

# 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 Retailing and Omni-Channel

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

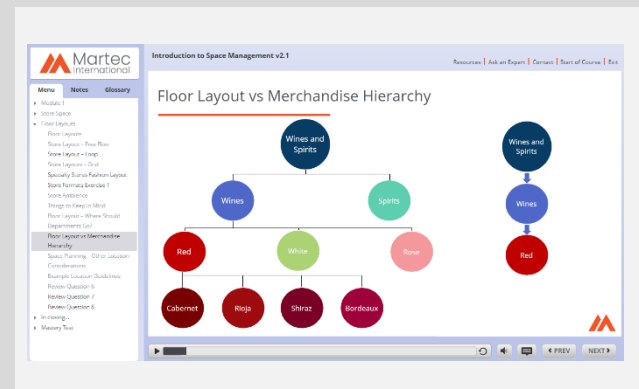
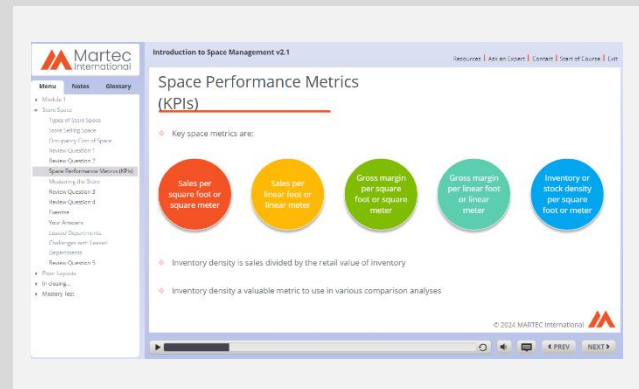
## Objectives

Upon completing this course, learners will be able to:

- List the goals of Space Management
- Discuss the various competing issues involved in optimizing space productivity, 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.

## Program Contents

- Types of Store Space – Selling and Non-Selling
- Occupancy cost of space and the importance of space yield
- Which key performance indicators to use to track and drive space productivity
- Measuring the Store accurately and consistently
- Leased Departments and when they might be better than own bought departments
- Challenges with Leased Departments
- Common Floor Plan Styles and which retail segments they suit best:
  - Free Flow
  - Grid Layout
  - Loop Layout
  - Fashion Layout
- Store Formats Exercise
- The Importance of Store Ambience
- Where departments or categories should go on the sales floor and the link to shopper missions
- The important relationship between floor layouts and merchandise hierarchies for sales reporting (which many retailers are unaware of)
- An initial set of layout guidelines for merchandise within a department or category.
- Mastery test



## 2. Selling Space Planning and Management

### Objectives

Upon completing this course, learners will be able 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..

### Program Contents

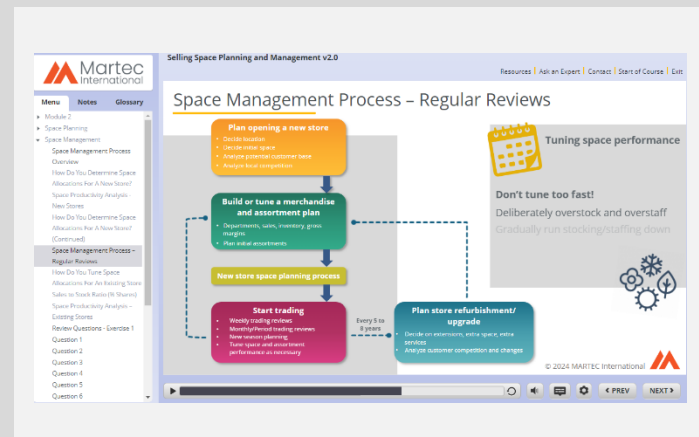
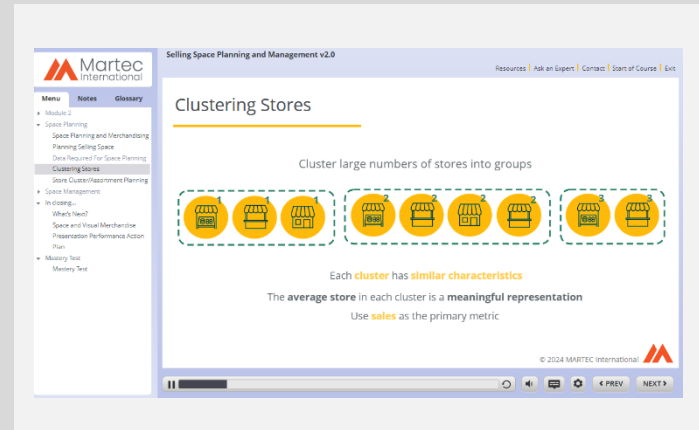
#### Space Planning

- 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 space allocations for a new store?
- Space productivity analysis – new stores
- How to determine space allocations for a new store – continued

#### Space Management

- Space management process – regular overview
- How do you tune space allocations for an existing store
- Sales to stock ratio (% shares)
- Space productivity analysis - existing store
- Exercise 1
- Exercise 2

#### 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 the store entrance makes and identify any necessary changes
- Review the displayed in the vicinity of the store entrance and identify any potential improvements
- Review and identify improvements in store windows and associated signage.

#### Program Contents

##### Approach

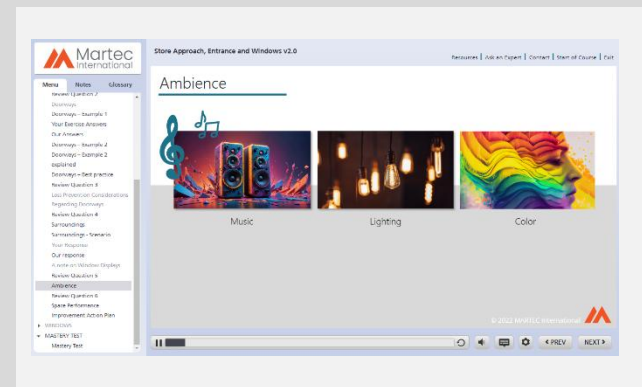
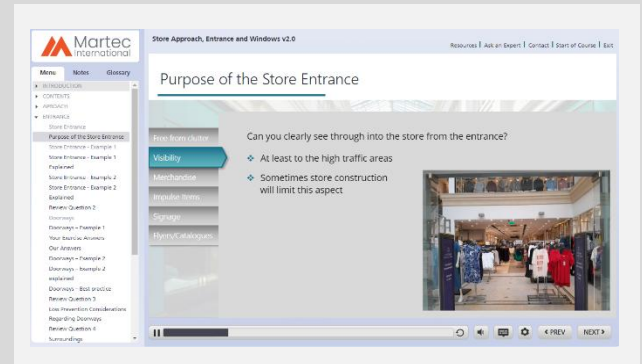
- Approach to the store

##### 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



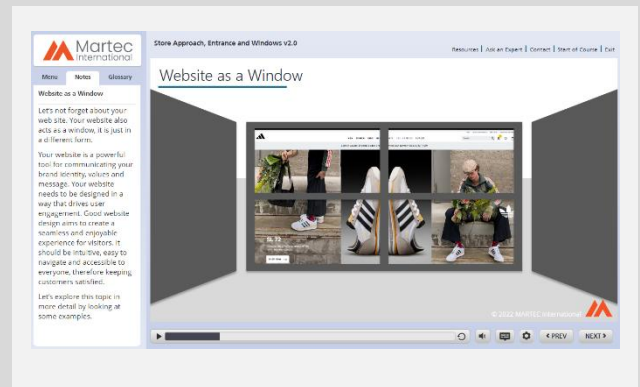
# 3. Store Approach, Entrance and Windows

## Program Contents

### Windows continued

- Seasonal window
- 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

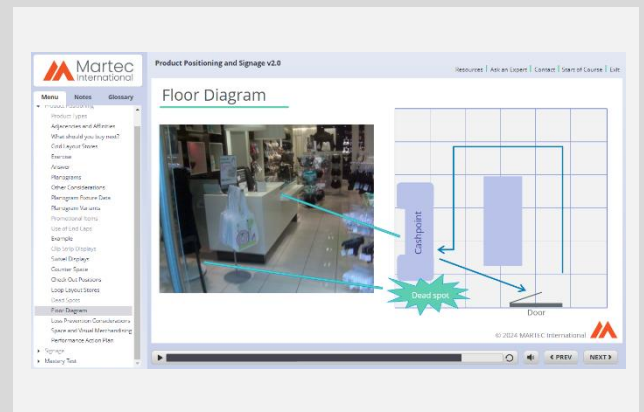
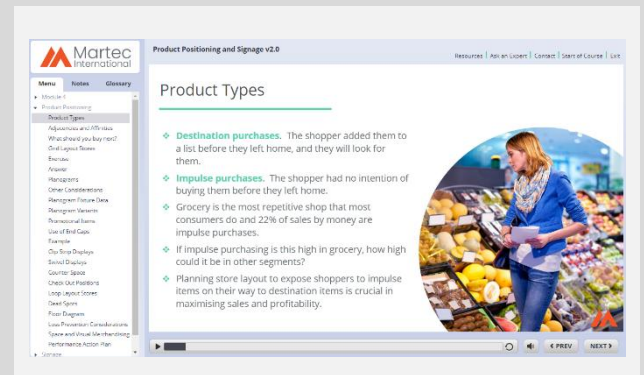
Upon completing this course, learners will be able to:

- 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 and omissions

### Program Contents

#### Product Positioning

- Product types
- Adjacencies and Affinities
- What should you buy next?
- **Grid layout stores**
  - Characteristics of product positioning
  - Positioning strategy
  - Planograms
  - End caps
  - Promotional items
  - Use of end caps
  - Clip strip displays
  - Swivel displays
  - Counter space
  - Check out positions
- **Loop layout stores**
  - Characteristics of product positioning
  - Positioning strategy
  - Dead spots
  - Checkout and exit placement
- **Fashion layout stores**
  - Characteristics of product positioning
  - Best sellers/seasonal and promotional items
  - Staple/everyday essentials

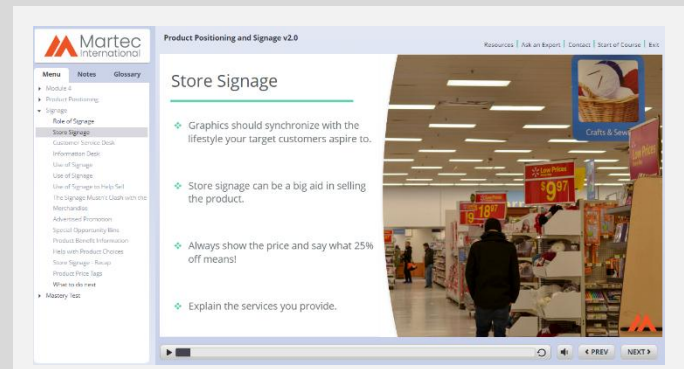




## 4. Product Positioning and Signage

### Program Contents

- High margin products
  - Small items/accessories
  - Store fixtures
  - Light to bright to dark
  - Storage and backroom efficiency
  - Checkout and customer convenience
- **Freeflow layout stores**
  - Characteristics of product positioning
  - Positioning strategy
  - Checkout and customer service optimization
- **Loss prevention considerations**
- **Signage**
  - Role of signage
  - Store signage
  - Characteristics of effective signage
  - How to use signage effectively
  - Digital signage
  - Signage in practice
  - Use of signage to help sell
  - End cap signage
  - Customer service desk
  - Fashion store
  - Signage must not clash with the merchandise
  - Advertised promotion
  - Special opportunity bins
  - Product feature information
  - Help with product choice
  - Promotional price tags
- **Space Performance Improvement Action Plan**
- **Mastery Test**





## 5. Merchandise Presentation & Offering Inspiration

### Objectives

Upon completing this course, learners 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

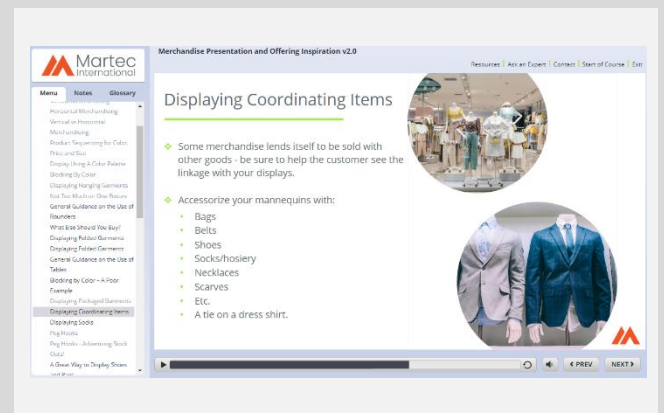
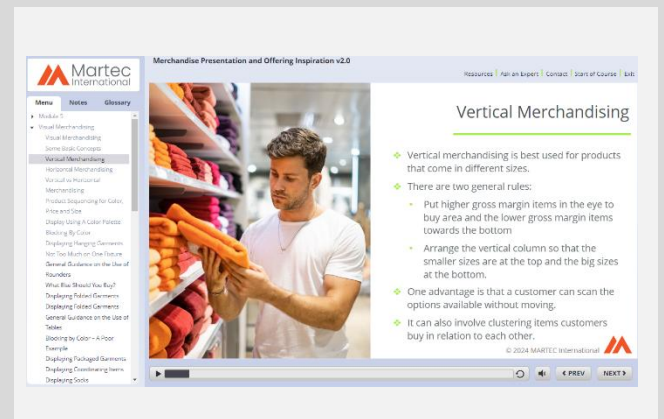
### Program Contents

#### Key Visual Merchandising Concept

- The Role of Visual Merchandising in Retail Marketing
- Objectives of Visual Merchandising
- The Scope and Implementation of Visual Merchandising
- Cross Selling
- Product Placement
- Vertical and Horizontal Merchandising
- Effective Colour Blocking
- Product Sequencing
- Review Questions

#### Use of Fixtures and Fittings

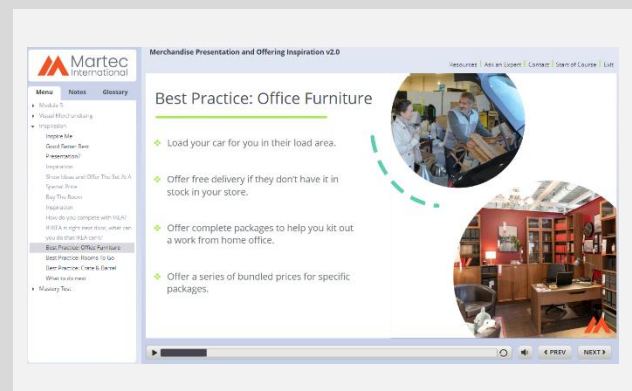
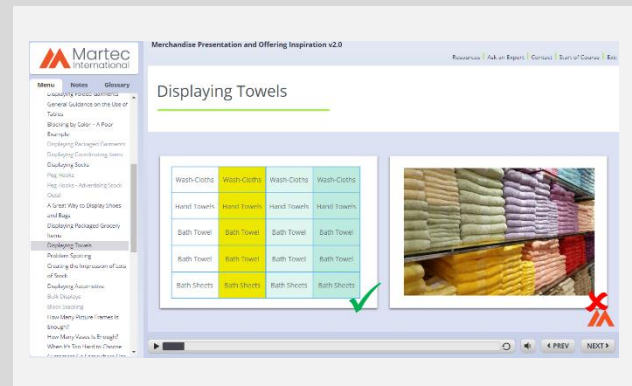
- Merchandising Hanging Garments
  - Signage
  - Not too Much on One Fixture
  - Use of Rounders
- Merchandising Co-ordinates and Separates
  - The Difference Between Co-ordinates and Separates
  - Displaying Co-ordinating Items



## 5. Merchandise Presentation & Offering Inspiration

### Program Contents

- Merchandising Folded Garments and Textiles
  - Folded Garments and Textiles
  - Maintaining Housekeeping Standards on the Shop Floor
  - Table Display Guidelines
  - Blocking By Color
  - Displaying Packaged Garments
  - Stock Display Guidelines
  - Displaying Towels
- Merchandising Footwear
  - Ways to Merchandise Footwear
  - A Balance Example Hybrid Model
- Merchandising Using Peg Hooks
  - Best Practices for Peg Hook Displays
  - Managing Stock Outs
- Gondola Fixtures
  - Maximizing Shelf Impact
  - Enhancing Promotional Visibility
  - Organizing by Product Categories
  - Risks of Overstocking
  - How Attention to Detail Drives Customer Confidence
  - Precision in Presentation
  - When Merchandising Undermines Value
- Merchandising Fresh Produce
  - Merchandising Prepared Salads
  - Fresh Produce General Guidelines
- Bulk Displays
  - Best Practices for Bulk Displays
- Merchandising Aids
- Review Questions
- Space Performance Improvement Action Plan



## 5. Merchandise Presentation & Offering Inspiration

### Program Contents

- Offering Inspiration to Shoppers
  - Good Better Best Architecture
  - Creating Lifestyle Displays that Inspire and Sell
  - Buy the Room
  - Inspire Me
  - Turning Store Space into Inspiration Zones
  - Balancing Inspiration with Functionality
  - How do you Complete with Major Retailers
- Mastery Test



## 6. Online Retailing and Omni-Channel

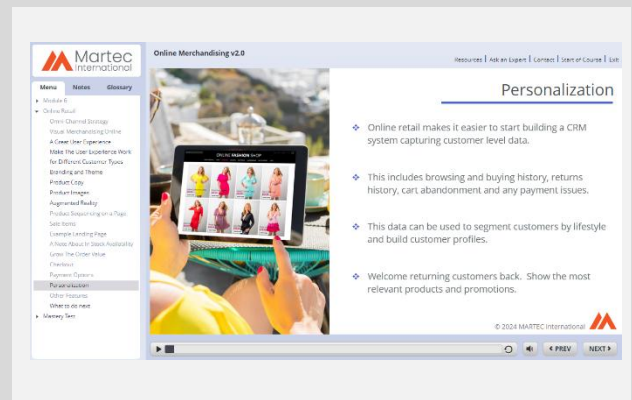
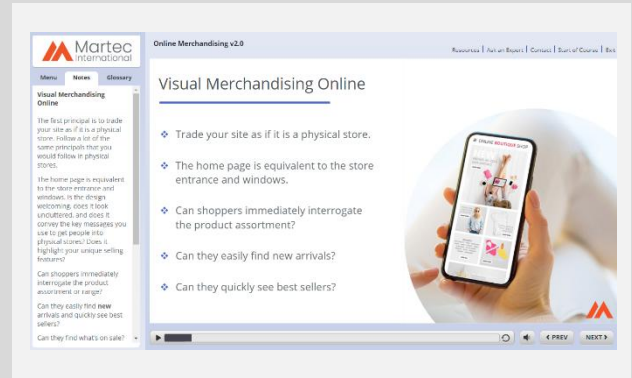
### Objectives

Upon completing this course, learners will be able to:

- Determine ways to 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

### Program Contents

- **Omni-Channel Strategy**
  - The concept of an omni-channel strategy
  - Core characteristics that define an effective approach
- **Key Principles**
  - Treat your website like a physical store
  - Deliver a seamless online user experience
  - Designing for online shoppers: Browsing and search behaviour
  - Branding and theme
  - Creating effective product pages
  - Product images
  - Product videos
  - Augmented reality
  - Product sequencing on a page
  - Product sequencing strategies
  - Best practices for product sequencing
  - Sale items
  - Example landing page: exercise
  - A note about in-stock availability



## 6. Online Retailing and Omni-Channel

### Program Contents

- Strategies for Growing online sales
  - Creating a stronger, more profitable online presence
  - Checkout
  - Payment options
  - Using CRM and personalization to drive online retail success
  - Personalization in action: Strategies to implement
  - Drive repeat purchases and loyalty
  - Additional features
- Space performance improvement action plan
- 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.

