual Store Check** cruza el PERFIL VISUAL con Competidor o Benchmarking para COMPARAR las respectivas implementaciones In-Store.

**Visual Store Check** identifica detalladamente las divergencias para racionalizar las inversiones In-Store.
“El comportamiento del Cliente al realizar su compra es fruto de su reacción ante la situación percibida In-Store.

Visual Store Check audita esa situación y permite actuar racionalmente sobre los elementos visuales que la generan “.

Manuel Hormigó

**Visual Store Check**

Más que una herramienta de medición.

Un PROCESO que analiza todos los elementos Visual In-Store.

Para saber más sobre Visual Store Check

[www.comunicacioninstore.com](http://www.comunicacioninstore.com)
Introducción a Visual Store Check

Visual Audit

Visual Audit Comparativo

Diagnóstico

Plan Acción
RESULTADOS de Visual Store Check en Comunicación Visual Permanente ACTIVOS
La categoría DECORACION evalúa el tratamiento de:

TECHOS / PAREDES / SUELOS / COLUMNAS
Resulta obvio que se ha realizado un buen trabajo de Decoración en consecuencia la puntuación es alta.
Sin duda esa puntuación aumentará en cuanto se subsanen algunos pequeños problemas en el mantenimiento de los techos.
La estructura aérea debería pasar también sobre el Sushi para facilitar la eventual colocación de elementos visuales evitando la compleja maniobra de colgarlos desde el alto techo.
La puntuación media obtenida entre los 4 apartados nos da a conocer la valoración en DECORACION (A100: 81.67)
La categoría ATMOSFERA evalúa los apartados de:

ILUMINACION / COHERENCIA / LIMPIEZA / HIGIENE

con Identidad

Visual Corporativa
Se observa una buena luz general y de trabajo. Sin embargo, carece de una correcta iluminación de Acento para el Producto. Aparecen solo 3 lámparas con más vocación de adornar que de iluminar.
La limpieza puede mejorar.
La puntuación media obtenida entre las 4 apartados nos da a conocer la valoración en ATMOSFERA (A200: 73,33)
Las Instalaciones de la Tienda se evalúan por Zonas en función del recorrido de compra del cliente. AGOGIDA / TRANSITO / SERVICIO checkout

(Auditada solo la Zona de Tránsito donde se ubica el DELI dado que no se dispone de fotos de las otras Zonas)
La puntuación NO es mayor debido a la multitud de "obstáculos" colocados arbitrariamente por los pasillos que entorpecen el paso.

Valoración en INSTALACIONES (A300: 75,00)
La puntuación media obtenida entre las 3 categorías nos da a conocer la valoración de los ACTIVOS (A : 76,66)
RESULTADOS de Visual Store Check en Comunicación Visual Permutable MERCANCÍA
En **IMPLEMENTACION** se evalúa la disposición y funcionalidad del **MOBILIARIO** para la presentación del producto.

( Auditado solo el mobiliario del DELI dado que no se dispone de fotos del resto de la Tienda )
El **MOBILIARIO** es correcto respondiendo a su Funcionalidad. No obstante en venta asistida no aporta un alto Impacto Visual y se percibe un tanto limitado en accesorios para la presentación de comida preparada.

Mejora por el color oscuro de fondo. Por ello puntúa: (M100: 67.86)
La ubicación de la SEÑALETICA es CLAVE para la comunicación no verbal al Cliente en Tienda o Sección. Ha de ser capaz de guiarlo de modo ágil y claro por la diversidad del surtido.
MUY IMPORTANTE para interpretar la Auditoría:
- elementos visuales colocados en PARALELO
- elementos visuales colocados en PERPENDICULAR

al “Sentido de la Circulación “ del Cliente en Tienda y por “Nivel Visual”
Localización del **MUNDO** "Neighborhood DELI"
Todos los elementos visuales se sitúan en paralelo a la circulación del Cliente. 
No ubicando ningún elemento visual en perpendicular a la circulación del Cliente.
Localización de las **SECCIONES** que componen el MUNDO “Neighborhood DELI”

(FIRE WORKS Roastery / Hot Foods to Go / Sub Shop / Fresh Sushi)

Dificultad para visualizar los carteles cuando el cliente avanza por el pasillo.
Highlight:

Segmentación de **FAMILIAS** y **SUBFAMILIAS** de Producto.
Muy insuficientes los elementos para segmentación.
Solo se encuentran en algún mostrador y en ningún caso en sentido perpendicular.
Diferenciación de Productos por su **ORIGEN**

En función de su procedencia geográfica.

Solo señalizado en Nivel visual “sobre producto“.
Diferenciación de Productos por su **COMPOSICION**
Por la inclusión o no de determinados componentes beneficiosos para la Salud.
Solo señalizado en paralelo a la circulación del cliente.
Diferenciación de Productos por su **SELECCIÓN**
Por la calidad o tamaño de sus ingredientes.
Solo señalizado en paralelo a la circulación del cliente.
Diferenciación de Productos por su **ELABORACION**
Por como o quien los elabora.
Solo señalizado en paralelo a la circulación del cliente.
Diferenciación de Productos por su **NOTORIEDAD**
Por su glamour o relevancia social.
Bien señalizado. Incluso en “nivel suelo“. No excelente por NO señalizar junto al producto.
Categorización de Productos por su **MARCA** o por ser **NUEVO**
Sólo señalizada alguna Marca Líder y alguna Novedad.
**NO se observa señalización de Marcas Privadas o Exclusivas**, ni de Marcas Locales.
Hannaford, Our Exclusive Brand

We have an extensive line of private label products produced exclusively for Sweetbay, featuring quality equal to the leading national brand at much lower cost. Hannaford brand products are priced lower than the leading national brands because they don’t carry the heavy product development, advertising, and promotion costs of national brands. With 2,000 products (and growing), Hannaford offers everything from pasta and cereal to cheese and beauty products.

Committed to Quality, every Hannaford brand item is sold with our Double Your Money Back Quality Guarantee. Each package carries a toll-free number (1-800-213-9040) for customers to call with any product questions.

¿¿¿ Donde está la señalización de “HANNAFORD”... ???.
¿¿¿... Quizás “HANNAFORD” no forma parte del surtido de Delí ... ???
Identificación de Productos por su **ETIQUETADO** o **EMBALAJE**

“MAGNIFICA SEÑALIZACION” hace que la puntuación sea muy alta en este apartado.
La puntuación media obtenida entre los 5 tipos de Señalética nos da una valoración de (M200: 65,12)
Visual Store Check contempla 2 tipos de INFORMACION:

- Información del PRODUCTO.
- Información de SERVICIOS, COMPROMISOS y GARANTIAS.
Se observa Información In-Store que facilita la ELECCION del Producto. Muy buena descripción de ingredientes, tamaños y precios.
Se observa Información In-Store sobre PRESTACIONES del Producto
Aunque Solo se aprecia en la etiqueta del Producto.
NO se observa Información In-Store que EXPLIQUE la ETIQUETA... !!! básica del Producto
NO se observa Información In-Store sobre la MANIPULACION post Venta del PRODUCTO... !!!

“Consejos para una óptima conservación“
NO se observa Información In-Store sobre la ASCENDENCIA del PRODUCTO “ Control y manejo de los procesos “
Se observa Información In-Store sobre el Servicio de **ENCARGOS ESPECIALES**
Se observa Información In-Store sobre la Garantía “DOUBLE MONEY BACK“
NO se observa Información In-Store sobre el Servicio de RECETAS o SEMINARIOS de COCINA...!!!
NO se observa Información In-Store sobre el Servicio de Tarjeta de REGALO...!!!
NO se observa Información In-Store sobre el Servicio de VENTA de TICKETS...!!!
NO se observa Información In-Store sobre los Servicios de ENTRETENIMIENTO...!!!
NO se observa Información In-Store sobre el Servicio de CAMBIOS y REPOSICIONES... !!!
NO se observa Información In-Store sobre el Servicio de ENTREGA a DOMICILIO... !!!
NO se observa Información In-Store sobre el Servicio de Tarjeta de FIDELIZACION...!!!
NO se observa Información In-Store sobre Compromisos SOCIALES...!!!
NO se observa Información In-Store sobre el Compromiso de FORMACION PROFESIONAL para los empleados...!!!
NO se observa Información In-Store sobre el Compromiso de CONTROLES SANITARIOS...!!!
( internos / externos )
NO se observa Información In-Store sobre el Compromiso de ESCUCHAR al CLIENTE...!!!
(sugerencias)
NO se observa Información In-Store sobre el Compromiso con el MEDIO AMBIENTE...!!!
NO se observa Información In-Store sobre el Compromiso con la COMUNIDAD...!!!
La ausencia de elementos visuales hace que la puntuación media obtenida entre los 2 tipos de Información sea baja (M300: 40,71)
La puntuación media obtenida entre las 3 categorías nos da a conocer la valoración de **MERCANCIA** (M: 57,89)
RESULTADOS de Visual Store Check en Comunicación Visual Periódica
PROMOCIÓN
“Passion for Savings” es el SIMBOLO o SLOGAN que se observa para utilizar como elemento visual que identifique los Productos en AHORRO- OFERTA.
Se observa que los elementos visuales de **SEÑALIZACIÓN** son mayoritariamente para los Mostradores.
No se aprecian otros tipos como: pescantes, murales... etc.
**No se exalta la ** **EXPOSICION** **del Producto**

**No se observa animación en la presentación como: exhibidor, atrezzo, degustación... etc.**
Solo se observa la **OCUPACIÓN** del Nivel Visual JUNTO al Producto.
No se utilizan el resto de Niveles Visuales para ocuparlos con otros elementos.
La ERGONOMIA (ubicación idónea para una fácil visibilidad) es mejorable. Solo se puede visualizar la promoción cuando el cliente está delante del mostrador.
La **MORFOSEMANTICA** (armonía en el contenido gráfico del cartel) es muy buena. No puntúa más porque le falta el precio anterior tachado para que el cliente pueda apreciar claramente el ahorro ofertado.
La escasas soluciones observadas para destacar la \textit{OFERTA} hace obtener una puntuación media entre los 5 apartados de (P100 : 36,67)
“taste of Inspirations” es el SLOGAN observado que puede ser representativo para destacar una COLECCION de Productos.

COLECCION = Grupo de Productos afines* destacados In-Store

(* Afines por: Su Composición - Origen Geográfico - Proceso de Elaboración - Marca... etc.)
Considerando a “taste of Inspirations” una COLECCION, la puntuación media obtenida entre los 5 apartados (P200: 29,10)
“Sweet DEAL” y “Sweet SALE” son los SLOGAN elegidos para destacar los Productos de una CAMPAÑA.
CAMPANÀ = Productos a destacar In-Store “durante tiempo limitado “
( por formar parte de un Brochure de Campaña )
Los elementos visuales con **“Sweet SALE“** aparecen In-Store solo en Niveles Visuales Sobre y Junto al Producto. No se observan elementos ocupando otros Niveles Visuales (Aéreo y Suelo), lo cual reduce notablemente la opción de generar mayor Impacto Visual.
No se observa In-Store elementos visuales con “Sweet DEAL”. Quizás se deba a que no se utiliza este SLOGAN para ningún producto de la página dedicada al DELI dentro del Brochure vigente.
La puntuación media obtenida entre los 5 apartados de **CAMPAÑA** es (P300 : 39,32)
La carencia de Elementos Promocionales In-Store observada genera una puntuación media entre las 3 categorías de: PROMOCION (P: 35,03)
### Visual Store Check _ SWEETBAY - Deli.

La gráfica muestra el rendimiento de los diferentes aspectos del visual store para el departamento de Deli. La base de datos incluye varias categorías como Activos, Decoración, Atmosfera, Instalaciones, Mercancía, Promoción, Oferta, Colección, Campaña y Status Visual Tienda.

La tabla muestra los porcentajes para cada categoría y la evaluación final de Sweetbay es de 56.52.

<table>
<thead>
<tr>
<th>Activos A</th>
<th>Decoración A100</th>
<th>Atmosfera A200</th>
<th>Instalaciones A300</th>
<th>Mercancía M</th>
<th>Mobiliario M100</th>
<th>Señalética M200</th>
<th>Información M300</th>
<th>Promoción P</th>
<th>Oferta P100</th>
<th>Colección P200</th>
<th>Campaña P300</th>
<th>Status V. Tienda</th>
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**Perfiles Visuales:**

- **Visual Store Check:** PERFIL VISUAL de: DELI
> Introducción a Visual Store Check

> Visual Audit

> Visual Audit Comparativo

> Diagnóstico

> Plan Acción
Visual Store Check _ SWEETBAY - Deli.

PERFIL VISUAL COMPARATIVO de : DELI vs
**Visual Store Check _ SWEETBAY - Deli.**

**ACTIVOS**

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</table>
> Introducción a Visual Store Check
> Visual Audit
> Visual Audit Comparativo
> Diagnóstico
> Plan Acción
**DEBILIDADES**

> Desequilibrio en ocupación de Niveles Visuales In-Store.

> No utilizar Elementos Visuales en sentido perpendicular a la circulación del Cliente.

> Escasa Información In-Store para la Ayuda a la Venta en libre servicio.

> Reducido Impacto Visual en Comunicación Promocional In-Store.

**FORTALEZAS**

> Buena Decoración “ornamental”.

> Excelente Etiquetado y Embalaje de Producto.

> Buena percepción de Higiene en la manipulación del producto.

**AMENAZAS**

> Inmovilismo. (La Comunicación visual en la Tienda nace y muere el día de la apertura)

> Infravalorar la aportación de elementos visuales In-Store.

> No controlar la ubicación de obstáculos en las vías de tránsito.

> Reposicionamiento de Competencia.

**OPORTUNIDADES**

> Desarrollar elementos visuales de Promoción para el In-Store.

> Trasladar al In-Store toda la Información del web-site.

> Mejorar la exhibición del Producto en mostradores.

> Diagnóstico D.A.F.O.
> Introducción a Visual Store Check
> Visual Audit
> Visual Audit Comparativo
> Diagnóstico
> Plan Acción
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- **Activo Antes de la Compra**: Incluir iluminación de acento para producto.
- **Activo DURANTE la COMPRA**: Incorporar accesorios y atrezzo en mostradores.
- **Activo DESPUES de la COMPRA**: Mayor contundencia en la exposición de los elementos de Oferta / Ahorro.

- **Zona ACOGIDA**: Cubrir mostradores con estructura o falso techo para facilitar la colocación de elementos visuales.
- **Zona TRANSITO**: Mejorar fluidez en pasillos.
- **Zona SERVICIO**: Desarrollar señalética para segmentar, categorizar y diferenciar productos.
- **Incorporar información de servicios, garantías y compromisos**.
- **Mayor contundencia en la exposición de los elementos de oferta / ahorro**.
- **Generar / programar colecciones de productos**.
- **Incrementar el impacto visual de los brochure-campaña**.
realizado por Manuel Hormigó

m_h@comunicacioninstore.com