

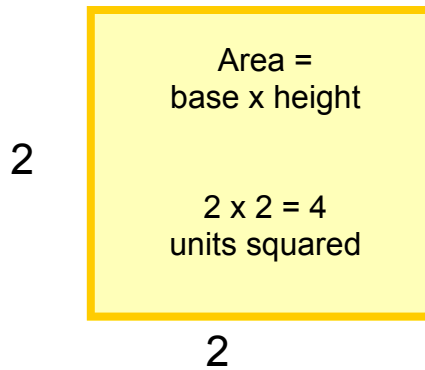
Tips on Measuring Display Area Inside a Store

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.

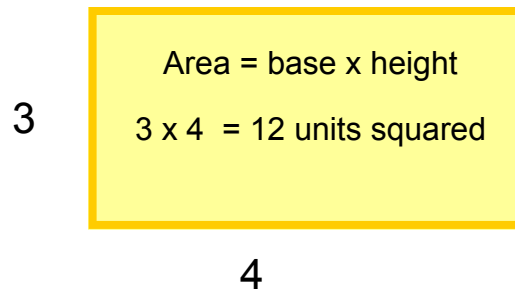


Formulas to Calculate Area:

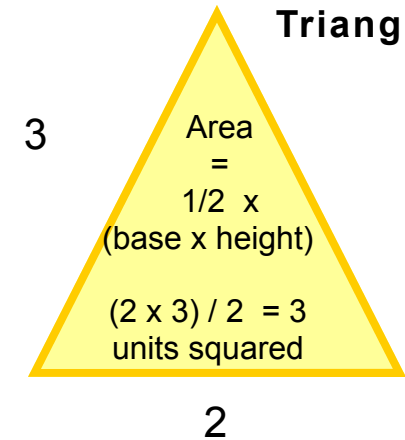
Square



Rectangle



Triangle



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

$$\begin{aligned} \text{Area 1} &= 2 \times 2 = && 4 \\ \text{Area 2} &= 3 \times 4 = && 12 \\ \text{Area 3} &= (2 \times 3) / 2 = && 3 \\ \text{Total area} &= && 19 \text{ units squared} \end{aligned}$$

