Jargon busted

60 commonly used ‘merchandising’ terms every emerging brand founder should know.
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Enabling micro-execution with speed and at scale means emerging brands seize opportunity, as it happens, where it counts.
On-demand retail support...
Dynamically Different because you are.

Trax Dynamic Merchandising is a smart, fast and flexible merchandising solution that is dynamically different in every way. Fusing leading-edge technology with a mobile, tech-powered workforce, we are redefining retail execution and driving data-enabled performance on demand so you can execute retail imperatives with transparency, precision and speed.

Trax DMX is built for emerging brands – we understand your need to act and react at pace - your desire to drive growth by maximising every opportunity with the right person, at the right time.

100k monthly store visits
100k quality assurance
500+ customers
96% monthly store visits
Central aisle around a store (usually grocery, or big box) with lots of open space. Retailers prompt shoppers to make impulse purchases by positioning displays along this shopper path.
An anchor store is one of the largest store in a shopping area. Typically a well-known department store or retail chain.
Big Box Store

Large store (often square or rectangular building), typically a major retail chain. Examples: Target, Walmart, Home Depot, Best Buy.
Brick and Click

Integrating brick-and-mortar stores with their e-commerce site. Usually includes web-to-store services such as in-store pick-ups and returns without any friction for the shopper.
**EDLP**

**Everyday Low Pricing**. A pricing strategy that promises consumers a consistently low price without the need for comparison shopping or waiting for sales. Popularized by Walmart.
Mystery Shopping

A decoy shopper sent to retail stores to evaluate product merchandising, customer experience, or store service levels.
POS
Point Of Sale. Location of the purchase and payment. Usually a cash register, can also be a virtual sales point such as mobile device or laptop. This is where sales taxes are calculated and incurred.
Retail Marketing

All elements from interior to exterior promotions and offers, product placements, in-store advertisement, strategic placement in store, and the training, compensation and behavior of store representatives.
Average Selling Point: Companies that are entering a new market can use ASP to create their strategy on how they want to position themselves.
Carrying Cost

Cost of inventory and storage: It can help you determine if production should be increased or decreased, in order to maintain the current or desired balance between income and expenses.
DOS

Days of Supply. Amount of product inventory to keep up with customer demand between restockings.
Shelf Velocity

Number of days or weeks a product is on a shelf before sale.
Includes free samples, smaller package sizing, promotional prices, give-aways, and bundle packs where shoppers are gifted one product, when buying their usual purchase.
Distribution Management

Process of managing the flow of product from supplier or manufacturer to point of sale.
Pallet

A wooden structure used to support and move goods.
CPG
Consumer Packaged Goods.
Banner Stands

Standalone signage placed throughout the store to feature a product or announce a promotion.
Block Placement

Stocking related products from different categories together, such as beer and chips.
Clip Strip

A plastic or metal strip with hooks (clips) to hang products. Used for small items, and ancillary/complementary products.
Cut Case Display

Original shipping package used to display product (top and/or sides of carton is removed).
Digital Signage

Digital installation that displays video or multimedia content. Usually shows info or advertising. Located in the store, mall, or physical location, including outdoors.
Display

The presentation of products, sometimes paid for by manufacturers (focused on one product, brand, or the brand of that company), and sometimes used by retailers to entice customers, and inspire impulse purchase.
Display Cases

Standalone display case with glass or clear plastic on all sides, and product inside the case.
Display Tables

Simplest display type, still offers many opportunities for creativity in presenting product.
Dump Bins

Oversized bins, standing on the store floor, often stocked with individually packaged products “dumped” into the bin. Ideal for impulse and seasonal products, usually placed in high-traffic areas.
Endcap

Display located at the end of an aisle. They focus attention on products, as shoppers walk through the store. Front of store endcaps are located facing cash registers, and shoppers notice them when they walk into the store, and when checking out.
Fixture

Any piece of shelving, furniture or equipment in a fixed in position in the store, used as a display.
Freestanding Display

A display, often made of cardboard, standing on its own in a store (in aisle, next to wall near cash registers), used to highlight a product or brand. Often used to launch SKU’s, drive trial, or drive volume (via promotions).
Gondolas

A shelving unit that is freestanding fixture, with shelves, pegboard, hanging rods, etc as required to display product.
Islander

A standalone display, positioned on the floor in the store’s main aisleway.
MOD

Short for Modular. Refers to a 4-foot section of an aisle focused on one category, or a planogram (POG) is considered a MOD.
POP Display
Printed or digital displays placed close to the merchandise it is promoting, placed where shoppers make purchase decisions.
Quad

A display with four sides of merchandise.
Sidekick

Smaller displays designed to hang on the sides of an end-cap display or fixture. Often shipped pre-packed for quick setup.
Back Stock

Inventory in the back room of a store, to replenish inventory on the sales floor.
Dead Stock

Product that is expired or obsolete (has spent too much time on shelf).
OOS
Out of Stock. When product is sold through on shelf, leaving an empty slot (empty facing). There is sometimes back of store inventory, to replenish shelves and displays.
OSA

On-Shelf-Availability. Metric used by manufacturers/brands, to track the availability of product to shoppers.
Phantom Inventory

Goods that are listed as available on-hand in store inventory software, but not actually present. At the store level, phantom inventory is a key reason for out-of-stock issues.
Quantity on Hand
Physical inventory at the store.
Top Stock

Additional inventory stored above store shelves for quick re-stocking.
Color Break

Visual merchandising design tactic: placing products with contrasting package colors next to each other to stand out on shelf or on displays.
Cut-In

Moving or removing merchandise to make space on shelves for new and/or promotional products. Cut-ins typically occur between category resets, and allow flexibility and speed to introduce new items.
One position at the front of a shelf. Each SKU has one (or more) facings. Example: Three flavors side-by-side on a shelf are three facings of the brand. Ten chocolate items, one behind the other, are ten items of one facing. Facing also refers to pulling product to the front of the shelf.
Merchandising

Promotional and marketing activities that contribute to selling products to customers in a brick-and-mortar retail store. Includes shopper marketing strategies, display design, and promotions/discount offers.
Pack Out

Packing out refers to the process of filling the store shelves with replenishment products from the store’s backroom supply.
POG

Planogram. Detailed diagrams (visual plans) that show merchandisers where to place products on shelves.
Retail Execution

Business process to bring a brand strategy to life in retail stores, within the retailer’s guidelines. It is often outsourced to 3rd party merchandisers, as stores are under-staffed.
Consumer Trial

Includes free samples, smaller package sizing, promotional prices, give-aways, and bundle packs where shoppers are gifted one product, when buying their usual purchase.
D2C

Printed or digital displays placed close to the merchandise it is promoting, where shoppers make purchase decisions.
Phygital Marketing

Bridge the digital and physical world with technology. Goal is to provide a unique interactive experience for the shopper.
Expanding the retail footprint, so shoppers can discover, find and purchase a product. Distribution involves transportation, packaging, and delivery.
Seamless Shopping

The shopper sees the same branding, structure, values, and tone across stores and online. By integrating customer data, all consumer interactions are personalized. The shopper journey is uninterrupted: online to offline and back again.
Unified Commerce

Multi-channel retail strategy that includes online and offline retail channels. Top brands focus on a consistent and personalised experience every time a shopper interacts with the brand.
MSRP

Manufacturer’s Suggested Retail Price – Pricepoint recommended by the manufacturer. Retailers will follow or adjust the price-point, based on their own retail and shopping strategy.
Private Label

Products manufactured or packaged for the retailer’s brand. Only available in that retailer’s stores.
SKU

Stock-Keeping Unit. Each unique product. Different flavors and sizes/pack sizes are unique SKUs. SKU numbers are usually eight alphanumeric digits for tracking and managing inventory.
UPC

Universal Product Code. UPC codes are placed/printed on products by the manufacturer, and apply across all retailers.