

Establishing the Retail Environment/Store Image: Visual Merchandising and Display

Course Content:

Section 1: *Defining Visual Merchandising and Display Concepts*

(Section 1, Part 1): Defining Visual Merchandise and Display

- 1-1 Introduction
- 1-2 Terminology

Section 2: *Establishing the Retail Store Image: Six Step Method*

(Section 2, Part 1): Profile Target Consumer or Conduct a Market Segment Analysis

- 1-1 Introduction
- 1-2 Demographics
- 1-3 Psychographics
- 1-4 Life Stages and Life Styles
- 1-5 Geographic Locations and Population Density

(Section 2, Part 2): Investigate Trading Area

- 2-1 Pedestrian and Vehicular Traffic
- 2-2 Transportation and Parking Facilities
- 2-3 Tenant Mix
- 2-4 Specific Site Visibility and Surrounding Environment
- 2-5 Placement of Store within Specific Site
- 2-6 Terms of Occupancy
- 2-7 Promotional Activities
- 2-8 Economic Bases
- 2-9 Housing Patterns

(Section 2, Part 3): Develop Inviting Store Environment: Create Identifiable Store Elements

- 3-1 General Elements
- 3-2 Physical Elements
- 3-3 Personnel Elements
- 3-4 Customer Service Elements
- 3-5 Product Elements
- 3-6 Price Elements
- 3-7 Placement Elements
- 3-8 Integrated Promotional Mix

(Section 2, Part 4): Develop Fashion Image

(Section 2, Part 5): Establish Merchandising Policy

(Section 2, Part 6): Plan Merchandise Presentation

Section 3: Planning the Retail Merchandise Presentation

(Section 3, Part 1): 3 x 3 Merchandise Presentations

- 1-1 Windows-on-the-Aisle
- 1-2 Core or “Bread and Butter”
- 1-3 Top Wall or Vista Wall

(Section 3, Part 2): Presentation by Color

Section 4: Investigating Design Principles and Art Elements to Communicate Store Image and Build Profitable Retail Sales

(Section 4, Part 1): Examine Six Basic Principles of Display

- 1-1 Plan Merchandise Presentations and Displays
- 1-2 Select Merchandise Thoughtfully
- 1-3 Select Color First and Then Define Line
- 1-4 Maintain Good Composition
- 1-5 Plan Lighting Techniques
- 1-6 Evaluate Effectiveness of Presentations

(Section 4, Part 2): Checklist for Effective Displays

- 2-1 15 Point Checklist for Displays
- 2-2 10 Common Sense Rules for Displaying

(Section 4, Part 3): Summary of Merchandise Presentation and Display for Communicating Store Image and Building Profitable Sales