

Why do we need merchandise presentation?



>**Visual merchandising** is the ultimate image building tool. Depending on the merchandise and the imagery of the brand/store the VM is done. Visual merchandising puts forward the desired image of the store and helps in enhancing the same.

Designer stores have lesser merchandise and more space to make the product look and feel expensive (or rightly said RICH).

On the contrary hypermarkets have more merchandise and lesser space.

>**Influence buying behavior:** Through the right and attractive display one can influence the customer to like and but the product.

>**Increase in turnover:** Due to scientific and strong product presentation the customer is induced to buy more.

>**Increase in bill size:** Putting forth co-ordinated look makes the customer buy more than he would otherwise.

Merchandise Presentation Standards Manual

CL Gary



Merchandise Presentation Standards Manual:

Decoding **Merchandise Presentation Standards Manual**: Revealing the Captivating Potential of Verbal Expression

In a period characterized by interconnectedness and an insatiable thirst for knowledge, the captivating potential of verbal expression has emerged as a formidable force. Its ability to evoke sentiments, stimulate introspection, and incite profound transformations is genuinely awe-inspiring. Within the pages of "**Merchandise Presentation Standards Manual**," a mesmerizing literary creation penned by way of a celebrated wordsmith, readers set about an enlightening odyssey, unraveling the intricate significance of language and its enduring impact on our lives. In this appraisal, we shall explore the book's central themes, evaluate its distinctive writing style, and gauge its pervasive influence on the hearts and minds of its readership.

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