

La révolution du merchandising

- Un secteur en transition pour répondre aux nouveaux modes de consommation.
- Un ouvrage axé sur les évolutions et les bonnes pratiques du secteur retail.
- Des acteurs au cœur du mouvement en cours, pour une nouvelle révolution du secteur.

Le merchandising est au seuil de sa 4^e révolution. Après le merchandising d'organisation (gestion des emplacements produits dans les linéaires), de séduction (amélioration de l'apparence des linéaires), de théâtralisation (mise en scène de l'offre dans les magasins) qui est encore en cours, se prépare le merchandising omni-canal, qui sera l'enjeu de ces prochaines années.

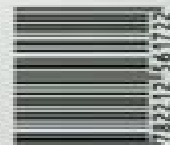
Vecteur essentiel de la transformation du secteur retail, le merchandising est de plus en plus sollicité pour répondre aux besoins liés au développement de l'offre multicanal, du big data, et pour améliorer avec la Supply Chain, la rentabilité des mètres carrés et stimuler les ventes tous canaux.

Associé chez Stanwell Consulting, **Philippe Lachaize** s'est spécialisé dans le conseil auprès de grand groupes de distribution (Carrefour, Auchan, System U, Fnac, BricoDépôt, Conforama, Leroy Merlin, Cdiscount, showroomprivé.com...). Ses domaines d'expertise sont le e-commerce, le merchandising, la stratégie Supply Chain, la transformation d'entreprise liée à l'omnicanal, le digital et le big data.

Marc Lemarignier a conduit des opérations de repositionnement stratégique et des projets de transformation dans des secteurs à fort contenu technologique. Associé chez Layline-consulting, il est spécialisé dans l'accompagnement des mutations liées aux ruptures technologiques. C'est à ce titre qu'il s'intéresse aux impacts du e-commerce et du big data dans l'univers de la distribution.

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La Reacutevolution Du Merchandising La Neacuteecessaire Transformation Du Secteur Retail

Marc Lemarignier,Philippe Lachaize



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La Reacutevolution Du Merchandising La Neacutecessaire Transformation Du Secteur Retail Introduction

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