

20+ LESSONS LEARNED FROM A YEAR OF RETAIL SALES

Initial Store Setup

- Create an experience and a destination
- Maximize your space with the right store fixtures
- If possible, always tie a product back to a specific animal
- Put out reminders that your products come from your animals

Product Selection & Pricing

- Stock a variety of items and price points so you can see what works for your local area and travelers
- Have something for all ages
- Have something for all price points
- Find unique items and diversify your inventory
- Always have something new for return visitors
- Adjust inventory based on the economy and market conditions
- If it doesn't sell, discount it and get rid of it

Product Display

- In some cases, you need to minimize options to reduce overload
- Group like items together
- Rotate item placement to flow with the seasons
- Make it super easy to locate sizes
- Don't leave products in plastic
- Keep small items away from the door to reduce theft
- Put impulse items by the checkout

Important Reminders

- People start shopping before they arrive to the farm
- People buy what they can see
- People buy what they can touch
- People buy what they emotionally connect with