

UNIT 1 : PLAN VISUAL MERCHANDISE

Visual merchandising is a purely aesthetic science, and it is the backbone of the *retail* industry. Visual merchandising plays an important *role* in the *retail* industry. ... The overall goal of the window *display* for the *retailer* is to persuade the customer into the store Window *displays* can communicate *style, content, and price*.

VISUAL MERCHANDISING PLAN

Before you embark on a new display or store layout, have a plan in mind. Below is a 4 step plan, Planning will ensure your displays have a purpose and consideration, maximising selling opportunities.



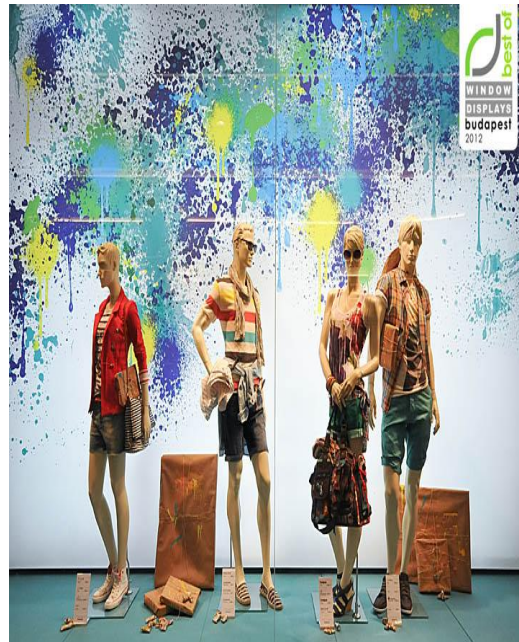
The "PLAN"

P – Purpose, central to any display is “What do you want the customer to do?” This may sound obvious – “Buy something” but it isn’t. Buy what? The bulk offer, the three for two, the meal deal.

L – Location. A space 10cm to the left can have double digit impact on sales and profit. Supermarkets use Planogram software to maximise this. We have primary, secondary and discovery aspects to a display – primary being the most visible. Band your display area, and ensure you focus your headline in the primary area.

A – Attention. Your display will compete with 2-3,000 other promotional campaigns we get exposed to on a daily basis. Why will this grab my attention more than the others? Movement, light, space, scale – all make your display catch my eye.

N – Numbers. You must do the numbers to understand what constitutes success. You don’t have to be an accountant to understand what works and what doesn’t. As busy people we need to make sure we focus only on what works.



IDENTIFY THE PURPOSE, CONTENT AND STYLE OF THE DISPLAY.

1. **Do you know what you are focusing on with your display?**
2. **What are you trying to achieve?**
3. **Is the product a high margin or high profit product?**
4. **Do you have a theme in mind?**
5. **Will you use consistent colours?**
6. **Will you use double facing or pyramids to draw focus to a particular product?**



Common Mistakes

- **Too much or too little merchandise**
- **Lack of theme**
- **Too many props**
- **Poorly selected props**
- **Displays change too seldom**
- **Too limited display budget**
- **Lack of attention to detail**
- **Not applying rules and principles of display**

IDENTIFY THE EQUIPMENT, MATERIALS, MERCHANDISE AND PROPS.

1. Evaluate Space
2. Determine Message
3. Evaluate Merchandise
4. Establish required props, fixtures & tools
5. Consider signage requirements
6. Estimate time to create
7. Create and evaluate
8. Maintain

Following are certain potential Props for displaying products in retail store:



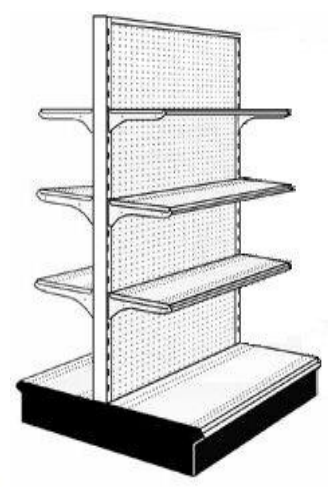
Mannequins



Round Racks



Counter top eye wear display



Gondola



Rolling Gridwall Display



4-Way Clothing Rack



Full Vision Showcase



Peg-hooks

EVALUATE WHETHER THE PLACE YOU PLAN

The location where products are displayed plays a vital role in the success of a retail store. This is because displaying merchandise at the most appropriate location can attract customers easily and improved sales volume.

- Type, size and nature of product to be displayed
- Whether display location would be successful in catching customer attention.
- Whether display location focuses on the merchandise and matches with surrounding environment



Following are certain potential places for displaying products in a retail store:



Shelves Gondolas



Round Racks



Dump Bin



Window Display



Wall Display

VISUAL EFFECTS OF DISPLAYS:

A store displays products according to specific visual design brief, which must be clear, effective, and designed as per the requirement of the individual store.



A visual design brief includes information as given below:

- Pattern of Displaying Products
- Display Budget
- Specific Expectations and Objectives of the store
- Type of Graphics Required
- Target Audience

METHODS OF DISPLAY

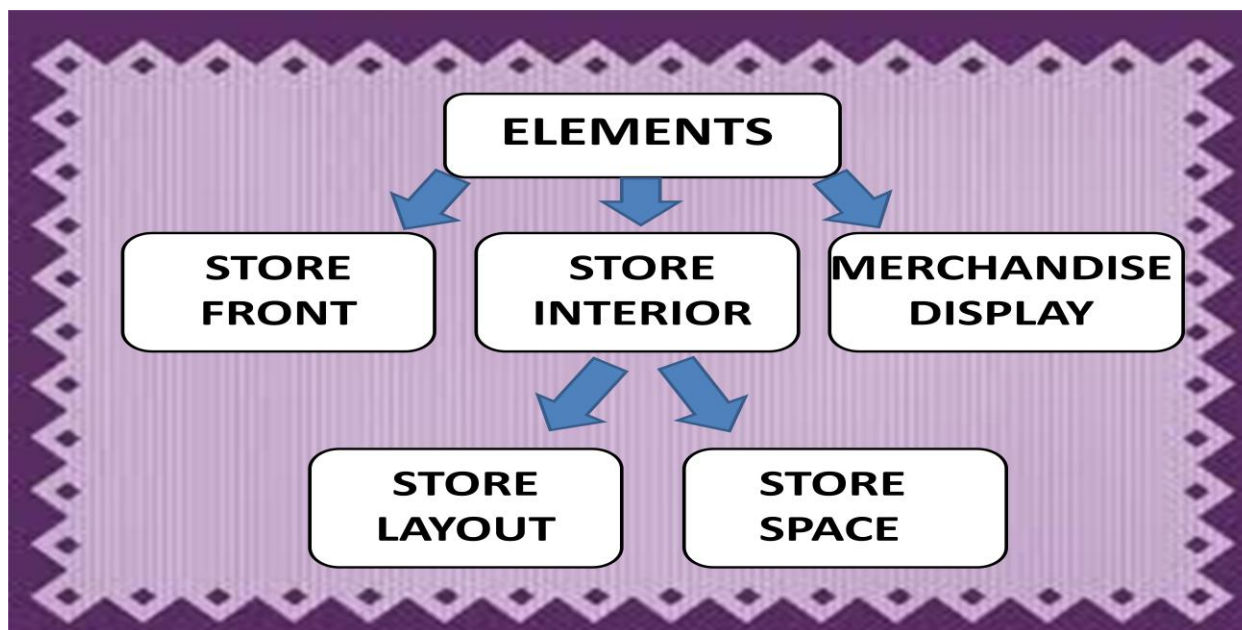
- **Shelving**
- **Hanging**
- **folding**
- **Pegging**
- **Dumping**



PRINCIPLES OF VISUAL MERCHANDISING

- Make it easier for the customer to locate the desired category and merchandise
- Make it easier to self select
- Make it possible to coordinate and accessorize
- Educate about the product in an effective and creative way
- Make proper arrangements in such a way to increase the sale of unsought goods

ELEMENTS IN VISUAL MERCHANDISING



STORE FRONT

It includes:

1. Signs
2. Marquee
3. Entrances
4. Window Display

SIGNS

There are four different types of signs are:

1. Promotional Signs
2. Location signs
3. Institutional signs
4. Informational signs

PROMOTIONAL SIGNS

- For off-price events or specials

LOCATION SIGNS

- For direction to specific departments

INSTITUTIONAL SIGNS

- Signs for the store policies
- **INFORMATIONAL SIGNS**
- For product related benefits/features/ prices etc.

MARQUEE

- The sign that is used to display the store name

TYPES OF WINDOW DISPLAYS

1. **Promotional** – promote the sale of one or more items by using special lighting and /or props.
Skiwear with fake snow for accents
2. **Institutional** – promote store image rather than specific items.
Designed to build customer good will, show that the business is interested in the community

STORE INTERIOR

- Includes items such as:
 - Floor & wall coverings
 - Lighting
 - Colors
 - Fixtures

LIGHTINGS

- Used to direct customer's attention to the display and creates mood.
- Use more light for dark colors, less light for light colors.
- Beam spread; the diameter of the circle of light

COLORS

- Color selection should be perfect.
- Help to make merchandise look more interesting.
- Color schemes help to create moods.
- Capture shoppers attention

STORE FIXTURES

To make store's wall merchandisable, wall usually covered with a skin that is fitted with vertical columns of notches

TYPES OF FIXTURES

- Most common types of fixtures:
 - Stands
 - Platforms and Elevations
 - Round rack
 - Bin
 - T-Stand
 - Four way face out

TYPES OF FLOOR SPACE

1. Selling Space
2. Merchandising Space
3. Personnel Space
4. Customer Space

SELLING SPACE

- Interior displays
- Sales demonstration areas
- Sales transaction areas (wrap desk)

MERCHANDISE SPACE

- Allocated to items that are kept in inventory
 - Selling floor
 - Stock room area

WHEN TO CHANGE THE DISPLAYS?

- When new merchandise comes in
- Just to change around the pieces of a group that has been on the floor for awhile
- Gives the group a new look
- The same customers walk through your department every week – you want it to look fresh
- You want to give them a reason to buy

WHAT TO USE FOR SUCCESSFUL DISPLAYS?

- **Mannequins**
- **Fixtures**
- **Props**

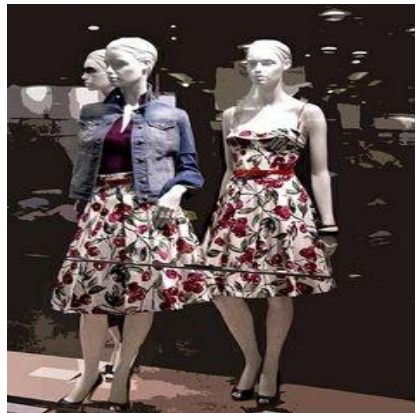
TYPES OF MANNEQUINS

- Realistic
- Semi realistic
- Abstract
- Semi-abstract
- Headless

Following are some types of mannequins:



Realistic



Semi Realistic



Abstract



Semi Abstract



Headless

STOCK RECORDS TO ACCOUNT FOR MERCHANDISE ON DISPLAY

Every retailer must consider the following aspects to ensure effective arrangement as well as monitoring of merchandise delivery:



Appropriate Packaging



Proper Labelling



Proper Documentation



Insuring Of Merchandise

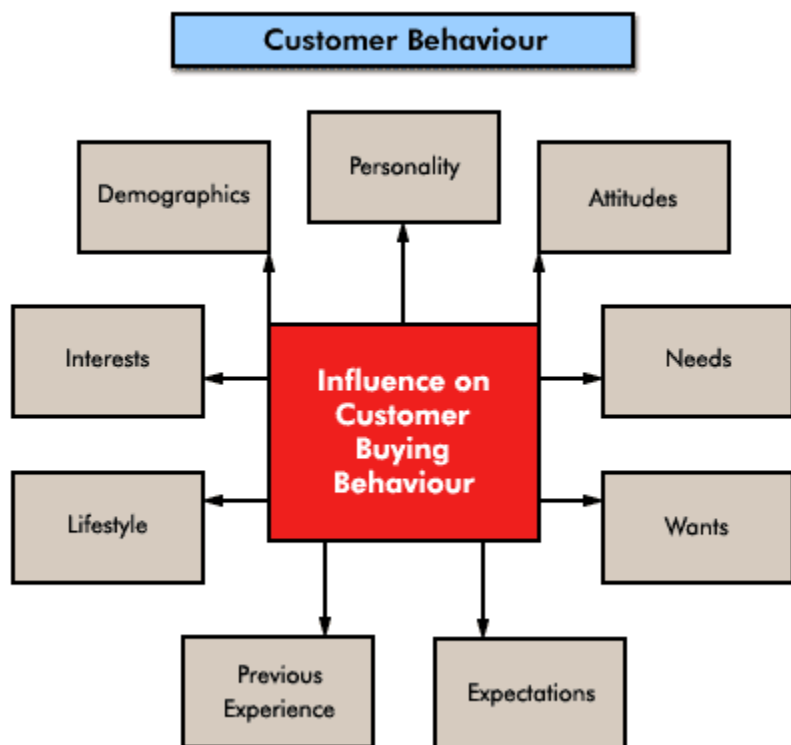
Tips.

- Plan one month in advance. A killer retail window display takes time to create.
- Create a theme. Whether it is season, color, a theme helps unify.
- Put in a setting. A beach, a bedroom, a picnic or other setting helps engage the viewers' imagination.
- Choose props to frame your display. A few select pieces you buy or make help draw attention.
- Only a few key pieces of merchandise to show off. A window is for the items that might not sell as easily on a shelf as others.
- Find one focal piece that "pops" - probably a higher price point. That means it is colorful or has a bold pattern to again attract interest.
- Have multiple layers of height. Just like a good display, you want the customer to discover various items in your killer window.
- Keep your display at eye level for passersby. View your window display at all angles including from a passing car.
- Create so they can look into your store. Don't block off the entire view from your display window into your store because people attract people.

UNIT 2. ESTABLISH AND SATISFY CUSTOMER NEEDS

MEETING YOUR CUSTOMER'S NEEDS

Understanding and meeting your customer's needs will improve your store's sales performance. By identifying and examining your customer base, you are able to develop the necessary strategies to supply the goods that they want and need.



As a manager you need a knowledge of:

- **Influences on customer behaviour**
- **The characteristics of your competition**
- **Market trends.**

To develop this understanding and the relevant strategy, you need skills in:

- **Collecting**
- **Analysing**
- **Organising information**

The two key steps to meeting your customer's needs are:

1. Research and analyse your customer's needs.
2. Develop strategies to improve customer service.



RESEARCHING AND ANALYSING YOUR CUSTOMER'S NEEDS

The aim of satisfying customer needs is to ensure that the products and services you offer meet your customer's expectations. Many retailers offer a range of products that they believe the customer will be interested in. Sometimes this belief is right and sales flow, but often this belief is incorrect and customers either reluctantly 'settle' for the product on offer or they take their business elsewhere.

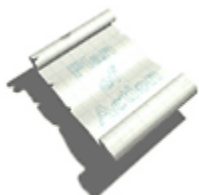
The key question for every retailer should be:

Is my product range based on reliable customer information or on my 'gut feeling' of what my customers will like?



Retail success is based on providing the range of products that meet the customers' expectations. Knowing your customers is the first step.

To ensure that your customers buy what they want, not what you are offering, it is essential that you know your market. This knowledge enables you to make informed decisions about your store's :



- **Product range (existing and new lines)**
- **Marketing strategies to satisfy identified target markets**
- **Allocation of resources (both human and financial)**

For more information on target marketing see the unit '*Manage Merchandise and Store Presentation*'.

Developing a sound marketing strategy depends on how well you identify and understand your customers.

Consumer characteristics and needs are identified by:

- Demographics. (**Identifiable and measurable population statistics.**)
- Life-styles. (**How your customers spend their time and money.**)