

be curious.



PLS Financial Services provides convenient financial services in the form of check cashing, motor vehicle services, tax services, auto title loans, short-term loans and more to consumers through 3 business units – PLS Check Cashing, PLS Loan Store & PLS Motor Vehicle Services.

Challenge:

Develop a Guide (a Plan-A-Gram) that can be digitally distributed to stores across the United States.

Plan-A-Gram – a diagram or model that indicates the placement of retail products/promotional materials on shelves and in-store in order to maximize sales. Plan-A-Grams therefore help dictate a retail store’s layout.

The Plan-A-Gram must be followed for store merchandising of all back of store employee reference needs, sales materials, point-of-purchase and signage. Issued monthly, this Guide became the hallmark of “**How To**”, “**Where To**” and “**When To**” as it relates to employees, products, services and in-store special promotions.

In conjunction with this, a Web Site was developed for stores to place timely orders for the proper marketing materials, displayed in the Plan-A-Gram, so as to be prepared for upcoming in-store promotions.

Approach:

By developing a graphic-based directory that displays where, and speaks to, how and when to properly promote products and services, the Manager at the store level is able to walk through the store each month and account for each item. Management reviews are based, in part, on how closely the merchandising follows the monthly Plan-A-Grams.

Strategy:

The Plan-A-Grams are organized by the different areas of the stores – back room, behind the windows, lobby area, windows, street area, etc. An overall monthly store Plan-A-Gram is supplemented with Plan-A-Grams that are developed for each major product promotion. Once a promotion is up and running the information is placed into the next monthly Plan-A-Gram for ongoing monitoring.

Deliverables:



RESULTS:

These Guides have been critical to the continuity of branding and merchandising across all stores in all states, helping to build the brand and bring value to the overall PLS image.