

### ***Part 1: 1-2 Bread-and-Butter or Core***

The second area in the 3 x 3 Merchandise Presentation is the Bread-and-Butter or core of the store or department. The *Bread-and-Butter* is the center of the department that houses the volume merchandise. More specifically, this is usually the location where the classic, basic and/or volume merchandise assortments, coordinated groupings, promotional merchandise and sometimes sale or reduced merchandise are presented and displayed.

Fixtures utilized for merchandising in the core include signature tables, quad fixtures (i.e., 4-Way), round fixtures, and capacity fixtures such as superquads, bins, and cubes. The quad fixtures are useful for showing all product classifications within one coordinated grouping and for presenting the total look in four ways in order to show “how to wear with...” or “where to wear for a specific occasion”.

Rounders and other capacity fixtures are used for housing volume merchandise purchases, basic product, and promotional and sale or reduced merchandise. Markdown merchandise and odd lots and broken sizes of assortments are often merchandised on rounders and capacity fixtures in the core area. This area is an opportune place to romance difficult to merchandise product. However, the merchandise should be organized for optimum sales, should feature displays that build multiple sales, should utilize fixtures that showcase the better features and attributes of the merchandise, and should feature accompanying signage to create additional sales volume.

As previously discussed, on all fixtures the merchandise should be color coordinated from light to dark and from neutral to warm to cool. All product classifications should be positioned from left to right on the fixturing and be arranged beginning with small to large sizes within in each product classification. Fixtures should vary in height and types, be selected for the greatest stock capacity, should be properly signed, and should be neatly arranged with an aesthetically pleasing and organized merchandise presentation.