



# Space Management and Visual Merchandising

Content from Martec's Retail and Consumer Goods Industry WIKI/EPSS



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This page pulls together all the content connected with the subject of space management and visual merchandising, wherever it is located in the individual menu structures. The sub-headings below group the content into a logical flow sequence if you want to review all the content on a subject. To do this click [here](#) to buy the Retail and Consumer Goods EPSS or if you would like a free trial please [contact us](#).

## Space Management

[Space Management Introduction](#)

## Organization – Roles and Responsibilities

[Store Operations Organization](#)

[Space Management and Visual Merchandising Team](#)

## Basics of Space Management

This section addresses some of the basic concepts to help people new to this subject to get familiar with the basics.

[Types of Store Space](#)

[Space Performance Metrics](#)

[Measuring the Store](#)

[Leased Departments or Concessions](#)

## Store Floor Layouts

This links cover the basic floor layouts retailers use.

[Free Flow Layout](#)

[Loop Layout](#)

[Grid Layout](#)

[Fast Fashion Stores](#)

[Store Ambience](#)



## Qualitative Factors Influencing Department Positioning

These links address some of the qualitative aspects of space management.

[Where Should Departments Go](#)

[Floor Layout vs Merchandise Hierarchy](#)

[Location Guidelines](#)

## The Processes Associated with Space Management and Optimization

Now the content addresses the quantitative aspects of space management and illustrates some of the key calculations.

[Space Planning and Optimization](#)

[Clustering Stores](#)

[Space Management Process Overview](#)

[How to Plan Space Allocations for a New Store](#)

[Space Management When Stores Are Trading Normally](#)

[Space Productivity Analysis For Existing Stores](#)

## Approach To The Store

This next section will review the approach to a store and identify where improvements are necessary. You will be able to review the store entrance, assess the impact the entrance makes and identify any necessary improvements. You will also be able to review the store signage displayed in the vicinity of the store entrance and identify any potential improvements there. You will also be able to review and identify improvements in store windows and associated signage.

Getting these things right will help start the shopper on their shopping mission in the best possible frame of mind.



[The Approach to the Store](#)

[What's Going On Around You?](#)

[Use of Store Windows](#)

## **Product Positioning and Signage**

In the links that follow you will learn the key considerations in deciding where to place merchandise, how to make better decisions about where to position products, and use signage creatively to maximize sales potential.

[Product Types, Adjacencies and Affinities](#)

[Product Positioning Guidelines for Grid Layout Stores](#)

[Planograms](#)

[Promotional Item Positioning](#)

[Avoiding Dead Spots](#)

[Use of Signage](#)

## **Visual Merchandising**

[Visual Merchandising](#)

[Displaying Clothing and Accessories](#)

[Displaying Household Goods](#)

[Providing Inspiration to Shoppers](#)

## **Online Merchandising**

[Online Visual Merchandising](#)

[Product Information](#)

[Checkout, Payment and Personalisation](#)

