

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

Michael Hoelscher



Retail Merchandising Training Manual:

Retail Merchandising and Promotion Aaron Hamilton Chute,1966 **Training Materials Service** United States.
International Cooperation Administration. Office of Industrial Resources,1960 Training Retail Salespeople William Boyd
Logan,1968 *Manual Training Magazine* Charles Alpheus Bennett,William Thomas Bawden,1908 **Distribution Data**
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University. Center for Vocational and Technical Education,1972 *Modern Merchandising; a Series of Texts Prepared as*
Part of the Modern Merchandising Course and Service of the Alexander Hamilton Institute ,1927 **Marketing**
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