

MAXIMISING PROFITS: *THE MERCHANDISING SECTION*

Presented by

Judy Roberts of RightProductRightPlace



Thank you for attending the Retail & Merchandising Workshop. I really enjoyed your company and enthusiasm about merchandising.

Here is a deck of slides that summarises the key points I covered during the session which will serve as a memory-jog while you are talking to colleagues about your ideas.

You may be interested now, or once you have digested all you took from our session, to arrange for me to provide a more **bespoke service** for your spaces and I would be delighted to chat to you about what you want to achieve and work out how best to support you. **I regularly run Workshops** consisting of some theory followed by a practical session and am happy to travel to wherever I am needed.

Do keep in touch and let me know of any specific challenges with your spaces that you have found, and I will happily be a fresh pair of eyes.

♥ Best wishes, Judy

tel: 07714441715

♥ Please leave
me a review



Thank you! 😊

CUSTOMER BEHAVIOUR

- Eyes, hands and brain – right in front, hand-height/ eye level, simple and understandable
- Creatures of habit – will not look side to side
- But are drawn to movement and bright colours
- Pictures/ displays tell a 1000 words – so better than words!
- Eye-level is buy-level



VISUAL MERCHANDISING

Slow the journey through your spaces, make them pass/ see more of your stock. Help them spend longer with you = £££'s

- Create a retail journey for the customer
- Angle displays and units to face the customer's approach
- Create hot spots - eye-level is buy level, and keep them interesting
- Inject colour, movement, light, props/ interest, height
- Slow the pace of the customer – chevrons, distractions, displays



RIGHT PRODUCT, RIGHT PLACE

Hot spots now identified, so take a look at your products

- Understanding profits behind each line
- What are ALL your **Pull** (reason for visiting/ what they came in for) products (throughout day/ week/ year)
- Arrange **Push** (impulse) products in support of these
- Create hampers/ gifting opportunities to add interest and value



RIGHT PRODUCT
PLACE ♥

CHOOSING PRODUCTS

- Limit the number of lines of the same thing
- Don't dilute your brand
- Underline your expertise
- Enhance your **Pull** Products/ what you are known for



ACTION PLAN

- Take your customers' viewpoint in the space
- Benchmarking – identify strengths, weaknesses
- Draw up a Layout Plan
- Schedule in time for the makeover
- Merchandising Training for the team
- Make the change
- Reap the rewards!

