

## My Work Based Project

# Design a merchandising display for the 2012 London Olympic Games

**Name:** Jason McIntyre

**Company:** Sainsbury's

**Position held on Placement:** Display Assistant

**Placement dates:** 14 July 2012 - 27 July 2012

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## Project Planning

Information needed	Products and goods to be displayed Location of the display Available space Equipment tools materials Colour scheme/Point of sale Pricing method
People to speak to	Store manager Department managers HR department Merchandising manager
Evidence to be collected	Suitability of merchandise for display Floor plan/Design of display POSD Colour scheme and lighting Safety of display Staffing of display

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## Project Notes

23 May 2012

Tasks Undertaken

Floor plan drawn and position of display noted/Preliminary designs for Point of Sale display completed

**Comments:**

Mrs Bailey, Store manager has approved one of my designs and agreed the positioning of the display

25 May 2012

**Tasks Undertaken**

H&S manager has approved my plans for the POSD. Model of proposed display produced

**Comments:**

Everyone I have talked to is very interested in the project. Bill Simpson the merchandising manager has offered to help me make the mdf cut outs and Mary one of the floor supervisors will organise the staffing rotas.



12 June 2012

**Tasks Undertaken**

Had a trial run with the display. Good positive comments but concerns rose about positioning limiting aisle space.

**Comments:**

Very hard day but good result at the end made it all worthwhile. Made me feel like a useful member of the team

9 July 2012

**Tasks Undertaken**

Suitable stock/pricing/banner for display agreed with Mrs Bailey and Bill

**Comments:**

Can't wait for next week to come now.

24 July 2012

**Tasks Undertaken**

Display opened today. A few last minute problems with lighting and needed some help from Bill with it.

**Comments:**

Great response, staff really like it and first day's



sales are encouraging. Bill very pleased! Everyone getting excited about the forthcoming Olympic games (a few cynical moans though!)



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## Project Outcomes

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I produced an attractive safe display taking into account the security of the merchandise.

The display was well lit and without electric cables becoming a safety hazard (trip / fire)

Sales for the individual items were up on previous sales figures.

I managed to get other people involved and without their help it would not have been as successful.

Mrs Bailey has spoken to me about Sainsbury's trainee management programme and I meeting with her next week to find out more details after I have talked to my girl friend about it.

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## Project evaluation

I appreciate the many roles and responsibilities involved in large retail establishments. If you are prepared to work hard there are excellent opportunities for rapid promotion and extra responsibilities.

I have become more aware of safety issues through this project and valued the support of the H&S manager who opened my eyes to potential risks associated with point of sale display units.

I now understand more about the security of stock, where to place displays to eliminate risks, blind spots and the positioning of high value goods.

Following my meeting with Mrs Bailey I have completed an application form for Sainsbury's trainee management programme instead of applying for University.

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