

Retail Essentials 3: Visual Merchandising

Glasgow, 9 May 2019

TRAINER: LYNDA MURRAY

PROGRAMME

1000 Registration and coffee

1030 Understanding the Power of Visual Merchandising

An introduction to Visual Merchandising and the components that contribute to great merchandising and display.

1045 Planning the Shop Layout

Using space efficiently is a vital skill in maximising the potential of your store. We will explain how retail space is calculated using linear footage and how best to position fixtures to create a visually appealing layout with good access whilst maximising the available space. This will include a practical exercise. We will also identify the key techniques used to enhance the look of product presentations.

1230 Lunch

1330 Merchandising Techniques

There are several different techniques that enhance merchandising skills very quickly. We will examine each one and identify the times to use them. This will include a practical exercise to demonstrate the use and allow practice.

1430 Display Techniques

Display is the icing on the cake and is used not only to attract customers to your shop through window schemes but also inside the store using top level spaces or internal tables and so on. We will look at the ways to use groupings of products to strengthen the product display and how to build a story into an effective window/front table scheme. This will include a practical exercise.

1530 Summary including top VM tips and your chance to ask questions.

1600 Close