



Space Management and Merchandise Presentation Suite Content

This document summarizes the content of the complete Space Management and Merchandise Presentation Suite, as it will be when fully available.

At the time of writing this document, Module 1 is fully available as e-learning. The other 5 modules are in development as e-learning, but the content already exists in full in the Retail and Consumer Goods Industry WIKI and Performance Support System, which students of this module also have access to under their or their company's licence.

Module 1 – Introduction to Space Management

Objectives

The objectives of space management are to:

- Make the store inviting for the shopper
- Make the store easy to shop
- And to achieve the company goals in terms of sales and profit contribution.

By the end of this module, you will be able to:

- List the goals of space management
- Discuss the various competing issues involved, and the factors used in allocating selling space.
- Explain what a leased department or concession is and how it differs from own bought departments
- Explain the criteria used to locate individual departments on the sales floor.

Content

- Types of store space – selling and non-selling
- Store selling space
- Occupancy cost of space
- Space performance metrics (KPIs)
- Measuring the store
- Leased departments
- Challenges with leased departments
- Floor layouts
- Mastery test



Module 2 -Selling Space Planning and Management

Objectives

The objectives of space management are to:

- Make the store inviting for the shopper
- Make the store easy to shop
- And to achieve the company goals in terms of sales and profit contribution.

By the end of this module, you will be able to:

- Describe a process for planning the allocation of selling space to departments in a new build store
- Describe an analytical process for reviewing and tuning the use of selling space in existing stores
- Identify the data necessary to carry out these analyses
- Construct an approach to clustering stores to support further analysis
- In closing ...
- Mastery test

Content

- Space Planning
 - Space planning and merchandising
 - Planning selling space
 - Data required for space planning
 - Clustering stores
 - Store cluster assortment planning
- Space Management
 - Space management process overview
 - How do you determine allocations for a new store?
 - Space productivity analysis – new stores
 - How do you determine space allocations for a new store – continued?
 - Space management process – regular review
 - How do you tune space allocations for an existing store
 - Sales to stock ratio (% shares)
 - Space productivity analysis – existing stores
 - Exercise 1



- Exercise 2
- In closing ...
- Mastery test

Module 3 – Store Approach, Entrance and Windows

Objectives

By the end of this module, you will be able to:

- Review the approach to a store and identify improvements needed
- Review the impression the store entrance gives when approaching it and identify potential improvements
- Review store windows and signage and identify where improvements are needed

Contents

- Store approach
 - Approach to the store
 - Store entrance/doorway
 - Exercise - is this entrance good or bad?
 - Your exercise answers
 - Is this welcoming?
 - Maximize your opportunities
 - Partial map of shopping area
 - Your response exercise
 - Sell them something
 - Loss prevention
 - Considerations regarding doorways
 - Windows are a valuable asset!
 - Looking through the door what question does this picture raise?
 - What else would their target customers buy?
 - Music and lighting
 - Space and visual merchandising performance
 - Action plan
- Windows
 - Good or bad windows?
 - Use of windows
 - VM should reinforce brand clarity and definition
 - Brand Clarity
 - Windows - Mannequins



- Windows – graphics and signage
- Seasonal windows
- Sale windows
- Your web site is also a window
- More on the web site
- Both store and web site have to support the brand
- What goes in a window?
- How frequently to change a window
- Key point to remember
- Action plan
- Housekeeping
- Mastery test

Module 4 – Product Positioning and Signage

Objectives

By the end of this module you will be able to:

- Identify the key considerations in deciding where to place merchandise
- Make better decisions about where to position products
- Use signage creatively to maximize sales potential
- Avoid common mistakes

Content

- Product positioning
 - Product types
 - Adjacencies and affinities
 - What should you buy next?
 - Grid layout stores
 - Exercise
 - Planograms
 - Other considerations
 - Planogram fixture data
 - Promotional items
 - Use of end caps
 - Clip strip displays
 - Swivel displays
 - Counter space
 - Checkout positions



- Loop layout stores
- Dead spots
- Floor diagram
- Loss prevention considerations
- Space and visual merchandising performance
- Action plan
- Signage
 - Role of signage
 - Store signage
 - Customer service desk
 - Information desk
 - Use of signage to help sell
 - Signage must not clash with the merchandise
 - Advertised promotions
 - Special opportunity bins
 - Product benefit information
 - Help with product choices
 - Store signage – recap
 - Product price tags
 - Action plans
- Mastery test

Module 5 – Merchandise Presentation and Offering Inspiration

Objectives

By the end of this module, you will be able to:

- Explain some key visual merchandising concepts
- Use shop fittings and furniture to present merchandise in ways which maximize sales
- Use color to maximize the visual appeal of merchandise
- Inspire shoppers with imaginative and thoughtful combinations of merchandise to suggest ideas that maximize transaction size

Content

- Visual merchandising
 - Some basic concepts
 - Vertical & Horizontal Merchandising



- Product sequencing
- Display using a color palette
- Blocking by color
- Garments
 - Displaying hanging garments
 - Guidance on the use of rounders
 - What else should you buy?
 - Displaying folded garments
 - General guidance on the use of tables
 - Displaying packaged garments, coordinated items and socks
 - Peg hooks
 - Displaying shoes and bags
- Displaying packaged grocery items
- Displaying towels -bad and good
- Displaying automotive parts
- Bulk displays and block stacking
- How many picture frames is enough?
- How many vases is enough?
- If we don't love our product, who will?
- China done badly and better
- Incomplete range, no color blocking
- Wallpaper poor and good
- Merchandising aids
- Action plan updates
- Inspiration
 - Inspire me
 - Good/better/best architecture
 - Presentation?
 - Inspiration ideas
 - Buy the room
 - Bathroom Inspiration
 - Competing with IKEA
 - Best practice Office Furniture
 - Best practice Rooms to Go
 - Best practice Crate and Barrel
- Mastery test



Module 6 – Online Merchandising

Objectives

By the end of this module you will be able to:

- Increase the site visitor conversion rate
- Increase order sizes and values
- Explain how online merchandising can help increase sales in online and other channels, such as stores
- Coordinate online and store visual merchandising

Content

- Omni-channel strategy
- Visual merchandising online
- A great user experience
- Make the user experience work for different customer types
- Branding and theme
- Product copy
- Product images
- Augmented reality
- Product sequencing on a page
- Sale items
- Example landing page
- A note about inventory availability
- Grow the order value
- Checkout
- Payment options
- Personalization
- Other features
- Action plan
- Mastery test

