

Terminology

5.3 orders: Stores that use the Genesis system have an ordering screen called the 5.3 screen, INRQ – inventory request entry. The store uses this screen to manually order in product. If an item is frequently out of stock or if you need extra product for an end cap, pegboard or for stack outs, the store can order more. Use your cycle count/5.3 order sheet to request Lowe's to order in more product.

Add-On: Additional merchandise that could be added on to a sale and purchased by the customer.

Adjacency: The layout of the store that shows how each plan-o-gram or rack is set next to each other.

Back Order: An item or order that is presently not in stock but is being reordered and will be available at another time

Back Room: Stockroom or receiving area where reserve product is stored.

Back Tag: A printed card used to hang from a peg hook showing that a product is out of stock, the number of facings, SKU and description.

Backstock: Product remaining after shelf/fixture is stocked to capacity.

Baler: A large cardboard compactor found in the back room.

Bar Code: A group of lines printed on a piece of merchandise or on a label attached to the merchandise, also known as a 'UPC Code'.

Bar Code Scanners: Reads bar codes. Bar code scanners are generally classified as wands, hand-helds, etc.

Base: The bottom flat part of each gondola section, sometimes also referred to as Shelf 1.

Bay: The space between two "Uprights" or between a section of a gondola. Horizontal space

Beam: The steel that is installed between two upright posts to create a shelf on which to place product.

Blitz: A type of merchandising that denotes a rapid roll-out of a product or plan-o-gram within a geographic area. A blitz is usually coordinated with an ad date or promotional event.

Building a Display: Arranging and putting together merchandise or sample products, usually from scratch.

Call: A visit to a store.

Call Report: A report filled out during a call to provide data to the client.

Category: Refers to the section (set) in the store i.e. Domestic.

Clearance Merchandise: Merchandise that the retailer has discontinued and cannot charge back to the manufacturer, usually seasonal and priced to sell quickly.

Computerized Inventory System: A computer program that tracks inventory and sometimes creates automated replenishment orders

Cross Merchandising: Displaying product along with other related product in a location other than its plan-o-grammed space; a product merchandised in more than one category

Cut Case Display: A product display created by trimming the corrugated outer casing to display the product contained within.

Cut-ins: New items that need to be placed on an existing display/fixture/shelf, in a specifically designated location.

Cycle: A set period of time where a merchandising visit can be performed.

Cycle counts: A process of adjusting the computer on-hand quantities of product to match the physical on-hand quantities. (Similar to taking inventory)

Damages: Products that cannot be sold for any number of reasons; broken, ripped, dirty, tarnished, etc.

Dead Label: An EAS label in an inactive state where it will not alarm an EAS System.

Dedicated Service: Another word for exclusive service, loyal to one account/client

Demonstration: Showing how to complete a task. Sometimes called a demo, often used in conjunction with food sampling

Direct Store Delivery: D.S.D. is when product is shipped from the manufacturer directly to the store.

Discontinued Item: Items that are no longer carried by a store.

Display: Arrangement of merchandise, usually accompanied by printed signs.

Disposable Label: An EAS label that is attached to or inserted inside of merchandise or packaging and is not intended to be removed at the point of purchase.

Distressed Goods: Items that have been damaged or soiled.

Divider: An apparatus used to separate product on the shelves.

Do-It-Yourself-Stores: Some examples of DIY stores are Home Depot, Menards, Lowes.

Down-stocking: Filling the display shelves with product from the overhead shelves.

Dummy Facings: When the actual product is not in stock, another product with the same dimensions is temporarily faced backwards to ensure correct space is left on shelf.

Dump Table: A table or bin used to display merchandise.

EAS Label: Abbreviation for Electronic Article Surveillance; lightweight tags that are attached to garments prior to placing on sales floor in order to deter shoplifting.

ECP: Every day competitive price.

Endcap: Shelf/fixture/display on the end of an aisle.

Facing(s): A single item on a shelf/fixture/display. Total number of items visible

Fast-Back Hook: A two prong hook that attaches into the pegboard.

Fencing: Acrylic rails secured to the front of the shelf to contain product on the shelf.

Fixture: Shelf/case/display that holds product.

Fixture Accessory: Shelves, Peg Hooks, etc.

Free Standing Store: A retail outlet that stands by itself and is not attached to a mall or shopping center.

Front Runner: Plastic strips that attach to the pegs to hold the labels.

Gondola: A type of free-standing shelving unit where products are merchandised, usually secured to the floor.

Handheld: Portable computers designed to collect in-store data.

Hang Tag: Manufacturer's label describing the merchandise. Also a hanging price tag used on garments and other merchandise.

Hardlines: Lines of product, commonly considered tools, automotive, housewares, etc.

HBA: Abbreviation for Health and Beauty Accessories.

HBC: Abbreviation for Health and Beauty Care.

Identifier Sticker: A sticker adhered to product packaging which communicates that the item is protected against theft or shoplifting.

In-Line: Product placement within an aisle run.

In/Out: Product that is brought into the store for sidestacks &/or promotional sales. Not intended to be a regular stock item.

Inventory: Merchandise in stock and currently available

Inventory Shrink: Reduction in inventory caused primarily by shoplifting and employee theft

IRC: Instant redeemable coupon

Item #: Number assigned by Lowe's to give a product an individual name in its system

IVR: Interactive Voice Response is an electronic reporting system that allows employers to gather store completions in addition to payroll information

J-Hook: Hook in the shape of a "J" that is attached to an upright to hold smaller product.

Just-In-Time (JIT): A replenishment system that reduces the amount of space a retailer needs for back stock. The product is reordered every time the cashier rings up a sale.

Kiosk: 1) A small leased area, booth or cart inside a mall or store. 2) An interactive display or terminal giving access to an Intranet or to the Internet from inside a store for ordering or checking on merchandise.

Label: Contains price information for the consumer. Labels are placed in the shelf channels to the left of the product or on the front runners for peg hooks

Lead In: The first product a consumer sees from the main aisle. Plan-o-grams have lead-in indicators to show which end of the plan-o-gram starts near the main aisle.

Live Label: An EAS label in an active state which will set off the store alarm system if the merchandise is taken past an authorized check point

Loss Leader: Merchandise sold at or below cost intended to bring customers into the store

LRT GUN: Scanner designed to read bar codes and linked to Lowe's computer network.

Manufacturer: Producer of products and merchandise that people buy

Maintenance: General upkeep of keeping product set to current plan-o-gram and fixtures clean.

Mapping: The process of determining locations and adjacencies of departments and merchandise inside a store

Mark Down: A reduction in selling price

Mass Merchant: A discount retailer that carries a wide variety of merchandise. Example: Target, Wal-Mart

Merchandiser: A person who services retail stores who is knowledgeable with their clients' brands, product and store objectives.

Merchandising: Placing product in an approved and eye appealing configuration.

Model #: The number assigned by the manufacturer to identify different products they offer.

Mystery Shop: Store visit requiring merchandiser anonymity in order to evaluate customer service or gather product information in an unbiased manner; form of market research

New Store Set-Up: Setting up shelf/fixtures/product in a new store.

Non-Stock: A produce that is not a stock item.

NOP: Not on the plan-o-gram.

OOS: Out of stock

Overhead: The shelf above a section holding overstocks or discontinued items also called Cap Shelf

Overstock: Additional stock of product that is full to capacity on the shelf or peg

Pack Out: Placing product on a shelf/display/fixture to full capacity.

Peg Board: The backing on many fixtures where hooks are inserted to display product

Peg Hook: Metal or plastic hooks that fit into the pegboard to hold product

Pegged Merchandise: Product that is merchandised on peg hooks

Physical Inventory: Physically counting the individual items in stock at a particular date and time.

Plan-o-gram or P.O.G.: Approved arrangements of product on a shelf/fixture/display. The “Blueprint” that shows how a display should look and where merchandise should be placed on a shelf for a particular product line.

P.O.: Purchase order used to ship product to a store.

P.O.P.: “Point of Purchase” Materials or Signage. The pictures, posters and labels that help customers make their buying decisions when looking at products in a bay. (Advertising materials)

P.O.S.: “Point of Sale” materials/advertising materials

Preferred Product: Shelves that are located between hip level and eye level

Private Label Brand: A store’s in-house brand

Rack Jobber: A wholesaler that is allowed by a store to install, stock and replenish selected items on display racks

Reserve Stock: Merchandise that is stored in an area inaccessible by customers

Reset: Changing shelf/fixture/product display to conform to authorized or preferred configuration.

Retailer: An individual or firm that sells goods and services directly to the consumer

Retrofit: To furnish or affix parts or equipment made available after the time of original manufacture, or to modify an existing floor plan or fixtures to new specifications.

Returns: Product that is not sold or is damaged and sent back.

Riser: Shelves above the shoppable portion of a gondola

Rounder: Round apparel rack fixture

R.T.M. Clerk: The “Return to Manufacturer” employee that works in the receiving department of every Lowe’s store responsible for getting “Credit” from the manufacturers for damaged and customer-returned merchandise.

Salvage Goods: Merchandise that has been damaged in transit or storage

Schematic: Line-art drawing of the plan-o-gram, showing how many shelves or peg hooks to use

Seasonal Merchandise: Products that are in demand at a certain time of year, such as Christmas or back-to-school

Secret Shopper: A merchandiser who samples service or products without the knowledge of the employees and reports the findings to the manufacturer or merchandising company

Service Recovery: Dealing effectively with customer complaints, problems and dissatisfaction

Shelf Channel: The indented front of the shelf where labels or plastic label strip holders are placed

Shelf Extender: A seven-metal extender used to merchandise and compare a name brand product to a private label product.

Shelf Label: Label showing item placement on the shelf and description of product size, price, UPC code, ordering code, movement and date tag was printed

Shelf Talker: A small sign that points out sale, product features or price

Sidestacks: Product displays stacked on the floor, on quarter pallets or rolling carts depending on the store. Sidestacks can be an “in/out” item (promotion item), or a “shelf item.”

Sky Hook Peg: Fastback metal peg with label holder attached. Front-runner is not used.

SKU: Stock Keeping Unit (item number assigned to product). Some SKUs have more than one facing. Each SKU is associated with a different product on a plan-o-gram and is a number assigned by the retailer to keep track of the type, color and size of a product.

Soft Lines: Clothing merchandise including accessories

SOQ: Suggested Order Quantity

S.O.S.: Special Order Sale – These are items that are not stocked on the sales floor. They must be special ordered from the manufacturer.

Specialty Retailer: A retail outlet that concentrates its merchandising efforts in a particular category of items within that category. Example: Toys-R-Us (toys), Ace Hardware (hardware)

Stock Turnover: A measure for determining how quickly merchandise is being sold

Surge: Expanded or increased need for a reset due to a new item initiative

Survey: Questionnaire that collects information requested by customer/client.

Telzon: Hand-held tracking unit used to order and track store inventory

Top Stock: Stock left over after shelf is filled to full capacity and put on the shelves above the product displays.

Tri-Level Round: An apparel fixture with three face-out-arms

T-Stands: Basic apparel fixtures with posts topped by cross bars

UOM: Unit of Measure

UPC: Universal Product Code – a code pattern or bar stripes of different widths, which can be read by electronic scanners, used for identification of products, cases and coupons.

Vendor: A supplier of product.

Visual Merchandising: Arranging items for display. Also known as Visual Presentation

Wing Display: A display that flanks or attaches to the side of an end cap.