

# MERCHANDISING 101: SUMMARY

*You may use your overview sheet for reference.*



1. Merchandising encourages the use of library materials through attractive visual \_\_\_\_\_.
2. Fill in *at least 3 sets of differences* on the table below between regular library shelving and library merchandising:

	Library Shelving	<b>Merchandising</b>
Scale		
Quantity		
Selection		
Approach		
Encourages		
Goal		

3. The key to successful merchandising is to \_\_\_\_\_.
4. What are three steps for merchandising on a gondola:
  - 1.
  - 2.
  - 3.
5. How long should full time staff aim to merchandise each day (exclusive of being a greeter)? \_\_\_\_\_
6. Name at least 2 strategies for including merchandising in your daily workflow:
  - A.
  - B.
7. List any unanswered questions you have about merchandising on back of sheet.