To calculate the display area of a store, including shelf units, determine the area of each wall, aisle, end cap, etc then add the area of those sections together. If any merchandise is displayed on a portion of a countertop, include that area too. Do not include stockroom, etc.

**Formulas to Calculate Area:**

**Square**

Area = base x height

2 x 2 = 4 units squared

**Rectangle**

Area = base x height

3 x 4 = 12 units squared

**Triangle**

Area = 1/2 x (base x height)

(2 x 3) / 2 = 3 units squared

To calculate the area of an irregular shape, break it into sections and add them together:

Area 1 = 2x2 = 4
Area 2 = 3x4 = 12
Area 3 = (2x3)/2 = 3 units squared

Total area = 19 units squared