

SELF SERVE – HIGH VALUE PEN DISPLAY (for WHS)



OBJECTIVE

- To provide a unit that sells HV pens with minimal need for staff involvement

OUTLINE PROBLEM

- In smaller stores there is no HV cabinet, this unit would allow HV pens between £20 and £50 to be sold without a key member of staff
- WHS stores are short staffed. Therefore the HV display is often un-attended.
- When it is attended, staff are sometimes lacking knowledge/training to make the sale
- Weekend/Untrained staff mix up boxes/stock, meaning it is harder/slower to serve the customer

PROPOSED SOLUTION

- A “self serve” unit where 12-18 best selling Waterman, Parker and Rotring Fine Writing lines will be available
- Pens to be secured by chains for anti-theft purposes
- Scribble pads to allow customers to try the pen
- Stock stored below the unit with a simple number marking system to allow the staff member to select the correct item.
- Unit has F/A/B communication so staff involvement in selection not necessary
- Customer attracts staff attention when wishes to purchase

HIGH VALUE RESEARCH FINDINGS

- 74% of shoppers ask for assistance when buying an hv pen
- 96% of High Value shoppers found the existing displays easy to shop from
- The most important factor in selecting a pen was the way it Looks
- 3/4s of HV purchasing is Gifting
- RB and FP modes dominate gifting purchases
- 73% of shoppers browse the whole fixture
 - 29% of shoppers trade up to a more expensive pen than they expected



Tester tray



Tester tray



Initial visuals