



Top tips for non-food retailers in Norfolk

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.