Top tips for non-food retailers in Norfolk & Suffolk

Action Plan

This strategic plan with 10 actionable tips will help improve customer experience, product offerings and community engagement.

1. Curated Product Selection: Focus on unique, high-quality items and rotate stock seasonally.

2. Visual Merchandising: Use storytelling in displays and highlight bestsellers and new arrivals.

3. In-Store Events: Host workshops or product launches and collaborate with local creatives.

4. Click & Collect/ Reserve in Store: Enable online browsing with in-store pickup and reservations.

5. Eco-Friendly Products: Stock sustainable and ethically sourced items and highlight certifications.

6. Flexible Payment Options: Accept contactless and installment payments; offer gift cards.

7. Customer Personalisation: Use CRM tools for tailored offers and provide customisation services.

8. Social Media Engagement: Share behind-the-scenes content and use video to showcase products.

9. Staff Training: Focus on upselling, product knowledge, and empowering staff.

10. Community Involvement: Sponsor local events and offer discounts to community groups.