
Chapter 30 Product Planning

Discovery Project Worksheet

Directions A planogram is a diagram that shows retailers how and where products within a category should be placed in a store, usually on a shelf, to maximize customer purchases. It is also used to highlight other products that can be used in conjunction with a product, such as placing a variety of snack dips next to the snack chip display. Choose a product sold in a retail store, and sketch a planogram that includes a display, the main product, and its associated products.

