

Fundamentals of Visual Merchandising

Target Audience

This class is intended for

- New entrants to the Visual Merchandising team
- Store managers and supervisors
- Headquarters Store Operations management
- Buying and merchandising staff involved in range or assortment planning and setting minimum display criteria
- Planogram production people

Objectives of the Program

For retailers, Visual Merchandising can be a hit or miss proposition. Store staff often have little to no formal training on the science and art of visual merchandising and are merchandising the stores with little understanding of what they are doing. While some staff members may be able to execute exciting and effective displays, often the opposite is seen in most stores.

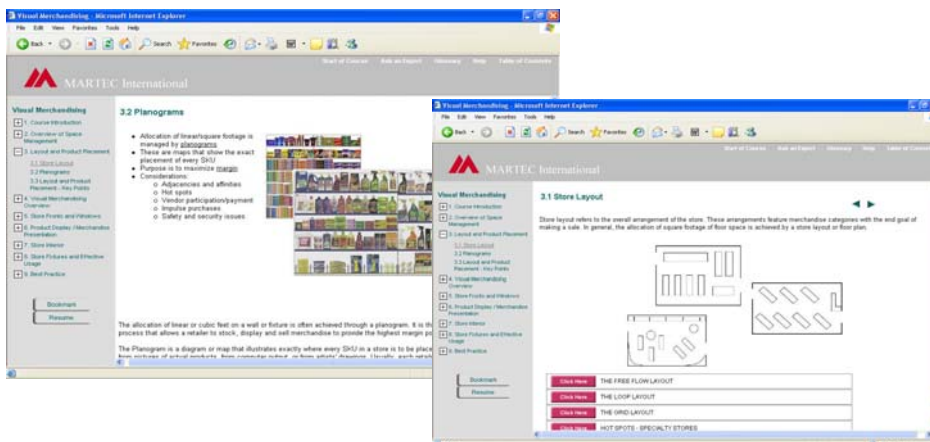
The Solution

Visual Merchandising is a self-paced web-based training program. All the student needs to run the program is access to a PC and a web browser. The program is hosted on Martec's web site and offered at a one-time fee of \$400 (£245 and €285) per student. Upon payment, an account number and password are issued, which are valid for three months. The program takes 3-4 hours to study, depending on the student. We recommend that students study in 30-40 minute segments to maximize learning retention. Within the purchased period, students can re-visit the material as often as they wish. Other options apply for longer access periods and details can be provided on request.

Visual merchandising includes much more than creating appealing product displays. Our comprehensive e-learning course covers:

- Overview of Visual Merchandising
- Space Management
- Store Layout
- Store Fronts and Windows
- Product Displays
- Store Interiors
- Fixtures
- Examples of Best Practice

Martec's Fundamentals of Visual Merchandising includes an extensive amount of photographic examples of best practice, focused content, quizzes, interactive puzzles and a certificate of completion for those students who successfully finish the course.



For companies with a large team to be trained, the program can be installed on an internal server for repeated use by the whole team. Call us for pricing.

Program Contents

- 1. Course Introduction**
 - 1.1 Course Navigation
 - 1.2 About Martec

- 2. Visual Merchandising Overview**
 - 2.1 Visual Merchandising
 - 2.2 What Visual Merchandising Should Do
 - 2.3 Visual Merchandising Overview - Key Points

- 3. Overview of Space Management**
 - 3.1 Space Management
 - 3.2 Productivity and Types of Space
 - 3.3 Leased Departments
 - 3.4 Space Planning and Merchandising
 - 3.5 Space Planning-Locating Departments
 - 3.6 Overview of Space Management - Key Points

- 4. Layout and Product Placement**
 - 4.1 Store Layout
 - 4.2 Planograms
 - 4.3 Layout and Product Placement - Key Points

- 5. Store Fronts and Windows**
 - 5.1 Use of Storefronts and Windows
 - 5.2 Use of Mannequins Graphics and Space
 - 5.3 Store Fronts and Windows - Key Points

- 6. Product Display / Merchandise Presentation**
 - 6.1 Use of Color Palettes
 - 6.2 Displaying Garments
 - 6.3 Displaying Coordinating Items
 - 6.4 Displaying Towels, Socks, etc
 - 6.5 Displaying Automotive Parts
 - 6.6 Displaying Packaged Grocery Items
 - 6.7 Displaying Clearance
 - 6.8 Merchandising Aids
 - 6.9 Product Display / Merchandise Presentation - Key Points

- 7. Store Interior**
 - 7.1 Doorways
 - 7.2 Use of Furniture
 - 7.3 Store Signage
 - 7.4 Store Interior - Key Points

- 8. Store Fixtures and Effective Usage**
 - 8.1 Fixture Types
 - 8.2 Use of Gondola Ends
 - 8.3 General Guidance on the use of Wall Fixtures
 - 8.4 General Guidance on the use of Rounders
 - 8.5 General Guidance on the use of Tables
 - 8.6 General Guidance on the use of Shelves
 - 8.7 General Guidance on the use of Bins
 - 8.8 Use of Block Stacking on Floor or Pre-Assembled Pallets
 - 8.9 Use of Check Out Positions and Counter Space
 - 8.10 Store Fixtures and Effective Usage - Key Points

- 9. Best Practice**
 - 9.1 Best Practice: Rooms to Go
 - 9.2 Best Practice: Crate & Barrel
 - 9.3 What Customers Don't Like - The Mess (in some stores)!
 - 9.4 How Many Picture Frames is Enough?
 - 9.5 How Many Vases is Enough?
 - 9.6 Best Practice - Key Points
 - 9.7 Visual Merchandising Exercise
 - 9.8 Visual Merchandising Post-Test

