

# Space Management & Merchandise Presentation Suite



## Target Audience

This series of courses is designed for:

- Store managers, potential store managers and new area managers
- Headquarters store operations management who need to drive sales and gross margin per square foot or square metre of selling space
- Buyers and merchandisers who need to plan assortments and inventory investments to drive sales and gross margin per share foot or square metre
- E-commerce management who need to drive sales per page
- New hires into retail headquarters functions involving aspects of selling space management or visual merchandising, including for online retailing
- Those involved in new store design, store refurbishment programs, or fixture selection and deployment
- People who sell or market to retailers, especially IT suppliers with relevant software, such as planogramming.
- It will also benefit category management and trade promotion teams in consumer goods manufacturers who deal directly with retailers.
- And is also valuable as part of induction training for retail management trainees, retail IT teams, finance teams and others who need to understand space productivity **more fully**.

## Course Overview

The Space Management and Merchandise Presentation Suite contains 6 modules, which can be bought individually or as a complete package, depending on a learner's needs and individual starting point.

The six modules are:

- Introduction to Space Management
- Selling Space Planning and Management
- Store Approach, Entrance, and Windows
- Product Positioning & Signage
- Merchandise Presentation & Offering Inspiration
- Online Merchandising

The classes are complemented by our Retail and Consumer Goods Industry WIKI and performance support system, which contains additional detail on topics plus a wide range of downloadable job aids, tools and checklists.



# 1. Introduction to Space Management

## Objectives

Upon completing this course, learners will be able to:

- Make the store inviting for the shopper
- Make the store easier to shop
- Achieve the company sales and profit contribution goals
- Recognize some of the terminology unique to the sector.

## Program Contents

Types of Store Space

Occupancy Cost of Space

Space Performance Metrics (KPI's)

Measuring the Store

Role of Leased Departments

Challenges with Leased Departments

Floor Layouts

- Free Flow
- Grid Layout
- Loop Layout
- Fashion Layout

Store Formats Exercise

Store Ambience

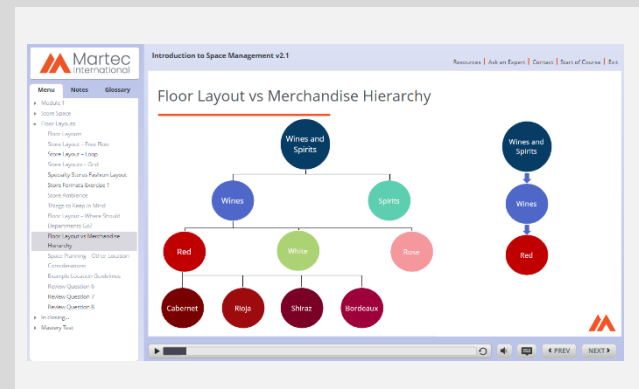
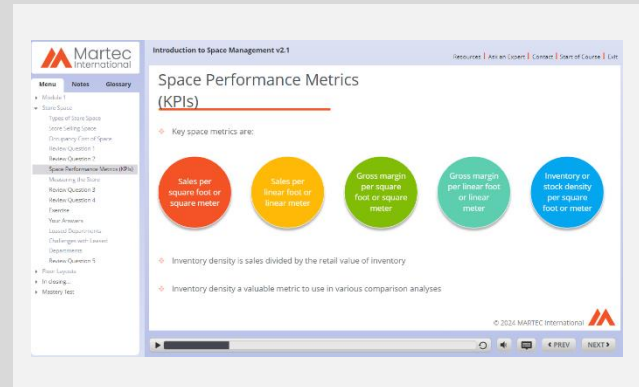
Floor Layout – Where should departments go?

Floor Layout vs Merchandise Hierarchy

Other Location Considerations

Example Location Guidelines

Mastery test



## 2. Selling Space Planning and Management

### Objectives

Upon completing this course, learners will be able to:

- Make the store inviting to the shopper
- Make the store easy to shop
- Optimize the allocation of selling space to achieve company goals.

### Program Contents

#### Space Planning

- Space planning and merchandising
- Planning Selling Space
- Data required for space planning
- Clustering stores
- Store cluster/assortment planning

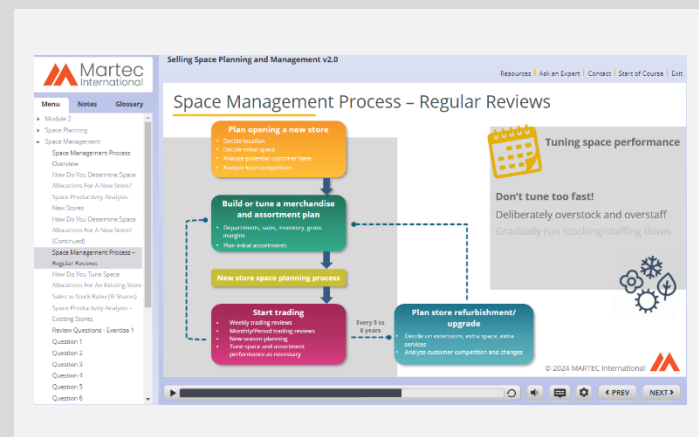
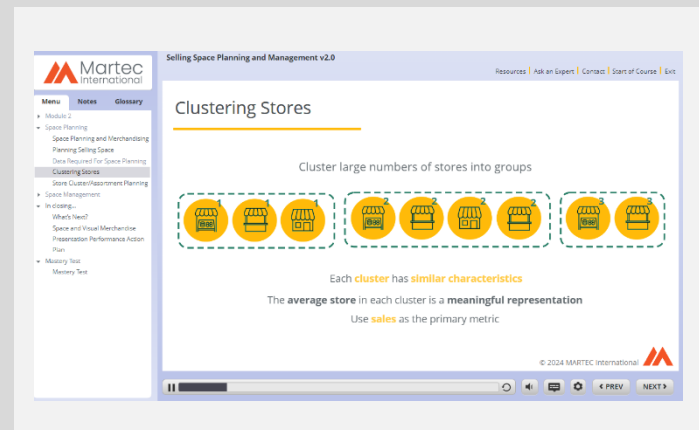
This module first considers the process for planning a new build store, then the process for reviewing and tuning existing stores. It identifies the data needed and reviews how to cluster stores to make workloads manageable.

#### Space Management

- Space management process overview
- How to determine space allocations for a new store
- Space productivity analysis for a new store
- How to tune space allocations for an existing store
- Sales to stock ratio (% shares)
- Space productivity analysis - existing store
- Exercise 1
- Exercise 2

Space and Visual Merchandise  
Presentation Performance Action Plan

Mastery test



### 3. Store Approach, Entrance and Windows

#### Objectives

Upon completing this course, learners will be able to:

- Review the approach to the store and identify where improvements are necessary
- Assess the impact of the store entrance and identify improvements needed
- Identify improvements in store signage
- Review improvements in store windows

#### Program Contents

##### Approach

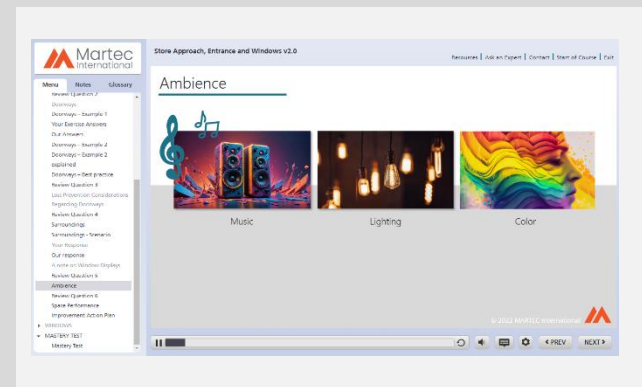
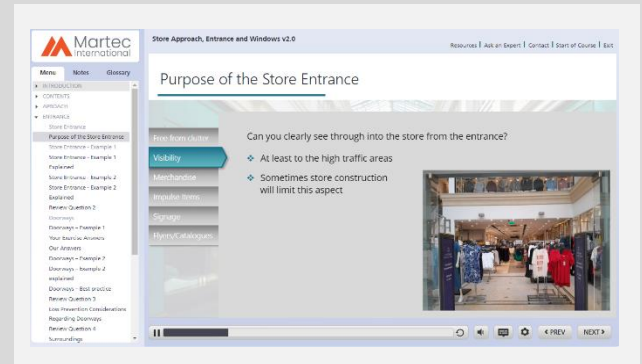
- Approach to the store

##### Entrance

- Store entrance
- Purpose of the store entrance
- Store entrance examples
- Doorways and examples
- Loss prevention considerations regarding doorways
- Surroundings
- Your response exercise
- Window displays
- Ambience
- Space performance improvement action plan

##### Windows

- Store windows
- Purpose of windows
- What goes in a window
- Remember the most important word in retail
- Arranging windows
- Use of Mannequins
- Seasonal window



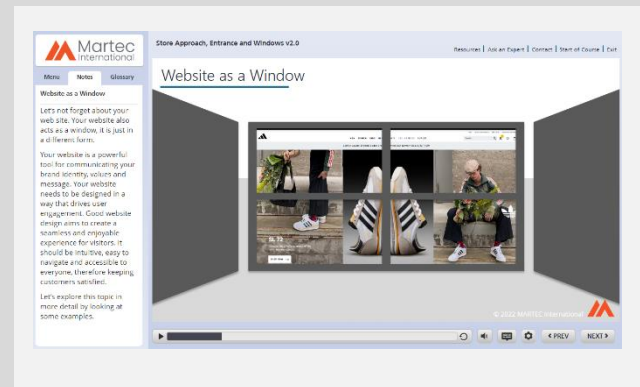
# 3. Store Approach, Entrance and Windows

## Program Contents

### Windows continued

- Sale window
- Promotional window
- Frequency of change of windows
- Windows and your brand
- ONLY example
- VERA MODA example
- Customer segmentations
- Website as a window
- Feathers example
- Tina Bucknall example
- Space performance improvement action plan

### Mastery Test



## 4. Product Positioning and Signage

### Objectives

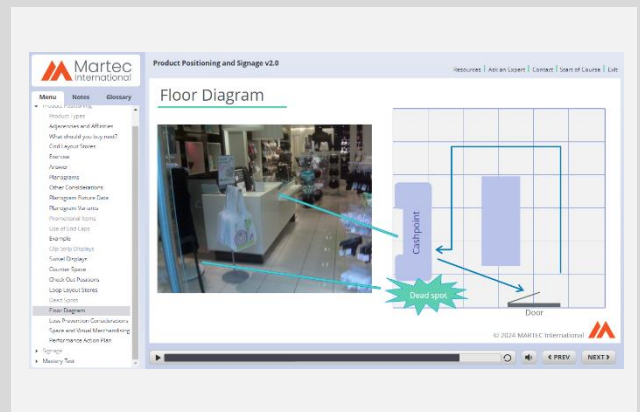
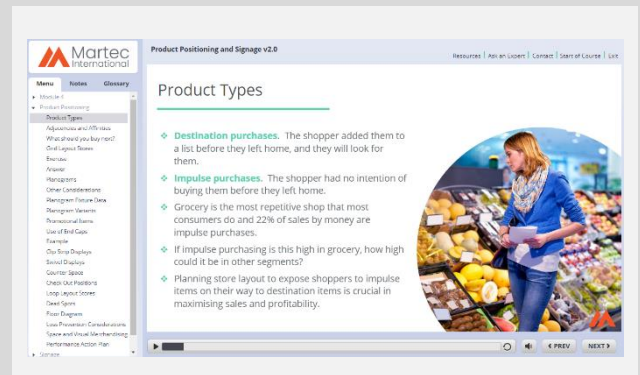
Upon completing this course, learners will be able to:

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

### Program Contents

#### Product Positioning

- Product types
- Adjacencies and Affinities
- What should you buy next?
- Grid layout stores
- Exercise
- Planograms
- Other considerations for planograms
- Planogram fixture data
- Planogram variants
- Promotional items
- Use of end caps
- Example
- Clip strip displays
- Swivel displays
- Counter space
- Check out positions
- Loop layout stores
- Dead spots
- Floor diagram
- Loss prevention considerations
- Space and visual merchandising performance action plan





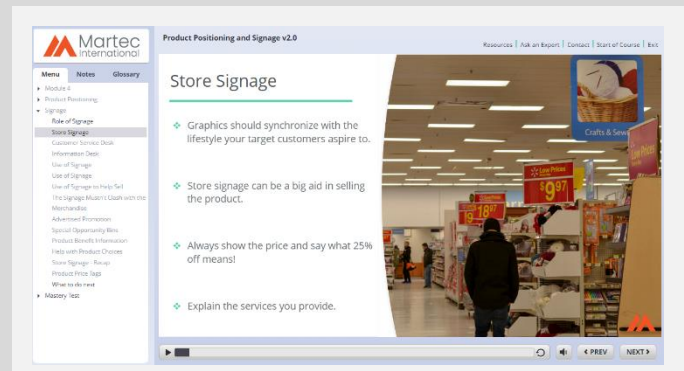
## 4. Product Positioning and Signage

### Program Contents

#### Signage

- Role of signage
- Store signage
- Customer service desk
- Information desk
- Use of shelf signage
- Use of signage to help sell
- The signage must not clash with the merchandise
- Advertised promotion
- Special opportunity bins
- Product benefit information
- Help with product choices
- Store signage – recap
- Product price tags
- What to do next
- Action plan text

#### Mastery Test





## 5. Merchandise Presentation & Offering Inspiration

### Objectives

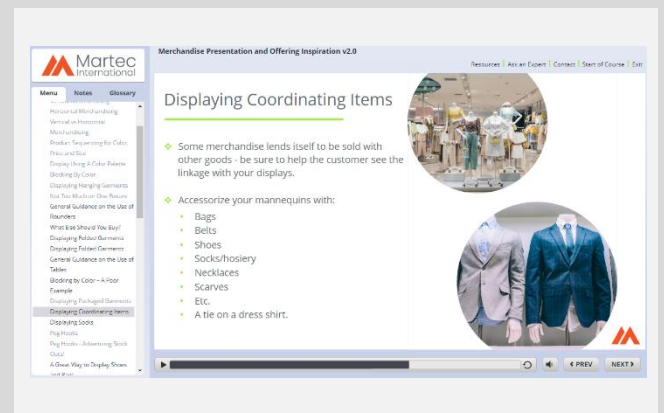
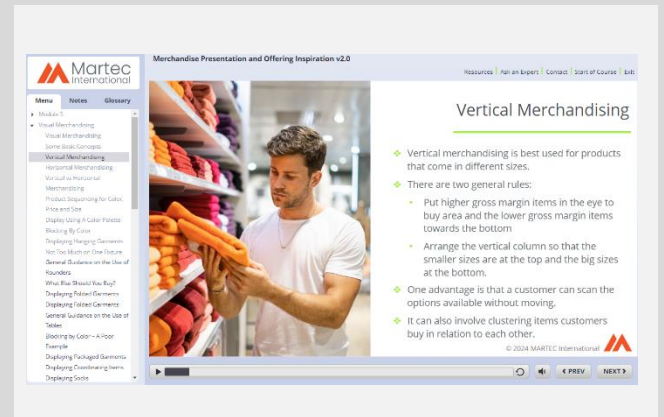
Upon completing this course, learners will be able to:

- Use shop fittings and furniture to present merchandise in ways which will 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

### Program Contents

#### Visual Merchandising

- Visual merchandising
- Some basic concepts
- Vertical merchandising
- Horizontal merchandising
- Vertical vs horizontal merchandising
- Product sequencing for color, price and size
- Display using a color palette
- Blocking by color
- Displaying hanging garments
- Not too much on one fixture
- General guidance on the use of rounders
- What else should you buy?
- Displaying folded garments
- General guidance on the use of tables
- Blocking by color – a poor example
- Displaying packaged garments
- Displaying coordinated items
- Displaying socks
- Peg hooks
- Peg hooks – advertising stock outs!
- A great way to display shoes and bags



# 5. Merchandise Presentation & Offering Inspiration

## Program Contents

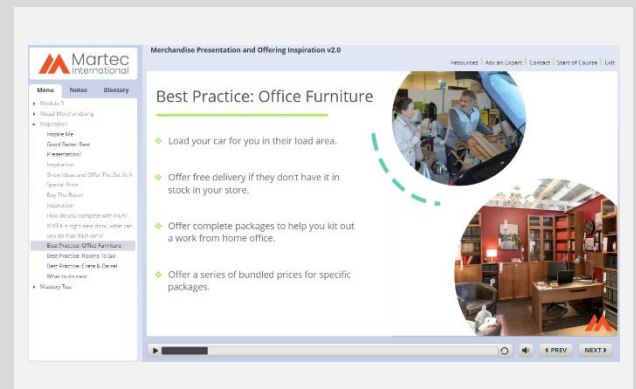
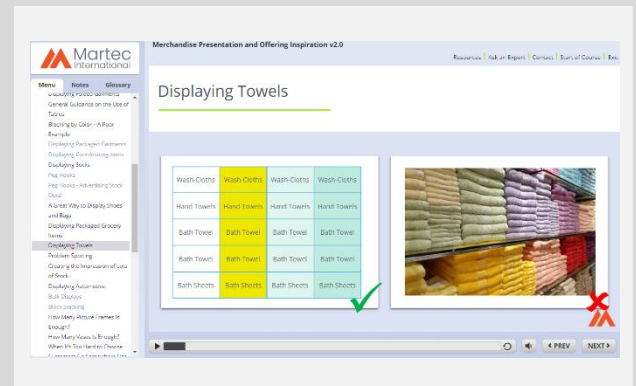
### Visual merchandising continued

- Displaying packaged grocery items
- Displaying towels
- Problem spotting
- Creating the impression of lots of stock
- Displaying automotive goods
- Bulk displays
- Block stacking
- How many picture frames is enough?
- How many vases are enough?
- If we don't love our product who will?
- Easy to improve this
- An alternative
- Incomplete range, no blocking
- How not to do it
- Much better
- Merchandising aids
- Space and visual merchandising improvement action plan

### Inspiration

- Inspire me
- Good better best architecture
- Poor presentation example
- Inspiration
- Show ideas and offer the set at a special price
- Buy the room
- Inspiration
- How do you compete with IKEA?
- If IKEA is right next door, what can you do that IKEA cant?
- Best practice: Office furniture, Rooms To Go, Crate & Barrel
- What to do next?

### Mastery test



## 6. Online Merchandising

### Objectives

Upon completing this course, learners will be able to:

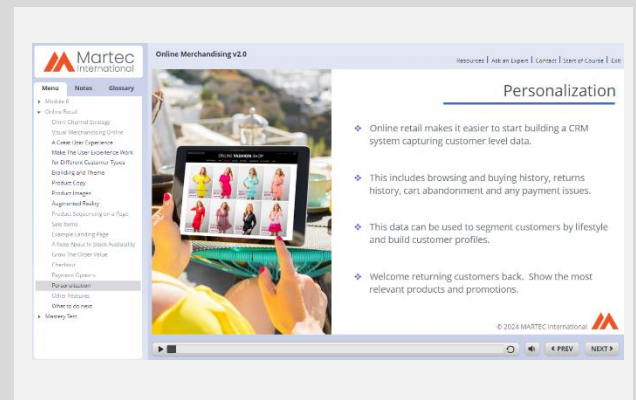
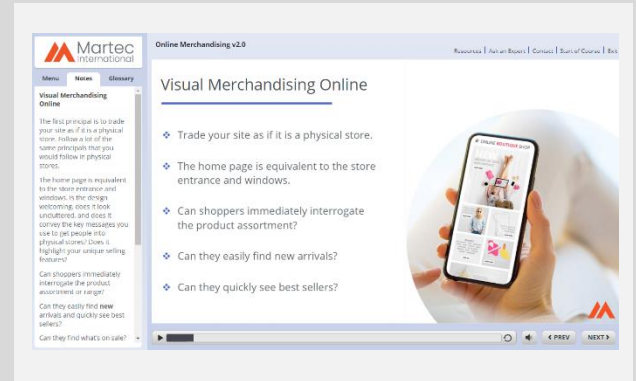
- Increase the site visitor conversion rate
- Increase order sizes and values
- Explain how online merchandising can help increase sales in online and other channels, such as stores
- Coordinate online merchandising and store visual merchandising

### Program Contents

#### Online Retail

- 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 in stock availability
- Grow the order value
- Checkout
- Payment options
- Personalization
- Other features
- What to do next

#### Mastery Test



## Testing

At the end of each module there is a test of the participant's knowledge. Test scores are recorded in the Learning Management System and are available to management to review achievement. Certificates are awarded based on satisfactory pass marks.

Students can print their own certificate if they complete the end of class survey. If they studied and passed a NASBA sponsored class, the certificate will include all the mandatory NASBA information, such as the CPE credits earned.

## Delivery Options

These programs can be delivered in three ways:

- Individuals or companies can order classes or the suite for one or more people via the Martec International web site at <https://www.martec-international.com/shop>.
- If a company wants to train batches of students, the e-learning program can be studied to a group time schedule and live web-based instructor-led sessions can be provided to allow for interaction with a subject matter expert. There is an extra charge for this.
- Live instructor-led classes can be presented using the same material. This is relevant when there are 20 or more people to train at the same time.

Larger companies can buy corporate licences including worldwide access and have the classes installed on their own LMS or on ours. The Retail and Consumer Goods Industry WIKI is available on a cloud based server and cannot be installed in house.

Currently, learners in 58 countries study these classes.

Further information and pricing can be provided on request.

## Quality

Martec maintains a continuing survey of learner feedback. At the time of writing, learners in over 13,000 survey responses rated Martec's classes as an **average of 86%** in response to four questions:

- Has this class achieved your personal goals?
- To what extent will this class help you do your job better?
- Would you recommend this class to a friend or colleague?
- Overall rating

37% awarded 100% ratings to these questions.

The text feedback we receive in the survey responses is used to help plan enhancements and upgrades to our classes. You can learn more about our survey process [here](#).



## Job Aids

Various classes also have downloadable performance support job aids and checklists to assist students after the class.

### Course Registration

If the course is offered through your employer company, contact your training administrator for registration details. If you purchase a licence personally via our website [martec-international.com](http://martec-international.com), you will receive access details via email once you have paid the fee. Your order acknowledgement will be confirmation that you are fully registered.

Also, if you purchase via our web site, you will access the program on our LMS and we will provide you with the information you need on successful completion of the course to demonstrate your completion and the CPE credits earned.

### Refund Policy

If you are not completely satisfied with your purchase of this class and you are an individual purchaser, please contact [brian.hume@martec-international.com](mailto:brian.hume@martec-international.com) within one week of purchase and explain why you are not satisfied. If the reason is valid and you have not studied a significant proportion of the content, you will receive a refund. If you accessed the program through a corporate licence held by your employer, no refunds are available.

### Complaint Resolution Policy

If you wish to complain about some aspect of the course or the service you received, click on the Contact link at the top of any course screen. The display will then give you all the options to contact Martec. We recommend using email as this works better with multiple time zones. We respond to complaints as quickly as possible.

If we get complaints or messages relating to errors or problems running the class, we first try to repeat the error on our LMS. If that test confirms a problem, we fix it rapidly on our LMS and it will then be live to users on our system. We report the fix to our corporate clients and will issue them an updated release immediately, if they are happy to take it. Some clients prefer to have their new releases limited to once or twice a year and we can recommend but we cannot control this. The majority of errors we receive details of are not reproduceable on our system and we advise users to clear their browser cache and try again. If their problem persists, then we advise them to contact their internal IT support desk.



## Martec International

Martec International is a leading provider of industry knowledge and insight on retailers, consumer goods companies and other suppliers to retail.

Our customers include:

- Retailers
- Consumer Goods companies
- Technology suppliers to retailers and consumer goods companies
- Marketing services companies that promote services to retailers and consumer goods companies
- Other service providers, such as logistics companies and accounting firms.

We help clients increase their industry knowledge, develop their skills and grow sales.

## More Information

You can learn more about Martec at the following locations:

<https://www.martec-international.com>

Our YouTube channel at <https://www.youtube.com/channel/UCy9AbIJSWOI0JitqjqWZsDA>.

If you have an enquiry you would like to make of Martec, you can complete the enquiry form on <https://www.martec-international.com/contact-us> or call +44 1823 333469 or +1 770 756 8231.

