



### The First Prototype Store

Determined to distinguish his brand from other retail store chains, John Menard wanted to create a prototype store plan that would make in-store merchandising and planning more effective. With some careful consideration, he found the perfect plan, which he hoped to introduce in the new La Crosse location. Menard Plaza opened in 1977 and became an instant success, prompting John to feature the same prototype plan in future stores. Since all the stores would contain an identical floor plan, each store would house the same items in the same aisles, making product location easy for Guests and Team Members alike.