

LEIPURIN®

TIPS FROM LEIPURIN TO HELP INCREASE YOUR SHOWCASE SALES

SHOWCASE SALES

- Maintaining a successful bakery shop requires functional ideas and a plan. Even if you are using the best raw materials and baking overwhelmingly delicious products, the sales may not reach the goals you have set. Competition is fierce and catching the consumer's attention is vital

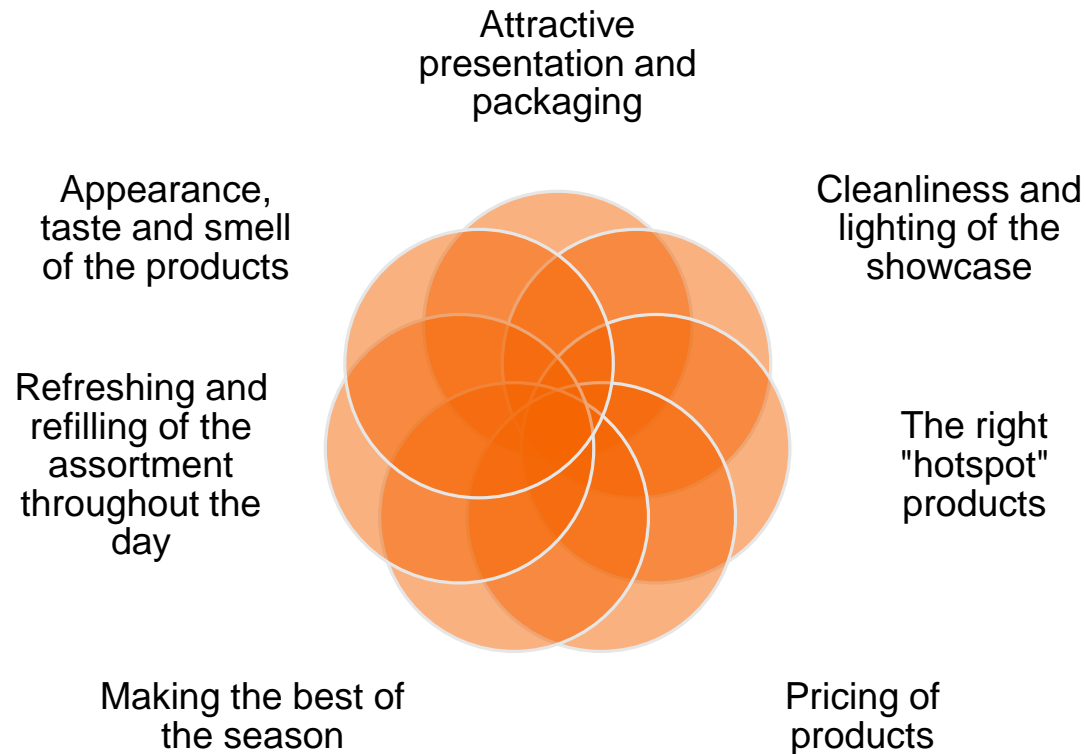


SHOWCASE SALES

- Therefore, you should strive to offer the best possible customer experience. In addition to quality products, the presentation of the products and the pleasant atmosphere of the sales space are the preconditions for success. It is a good idea to place the showcase in a place where there is a direct line of sight from the door



A SHOWCASE THAT SELLS WELL IS A KEY TO SUCCESS



ATTRACTIVE DISPLAY AND PACKAGING

- With plenty of selection and abundantly filled showcase, you convey the message of high quality
- Place products of different shapes together and cut the products into smaller portions to create an image of a wider assortment and the threshold for experimenting with new products is lowered
- Place products in a creative way and on different layers. For example, use baskets or drawers for product layout and decorate the showcase with fresh herbs or fruit
- The wrappings and packaging give your showcase a diversity. Remember the effect and clarity of the world of colours
- Use your imagination in the visual design of the product labels and when naming your products
- Place the well-fitting products next to each other so that the customer can easily grab a ready-made package: smoothie + sandwich, pie + sauce or topping
- Add low-purchase barrier products next to the cashier to enhance additional sales

DELICIOUS PRODUCTS

- Use high-quality raw materials and update your recipes regularly to meet the changing wishes of consumers
- Even with a little decorative touch, you can achieve a personalized look
- The fresh fragrance of bread/pie in the sales space has a tremendous impact on attractiveness! It is even better if the smell is already flooding out of the bakery, signaling freshness
- Remember the proper baking and thawing of the frozen foods
- Be bold to try out new products and give your customers a chance for little tasting samples
- Also, always taste the products yourself



CLEANLINESS AND LIGHT

- Don't forget to wipe the glass surfaces on both sides daily
- The importance of light for highlighting products is huge! Well-lit products look delicious, and the colours come into their own



HOT SPOT PRODUCTS

- The most important point in the showcase in terms of the consumer's attention is the middle level on the right. The most profitable products that you would like consumers to test should be placed in this position
- The hot spot must never be empty. It gives a negative image of the whole showcase
- Vary the products in this spot frequently, even during the day



BENEFIT FROM THE SEASONS AND TRENDS

- Consumers are more and more following the seasons and trends, and the number of seasonal trends is also growing
- Take advantage of this and increase the assortment by interesting seasonal products. These products often turn out to be very profitable!
- Also, decorate the showcase or sales space according to the season



REFRESHING AND REFILLING THE ASSORTMENT DURING THE DAY

- Refresh your assortment during the day according to customer needs (seniors, students, lunchers ...)
- Always offer both savory and sweet options
- Keep your assortment abundant, versatile and placement tight throughout the day, no empty gaps!
- Do not be afraid of product loss; an empty showcase does not support business. The showcase that sells well throughout the opening hours easily covers a small loss
- Keep track of sales at different times and design the assortment according to demand, therefore loss management gets easier



PUT EFFORT IN PRESENTATION

- Create an atmosphere
- Take advantage of the seasons
- Place old flour bags, baskets and boxes near the showcase to create an atmosphere of authenticity and craftsmanship
- Invest in ample lighting to showcase the abundance and deliciousness of the assortment

Do not be shy to price your products according to their value!



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