



**Date:** December, 2022

**Who:** Marketing Assistant Manager

**What:** New Wiper Blade Showroom Lounge X-STAND and VINYL SIGN

**Why:** This sign informs customers about Wiper Blade replacement guidelines, raises customer awareness that we offer them, and is a tool to remind us to ask every customer about them.

**When:** As soon as possible, by January 6, 2023

**Where:** In the Showroom Lounge, with clear visibility for customers

## 1: REMOVE OLD DISPLAY

- Incorporate all inventory into the primary location in the Service Area where Wiper Blades are stored.
- **Discard the old display rack**

## 2: ASSEMBLE NEW X-STAND

- Follow instructions included with the new "X-Stand"
- **TIP:** The poles are similar to those used with tents, you can bend them into the correct position.

## 3: PLACE VINYL ON STAND

- This is easiest with two people, but can be done by one.

## 4: DISPLAY IN HIGHLY VISIBLE LOCATION

## REMOVE



## DISPLAY



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## SHOWROOM LOUNGE MERCHANDISING STRATEGY

Delight our customers by providing a consistent inviting, clean and uncluttered space to do business with us. Providing a consistent Customer Experience across all stores gives our customer peace of mind so that no matter where they choose to shop with us, we will take care of them.