

5 GOALS OF GREAT VISUAL MERCHANDISING

What does this mean for you as a store owner?
It translates into these five simple goals:

Create Excitement – You want your store to draw your customer into your world through the merchandise in it.

Stimulate All Five Customer Senses – A great store plays to sensory perception. You want to attract not only with sight, but smells (subtle scents), touch, sound (complementary music) and taste.

Create A Successful Floor Plan – Ask yourself, "What is the traffic flow in my store? Do I have enough merchandise to set a promotional display?" Set a clear image of your store layout in order to achieve your end result.



Merchandising Manual In Retail

S Marginson



Merchandising Manual In Retail:

Retail Merchandising Manual United Merchandising Institute, *How to Keep Merchandising Records* R. Duffy Lewis, 1948 **The Buyer's Manual** National Retail Merchants Association, 1979 *Retail Merchandising Manual* National Food Brokers Association, 1960* *The Buyer's Manual; a Merchandising Handbook* National Retail Merchants Association. Merchandising Division, 1937 The Buyer's Manual National Retail Merchants Association. Merchandising Division, 1965

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Business Service Bulletin, 1955-02 **Merchandising Guide** Maurice David Potter, 1941 **Catalog of Copyright Entries. Third Series** Library of Congress. Copyright Office, 1954 Includes Part 1A Number 1 Books January June and Part 1B Number 1 Pamphlets Serials and Contributions to Periodicals January June *The Retail Doctor's Guide to Growing Your Business* Bob Phibbs, 2010-05-03 It's one of the toughest economies in years but don't fear the doctor is in Are you among the thousands of retailers frustrated by market challenges and looking for ways to take control of your business Are you looking for the advice of an expert consultant but unable to spend the money Then The Retail Doctor's Guide to Growing Your

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