

Visual Merchandising

Introduction

You only need to look at the High Street to see examples of merchandising - both great and not so great!

If there is a High Street store you avoid as a shopper - the chances are it is the layout or the merchandising that is keeping you away.

Visual Merchandising is not just something that makes your products look more attractive - from the customer's perspective, it is the product.

If you cannot tempt customers in, lead them around your store or show the customer how the product will add value to their world, then you do not really have a product.

In addition to this you have to keep your merchandising simple and accessible. More is the enemy of less.

This course is aimed at retailers who want to develop their visual merchandising techniques. It uses techniques drawn from retail research as well social psychology.

Better still these techniques are simple to understand and have been proven to drive up sales

Objectives

By the end of this course participants will be able to:

- Describe typical customer groups and their needs
- Explain how customers shop a store
- Describe the key principles of Visual Merchandising
- Apply the principles to their store

Content

A sample of what is covered includes:

Know your customer

- Who are your customers and what do they want?
- How to make the most of the happy holiday maker or beleaguered business traveller
- How do customers move around a store?

Key principles in store

- Lines of sight and focus points
- Ease of shop - gondolas, shelving and suitcases!
- Complementary products
- Colours and contrast
- Simplicity versus visual noise

Using Social Psychology in Visual Merchandising

- Social proof
- Scarcity
- Reciprocity

- The Mars and Venus effect

Zones, Walls and Promotions

- Case Study - how not to do it
- Exercise - How to plan a store

How staff support Visual Merchandising

- Case Study - How Mothercare staff scared off their customers

How staff can add value to Visual Merchandising

