



MK 322 Retail Management

Chapter 17: Store Layout, Design, Visual Merchandising Part III

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Visual Merchandising



Visual Merchandising

- Visual merchandising is the presentation of a store and its merchandise in ways that will attract the attention of potential customers



Fixtures

- Primary purpose of fixtures are to efficiently hold and display merchandise
- Define areas of a store and direct traffic flow
- Fixtures are harmonized with other design elements such as floor coverings and lighting as well as overall image of the store



Fixtures



(A) Straight rack



(B) Rounder



(C) Four-way



(D) Gondola

EXHIBIT 17-6
Types of Fixtures

Straight Rack

- Straight rack consists of a long pipe balance between supports in the floor or attached to the wall



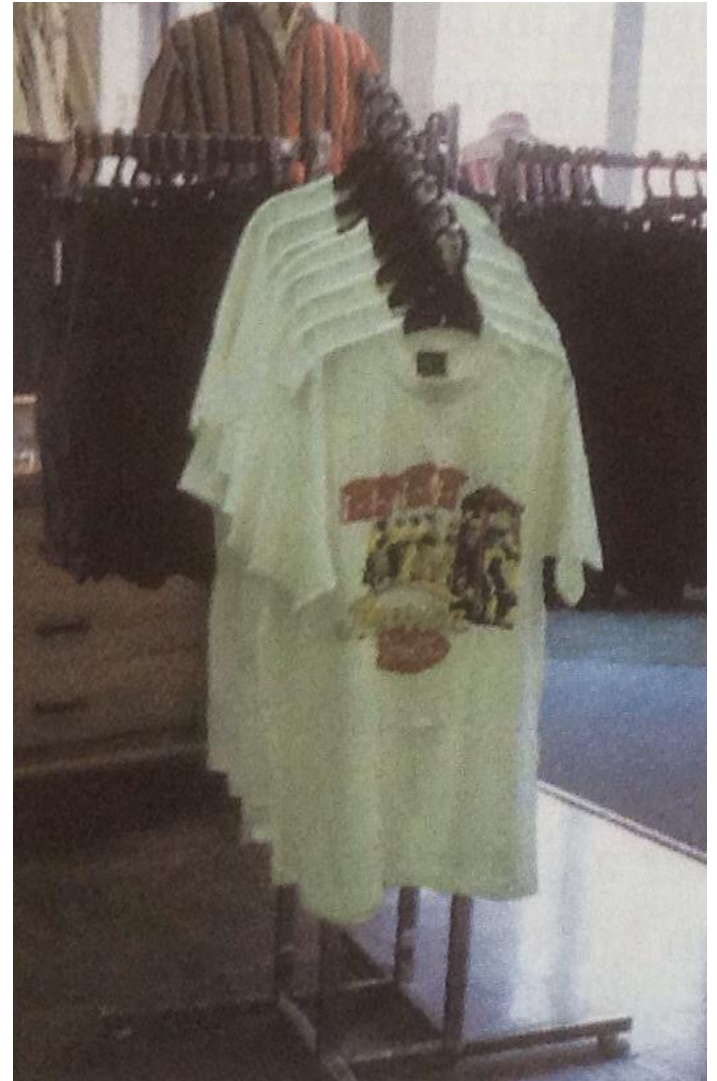
Rounder

- A rounder or bulk fixture or capacity fixture is a round fixture that sits on a pedestal, although smaller than straight rack, it is designed to hold a maximum amount of merchandise



Four-Way Fixture

- A four-way fixture or feature fixture
- Has two crossbars that sit perpendicularly on a pedestal
- Holds large amount of merchandise and allows the customer to view the entire garment



Gondola

- A gondola is an island type of self-service counter with tiers of shelves, bins, or pegs
- Extremely versatile and used extensively



Visual Techniques

- **Idea-Oriented:** method of presenting merchandise based on specific idea or image of store
- **Item and Size:** common technique in discount, grocery, hardware and drugstores
- **Color:** bold merchandising technique
- **Price Lining:** men's dress shirt \$49, \$69 and \$99
- **Vertical Merchandising-** presented vertically using walls and high gondolas
- **Tonnage Merchandising:** end cap using stacks of Pepsi 6 packs
- **Frontal Presentation:** expose as much merchandise as possible to catch customer's eye- bookstores

Presentation Techniques



Central Anniversary

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A **5-day** floral paradise | With **4 floors** of fresh floral creations. | from **1st – 5th** October, 2015

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Tonnage Merchandising



Frontal Presentation



Creating an Appealing Store Atmosphere



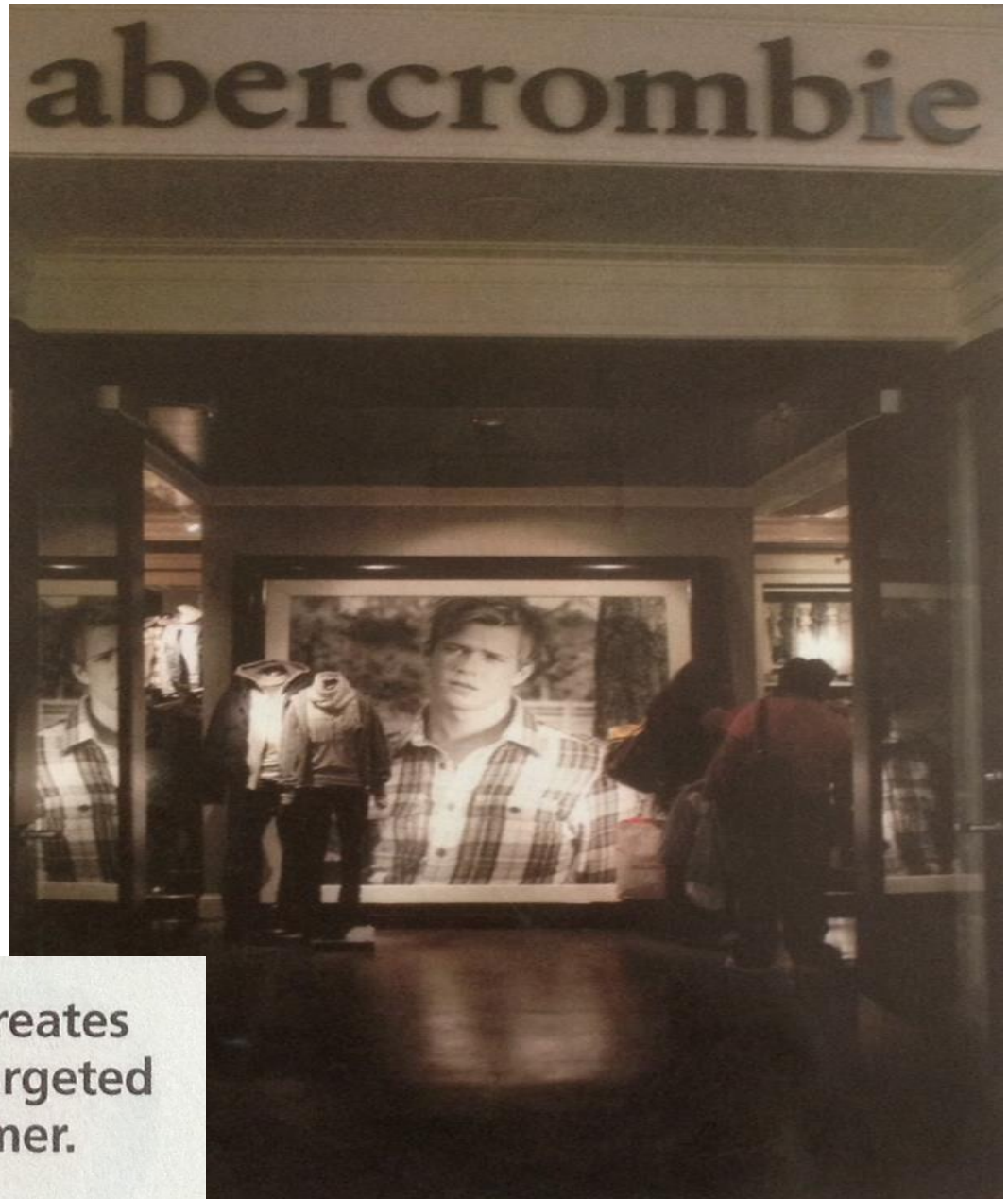
Lighting

- Highlighting Merchandise- draws cutomers in stores
- Mood Creation- clothing, supermarkets?
- Energy- Efficient Lighting : LED or light-emitting diode is replacing fluorescent; reduce costs up to 75% and last 10 times longer than standard bulbs

Lighting



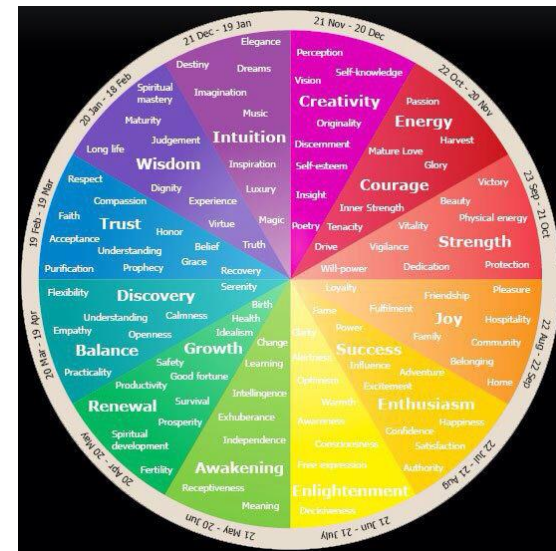
Lighting



Abercrombie & Fitch creates a dark environment targeted at the younger consumer.

Color

- Enhance retailer image
- Help create mood
- Cool colors- white,blue,green have peaceful,gentle,calming effect
- Culture- different impact



Color



Music

- Can add or detract from retailer's total atmosphere
- Music can control the pace of store traffic
 - Zara vs Starbucks?
- Seasonal music



Scent

- Large impact on customer's mood and emotions
- Scents can improve customers' subjective shopping experience by making them feel they are spending less time examining merchandise, waiting for sales help or checking out
- Usage of different essence in different departments
 - Baby Powder
 - Suntan Lotion
 - Lilacs
 - Cinnamon and Pine Scents



Taste

- Difficult to appeal to consumers' taste buds
- Grab a bite without leaving the stores encourages customers to linger longer and enjoy the shopping experience more



Customers enjoying a bite between their purchases stimulates longer stays and more purchases.

Just How Exciting Should a Store Be?

- Bass Pro Shops, Barnes and Noble
- Attempt to create entertaining shopping experience by viewing stores as theatrical scenes
- Floor and walls constitute the stage and scenery
- Lighting, fixtures, and displays are props
- Merchandise represents performance

- Depends on shopping goals? Utilitarian or Hedonic



That's All Folks