

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.



Retail Merchandising Training Manual

Xiang Xie



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