



STRATEGI PENATAAN PRODUK

MANAJEMEN PENATAAN PRODUK

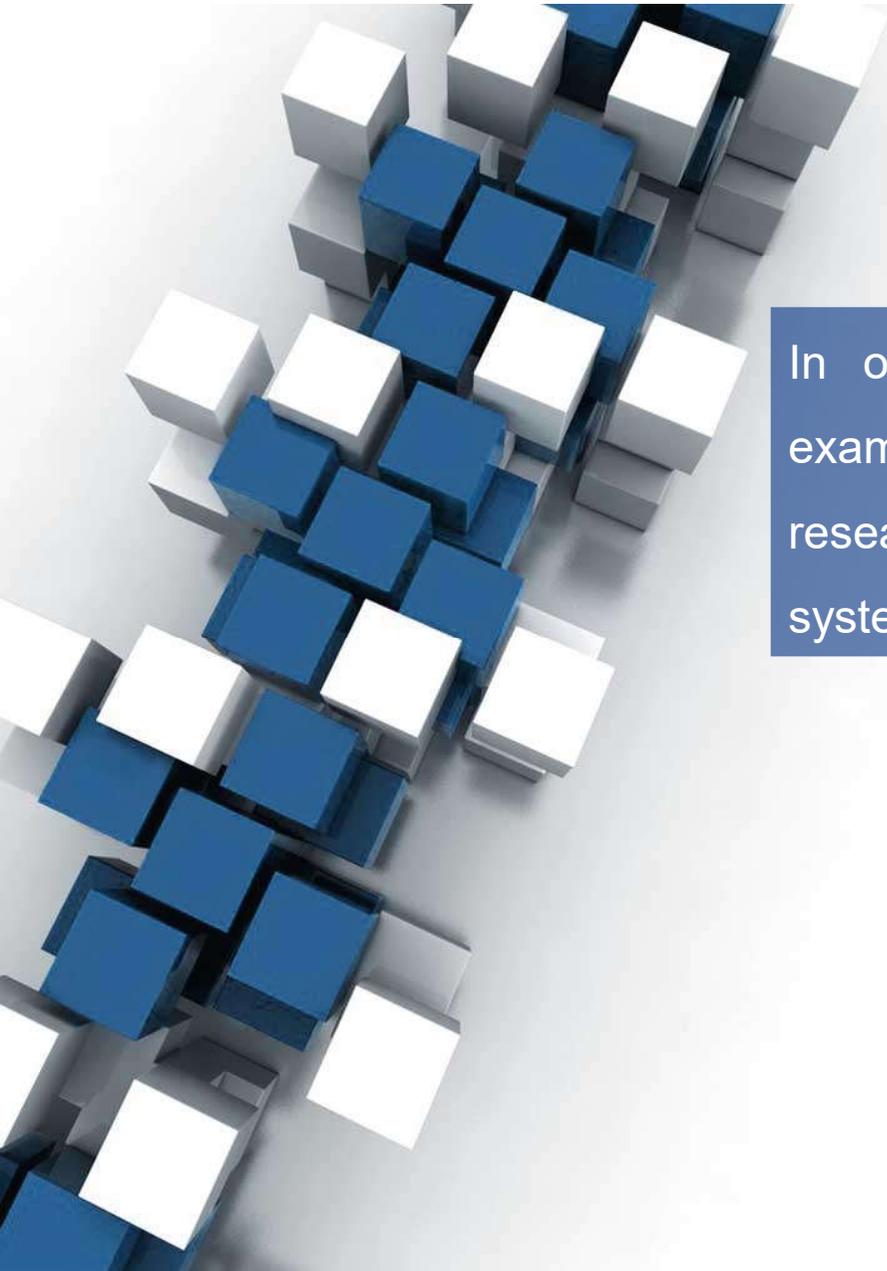
Aryan Eka Prastya Nugraha

2021



Begin With Your Target Customer In Mind

Knowing your target customer inside and out will help tremendously when creating effective visual merchandising and product displays. We don't just mean familiarizing yourself with demographic data like customers' ages, income, and education level, but digging a little deeper into their psychographics and behaviors.



In other words, don't just target individual customers—also examine their lifestyles. You can begin doing some of this research by combing through customer data on your point-of-sale system (those order histories can reveal so much!).

Sight



Remember that People Have Five Senses, Not Just One

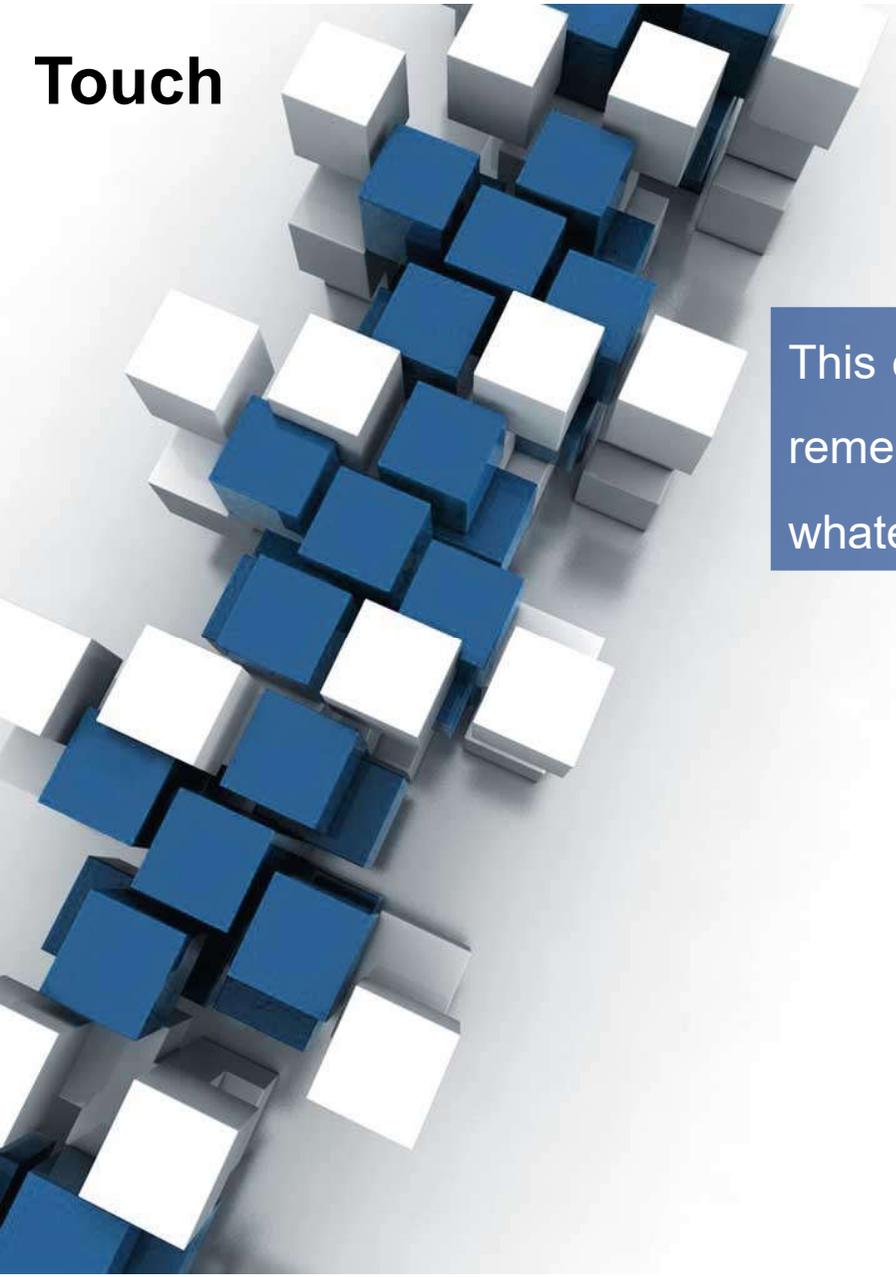
There are an endless array of visual cues you can play around with to communicate your message. From using colors for their psychological triggers, to leveraging lighting, symmetry, balance, contrast, and focus to direct and control where a customer looks and for how long. It's one of the fascinating components of visual merchandising

Sound



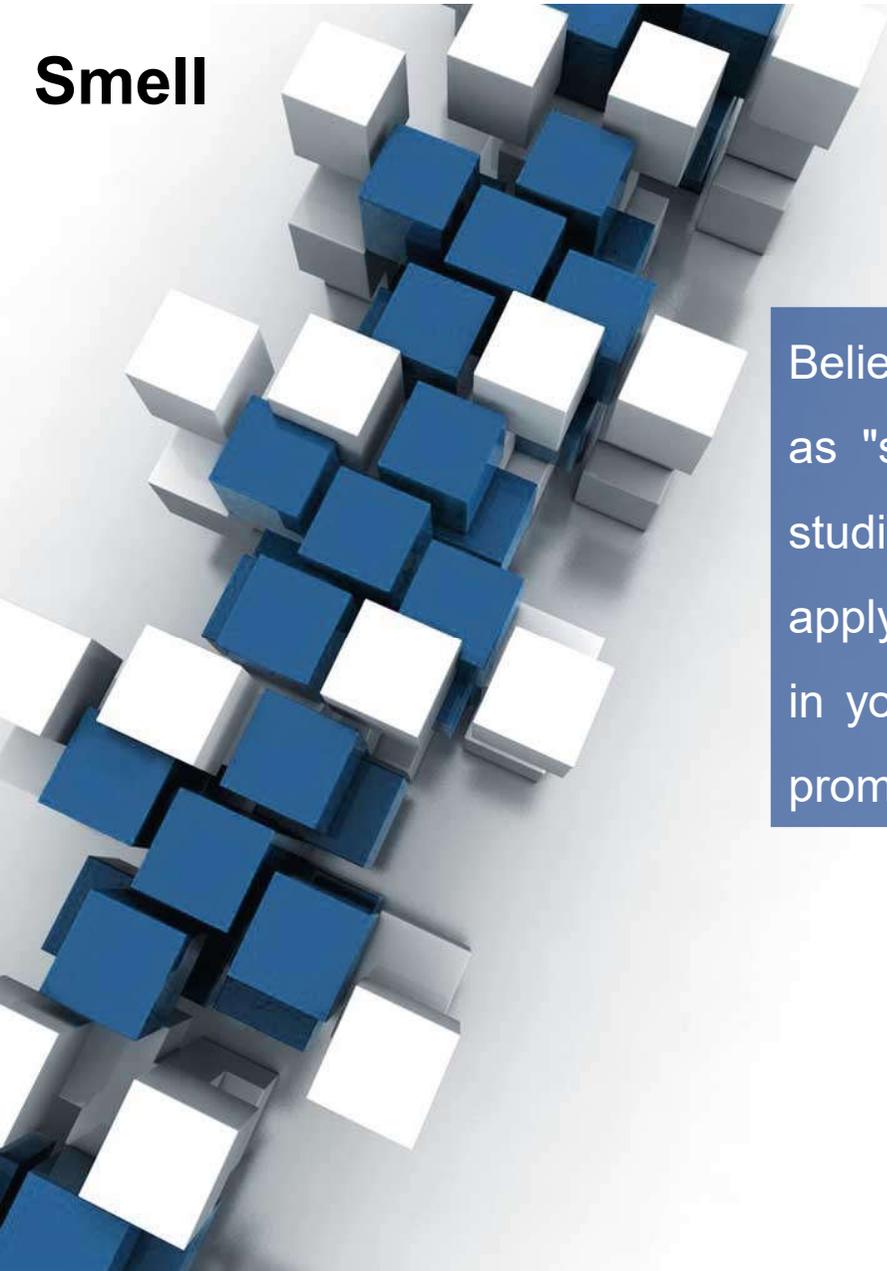
The music you play in your retail store has a profound but subtle effect on how your customers behave in store. Depending on who you're targeting, you can slow people down by playing more mellow music, causing them to browse. On the other hand, playing top 40 communicates that you want teenagers in your store.

Touch



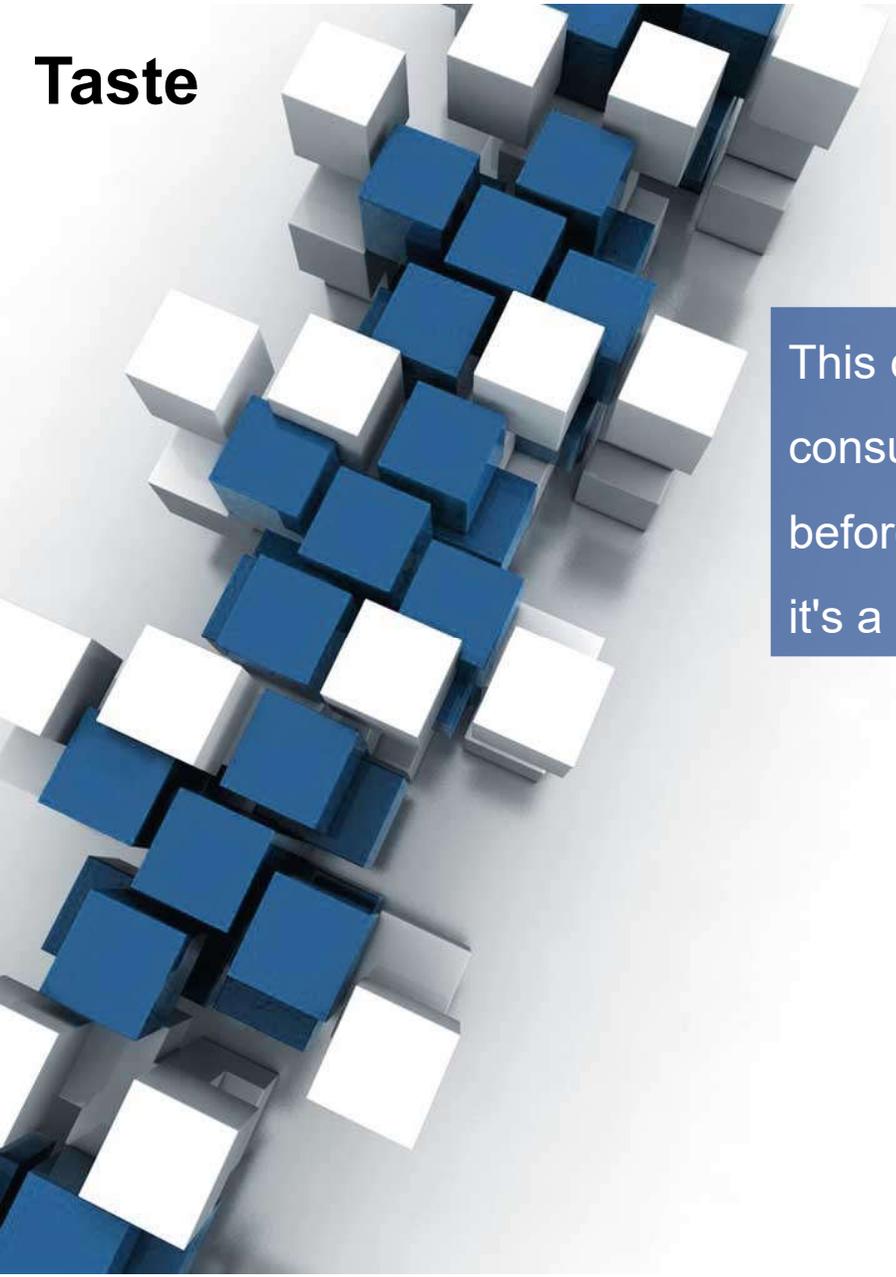
This one's probably the easiest to get right. Retailers just need to remember to give customers the ability to touch, feel, and try out whatever it is you're looking to sell

Smell



Believe it or not, there's an entire science to what's referred to as "scent marketing," with several studies and real-world case studies of global brands like Samsung, Sony, and Verizon applying it to their advantage. Smell is a fast-track to the system in your brain that controls both emotion and memory—two very prominent factors behind why we choose one brand over another.

Taste



This can work magic if you happen to be in the business of selling consumables. Giving customers the ability to sample products before they buy is the equivalent of letting people try on clothes—it's a highly effective best practice.

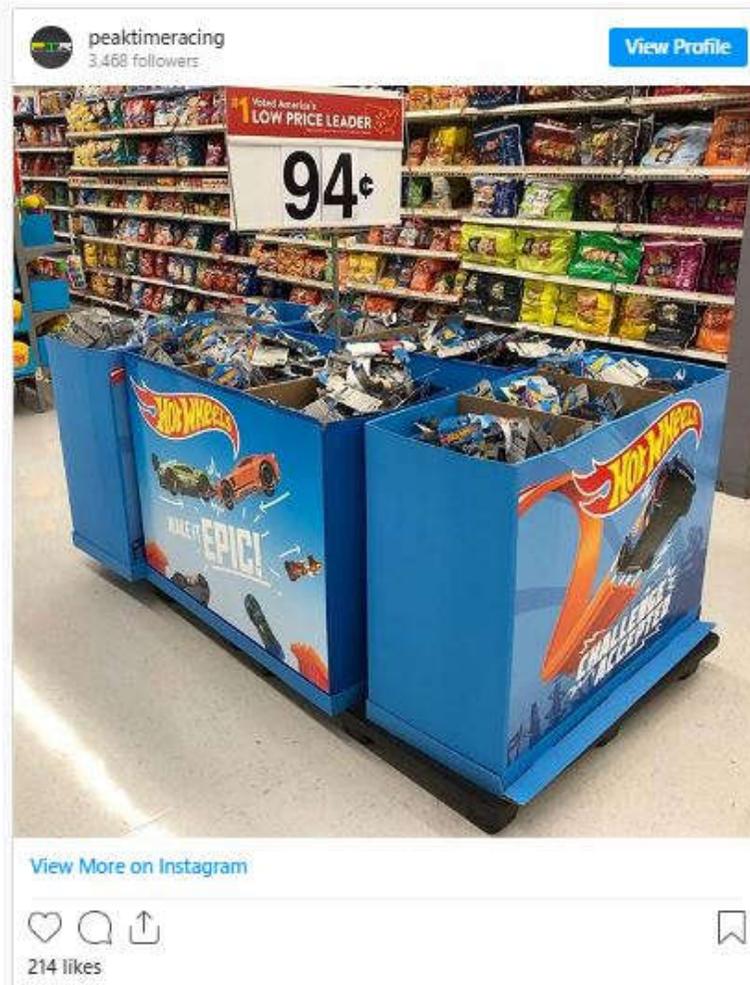


Show, Don't Tell

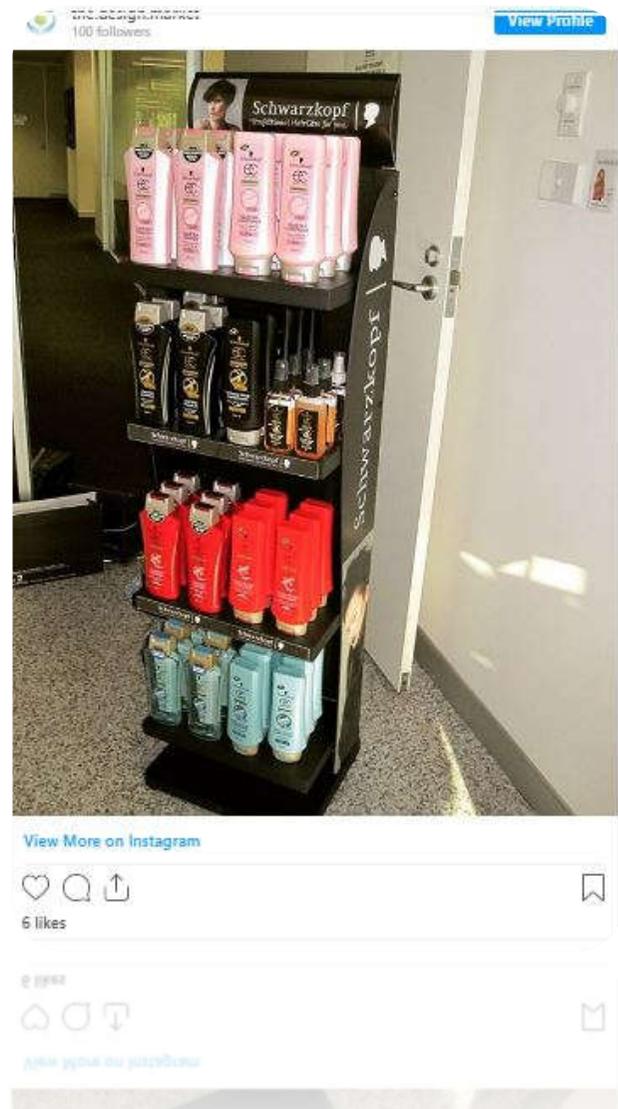
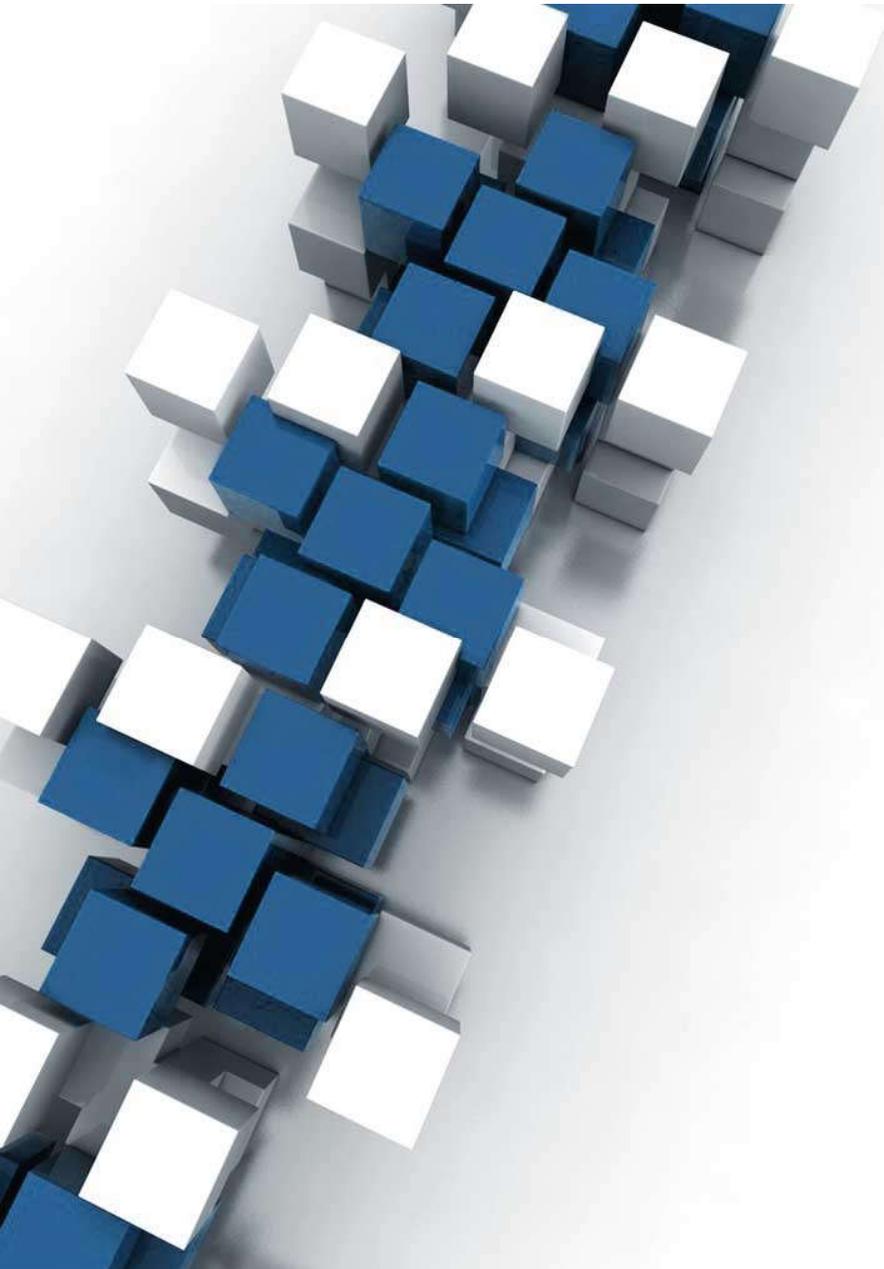
Before people purchase something, they typically want an idea of what it will look and feel like. To accommodate this need, you can set up your product displays so that shoppers could envision your items in their own home (or wearing them, in the case of apparel).

For example, the sales floor in furniture stores is set up with product displays that make it easy for people to envision how the same products would look in their own homes. Kitchenware stores have their merchandise displayed like it might look in a normal kitchen, and so on.

Dump Bins



Freestanding Displays



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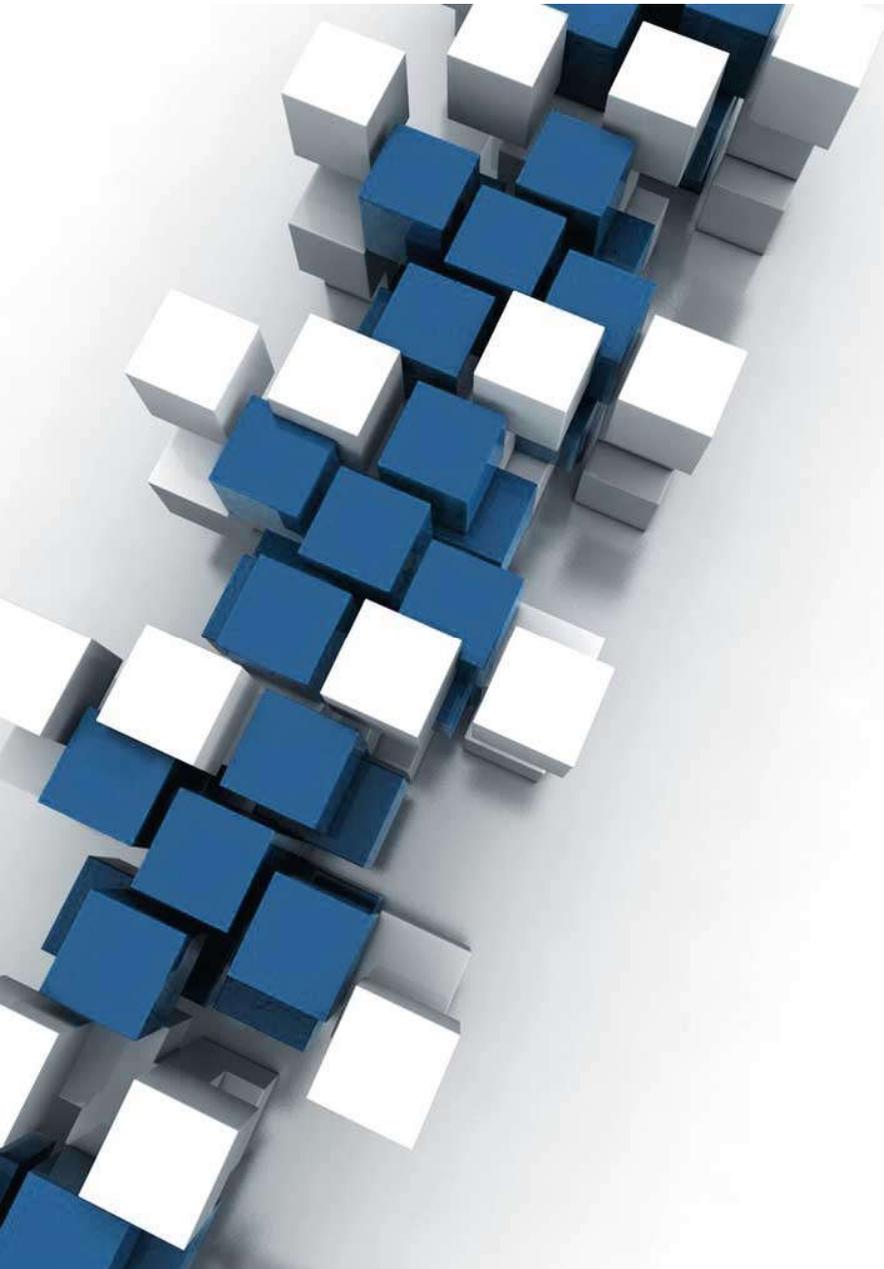


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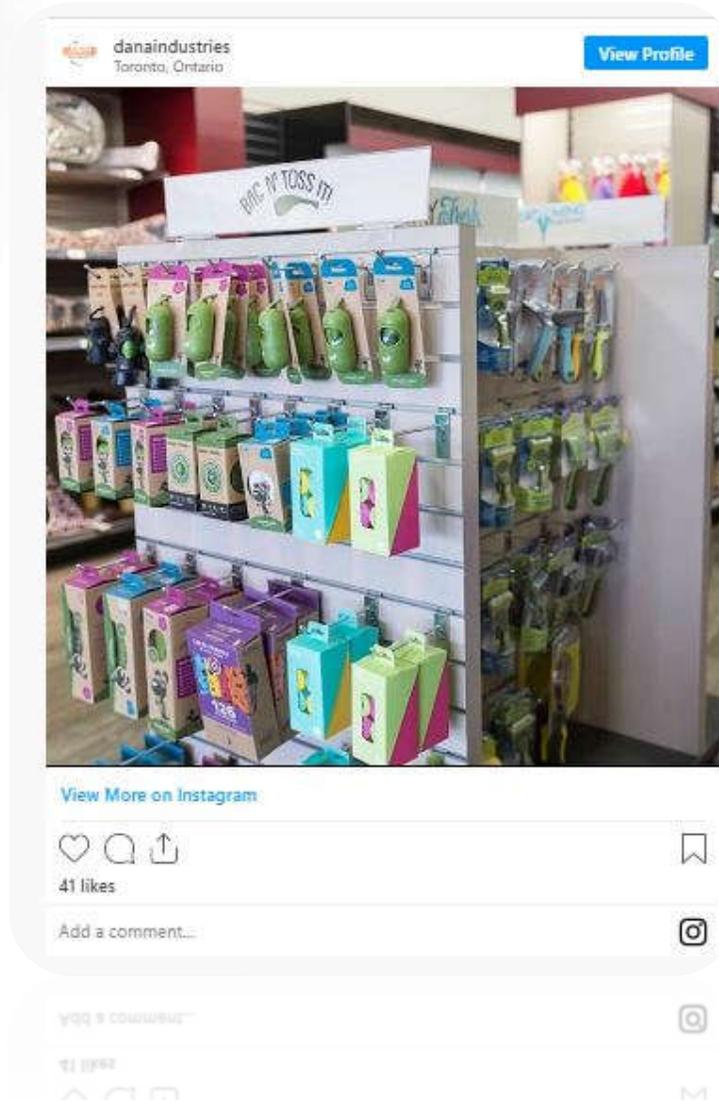
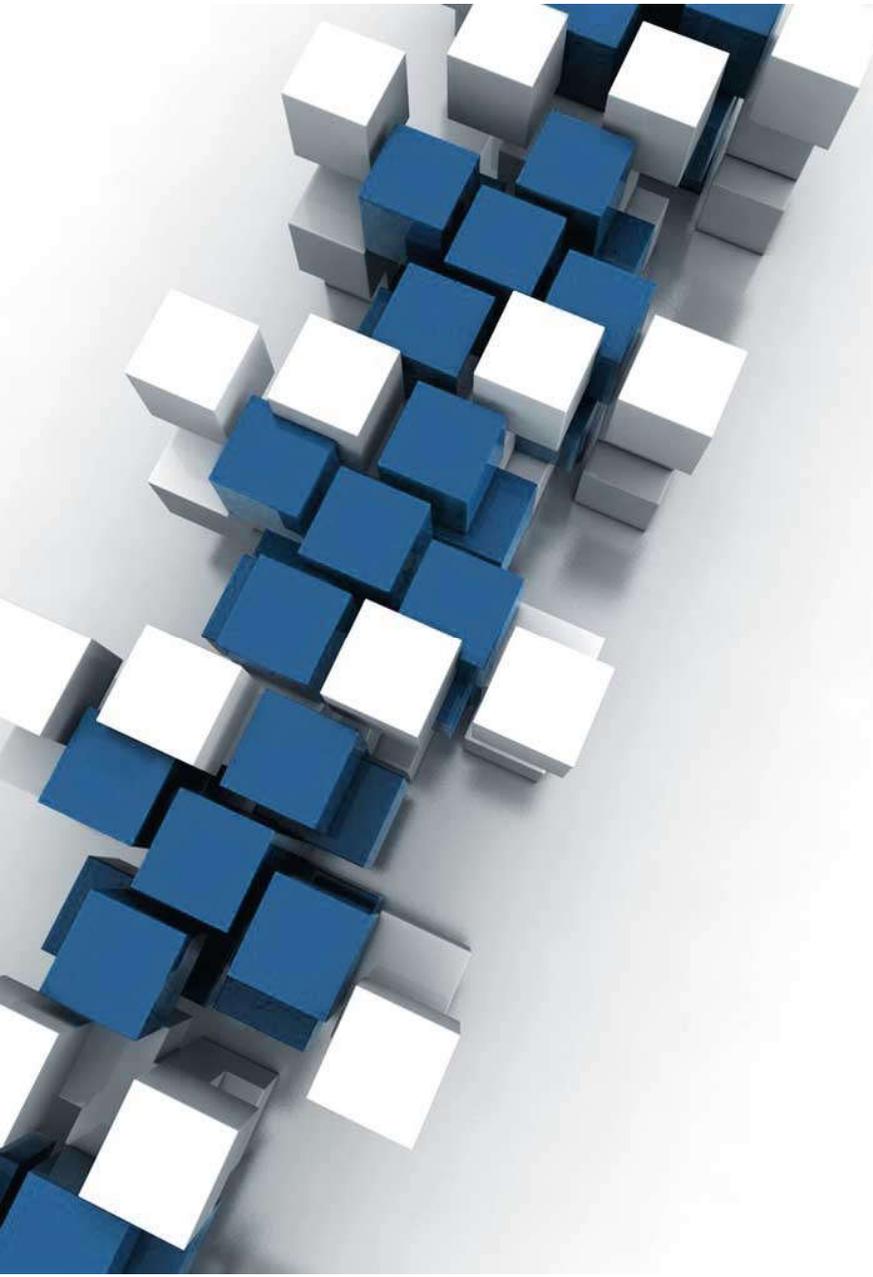


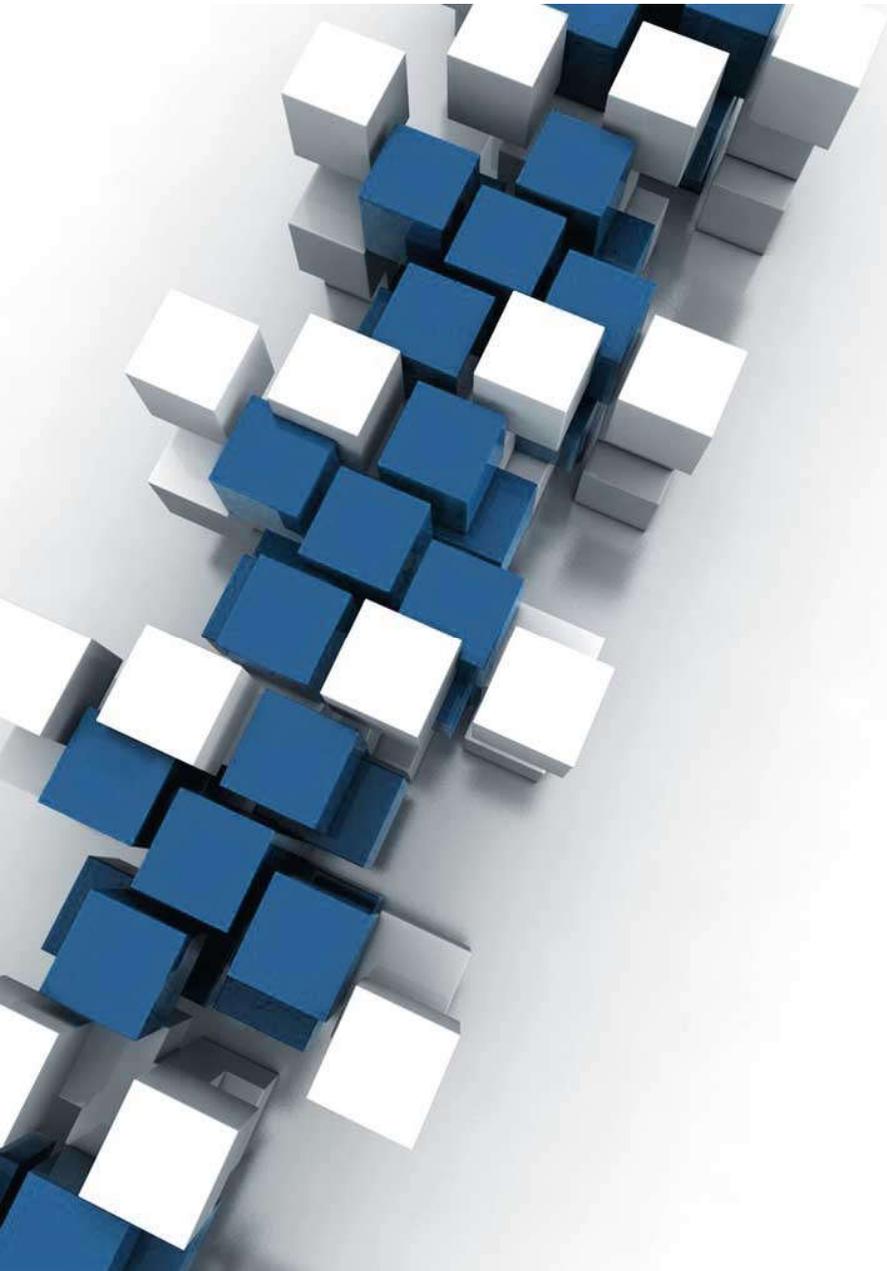
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Entryway Displays

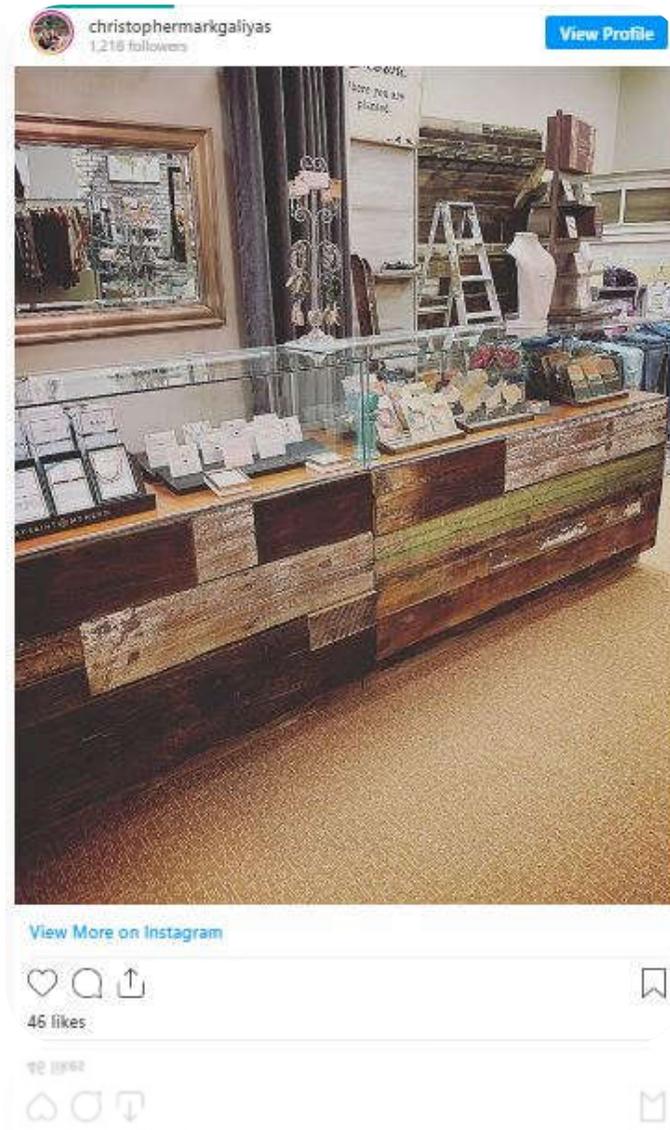


Gondola Displays

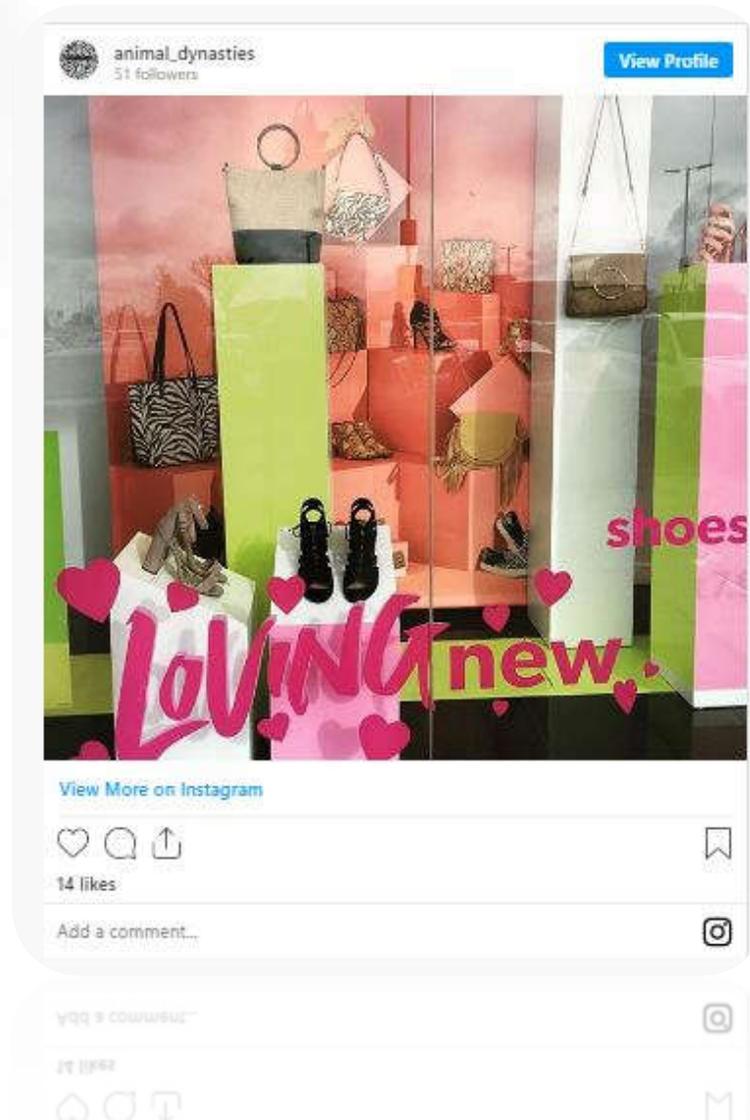




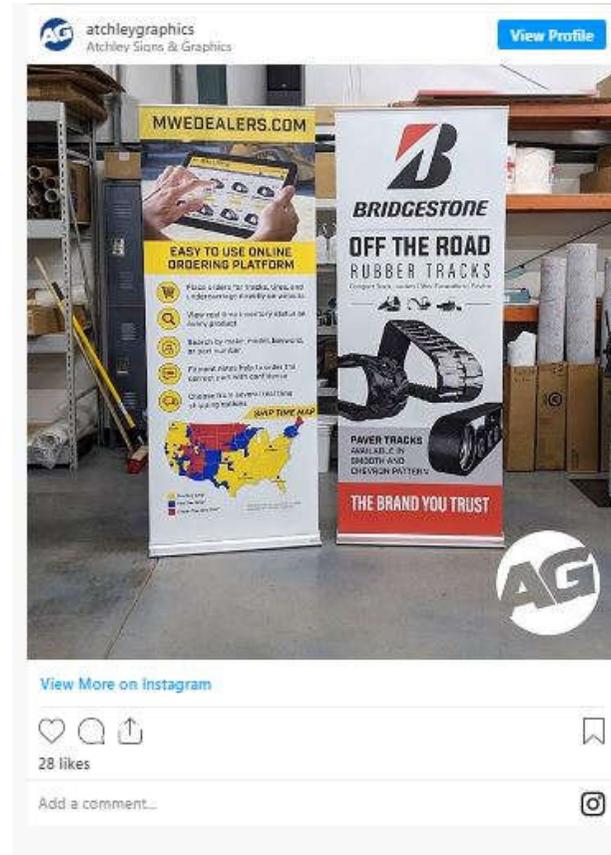
Display Cases



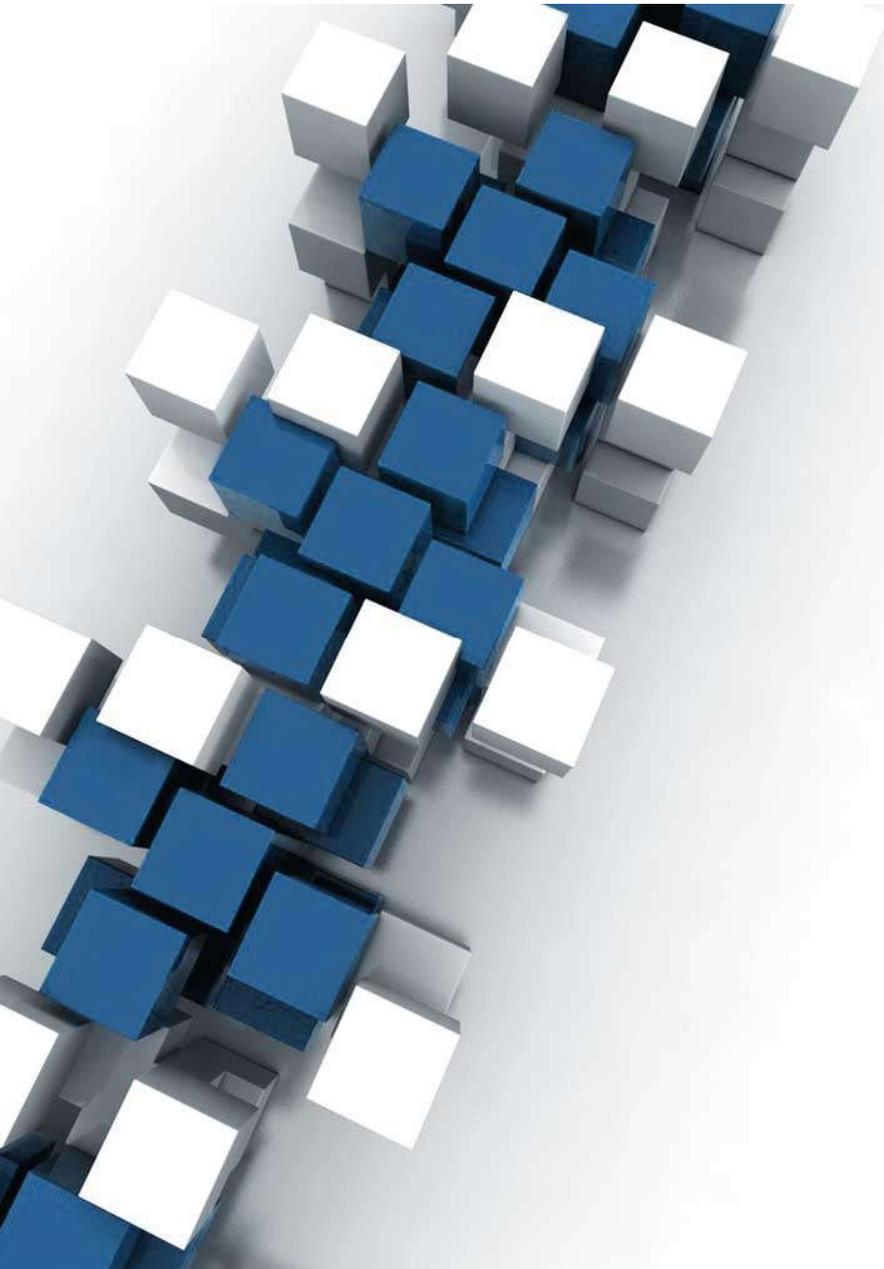
Window Displays

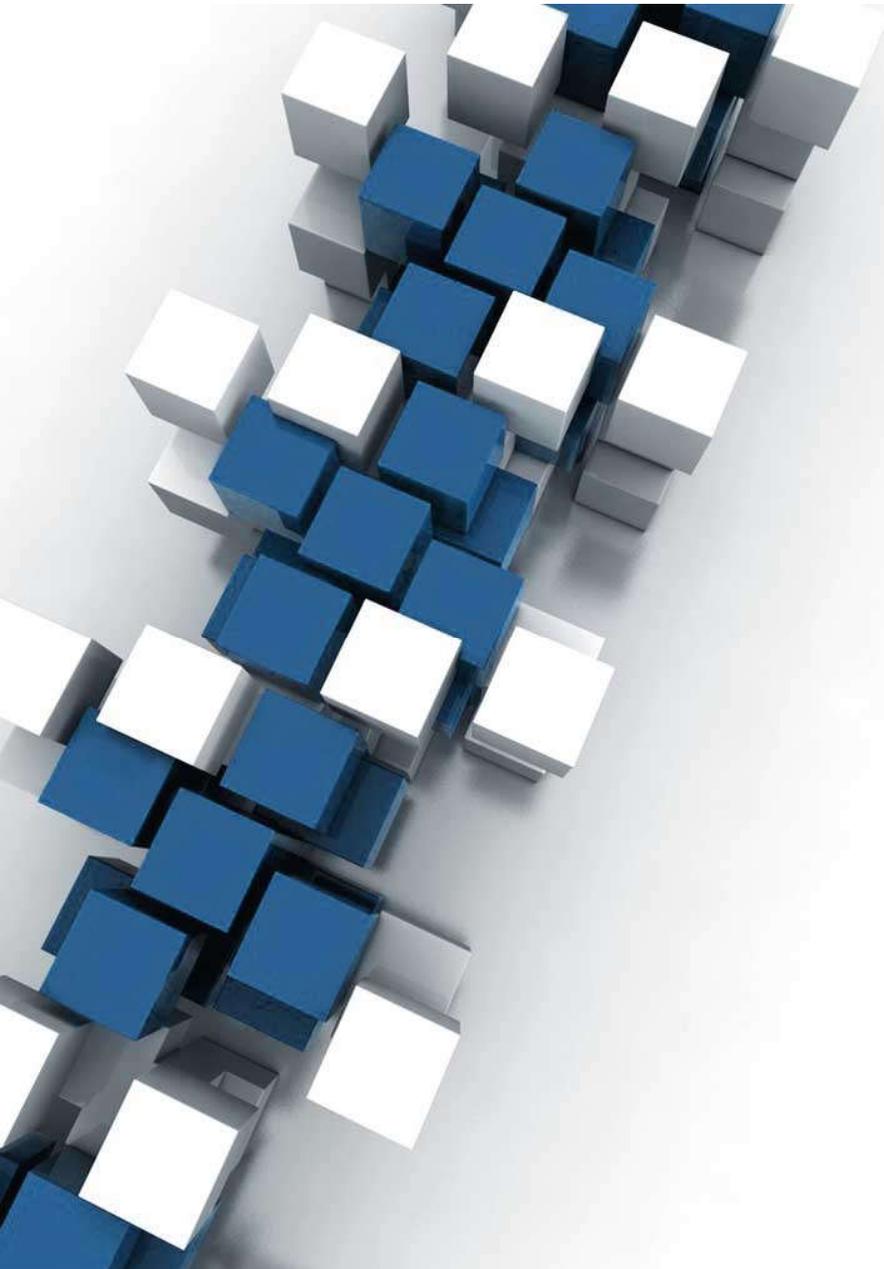


Banner Stands

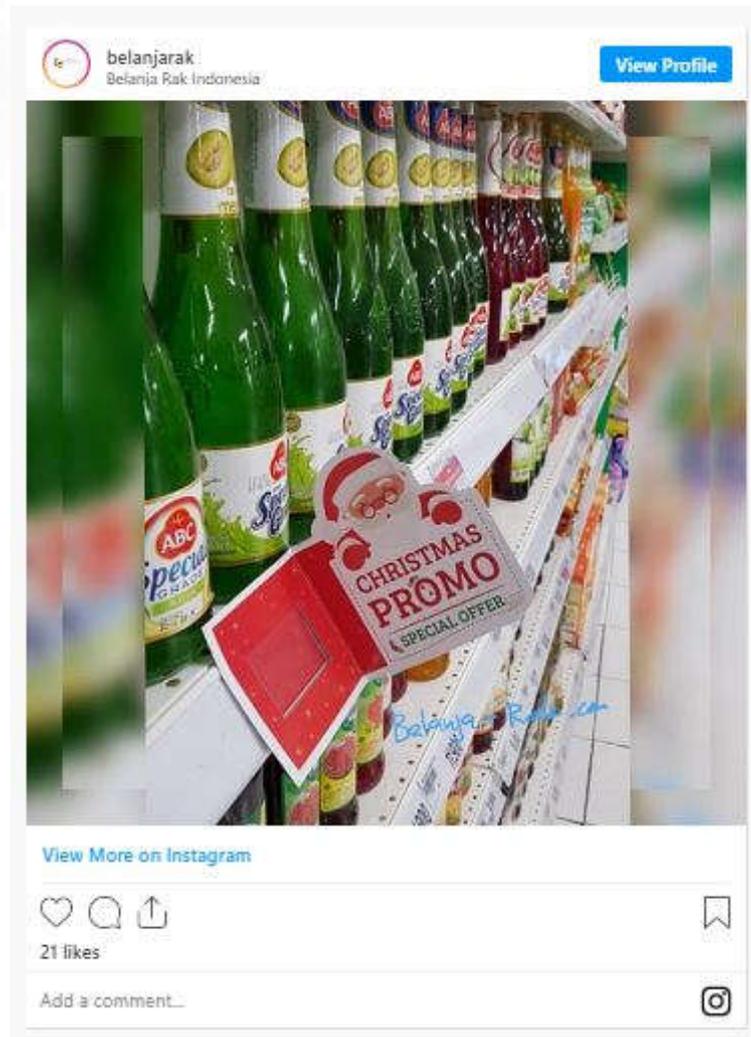


End Cap Displays

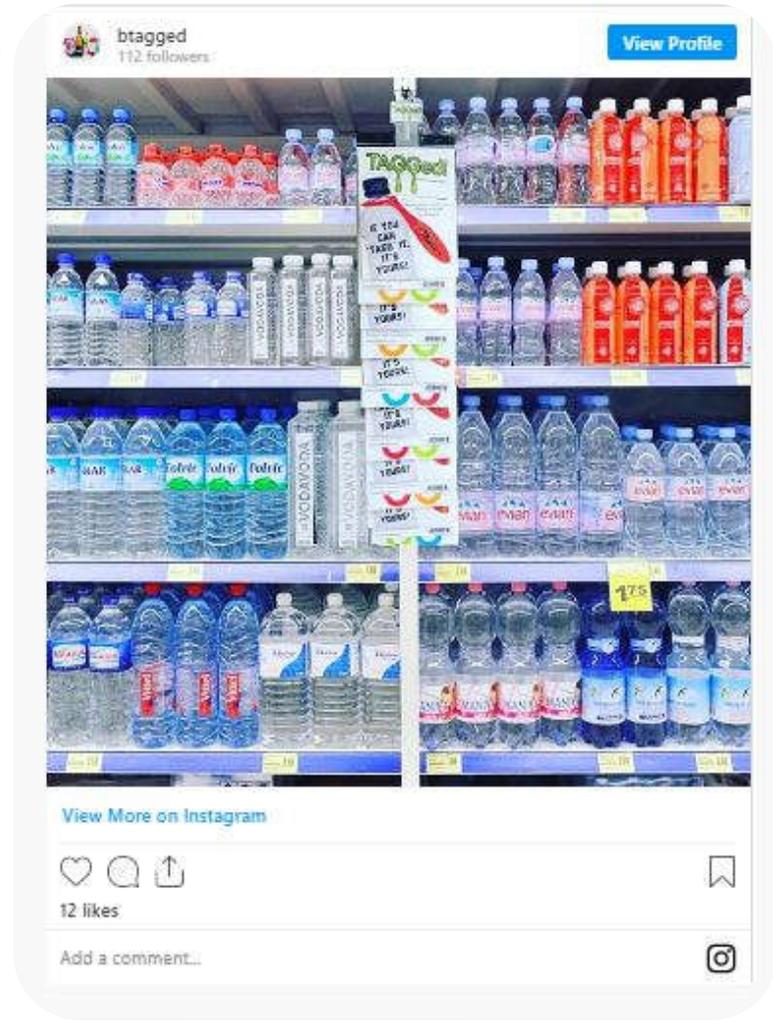
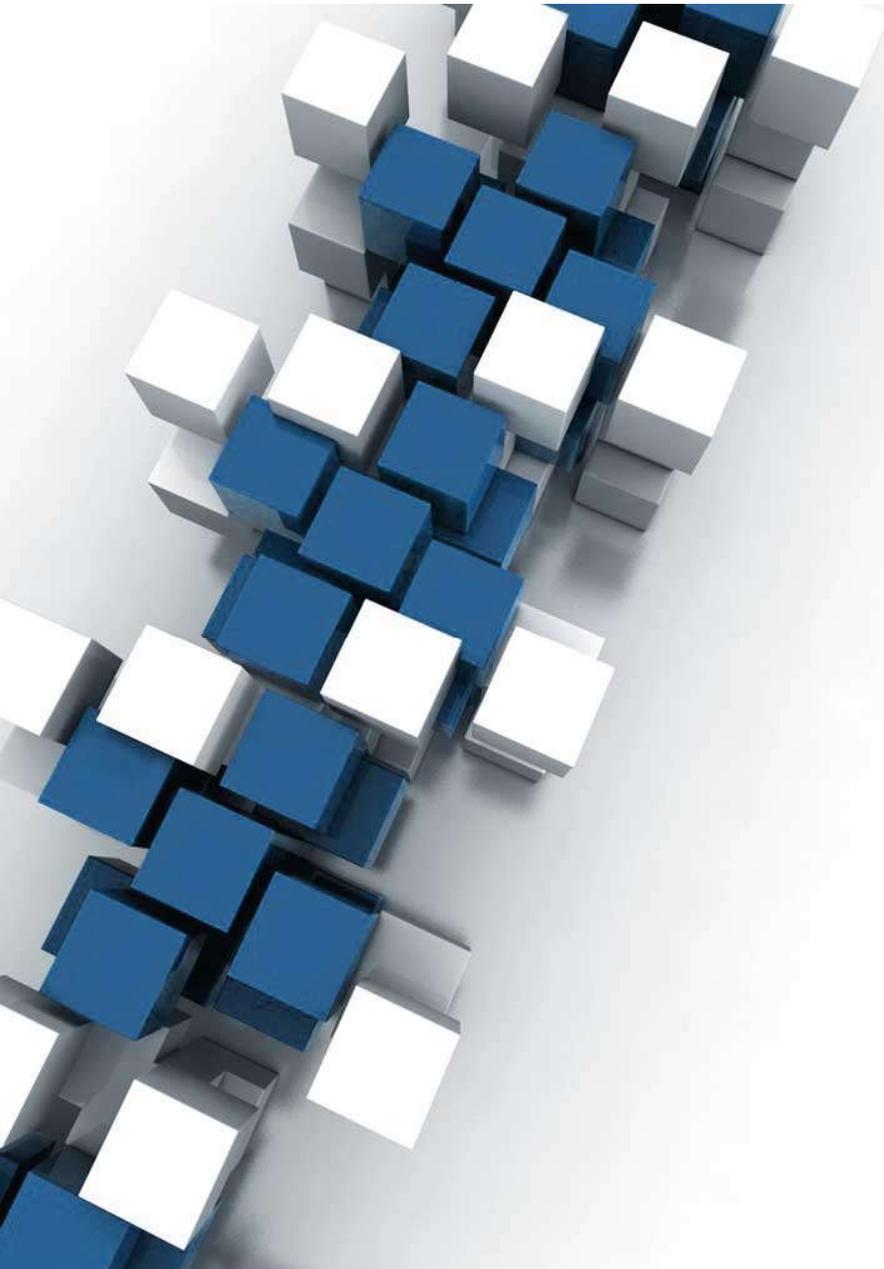




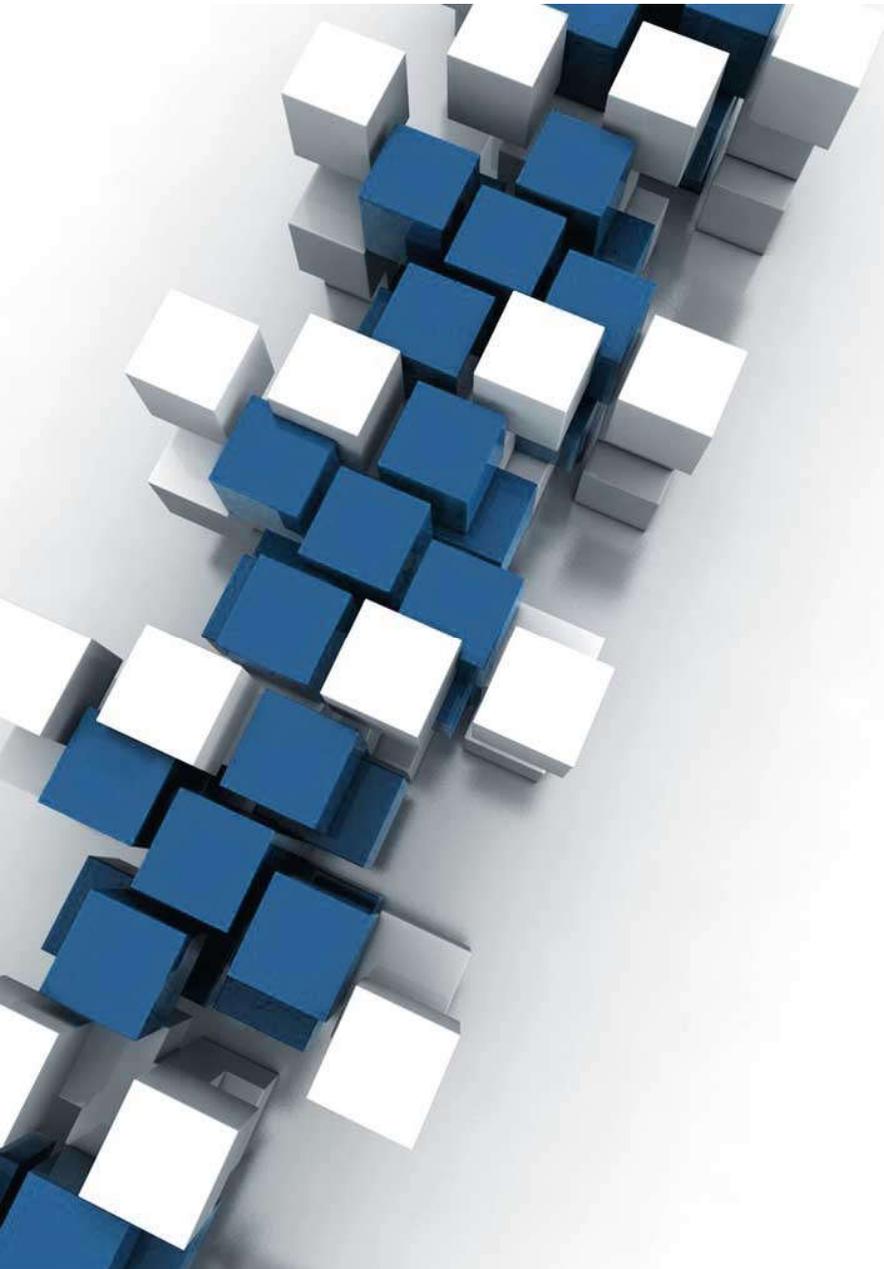
Shelf Talkers

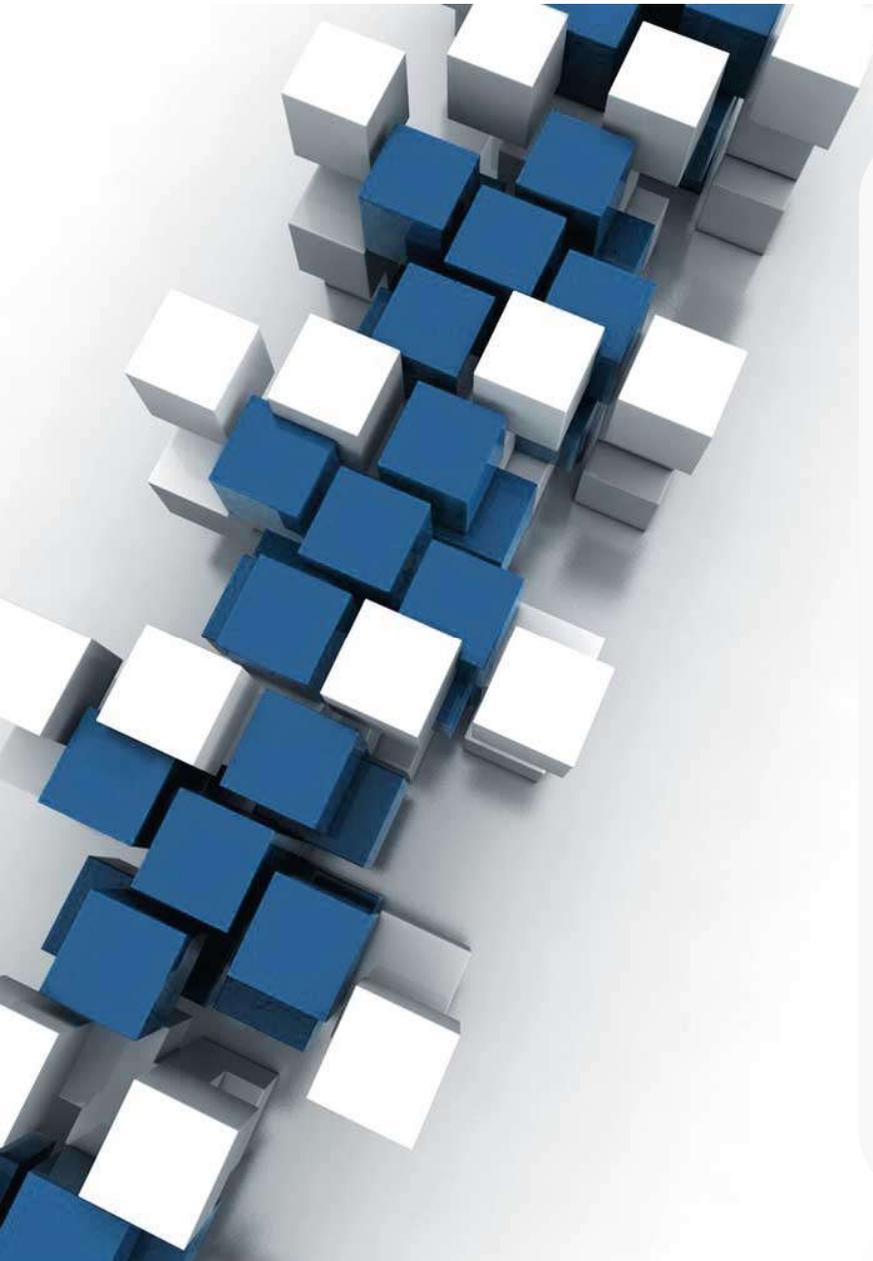


Clip Strips

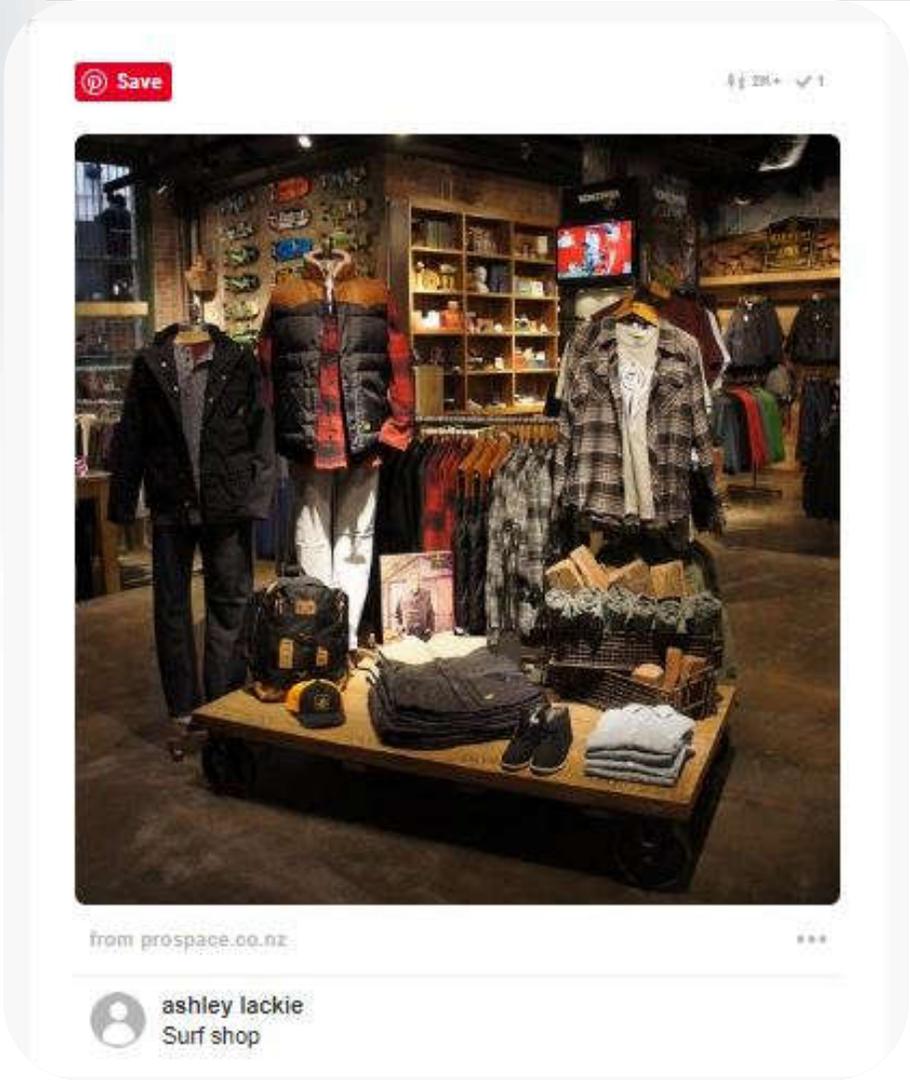


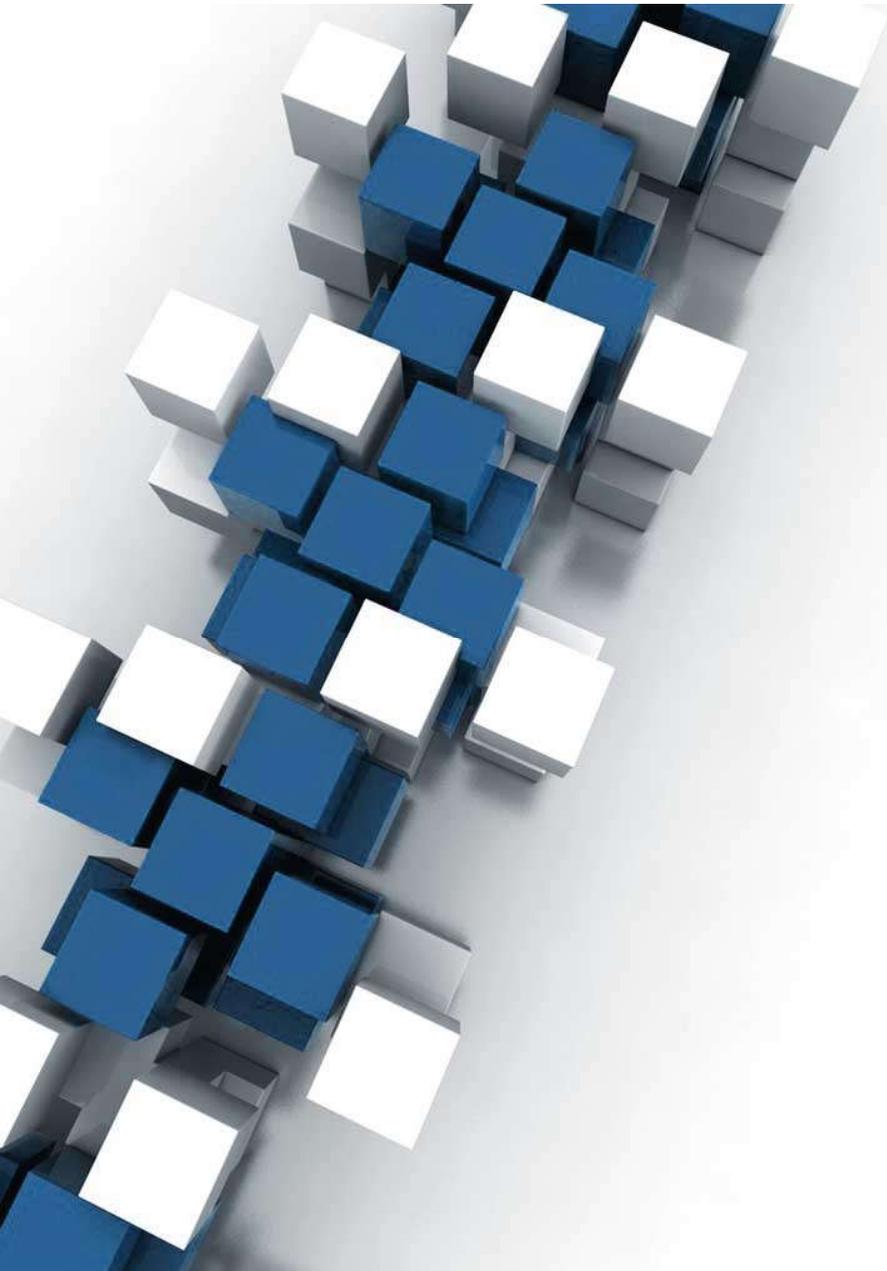
Garment Racks





Display Tables





Mannequins

 Save 115



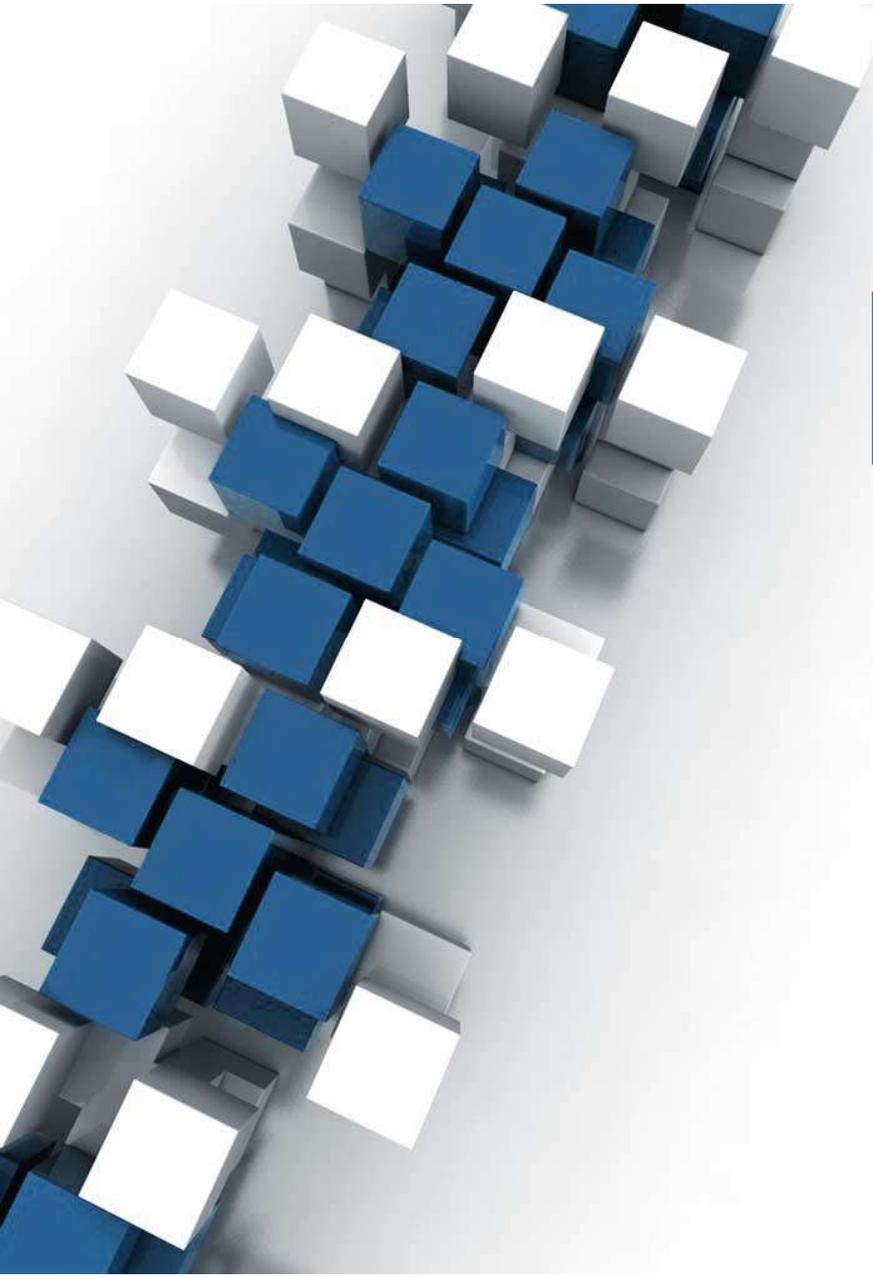
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 Mannequin Mall ...

 **Mannequin Mall**
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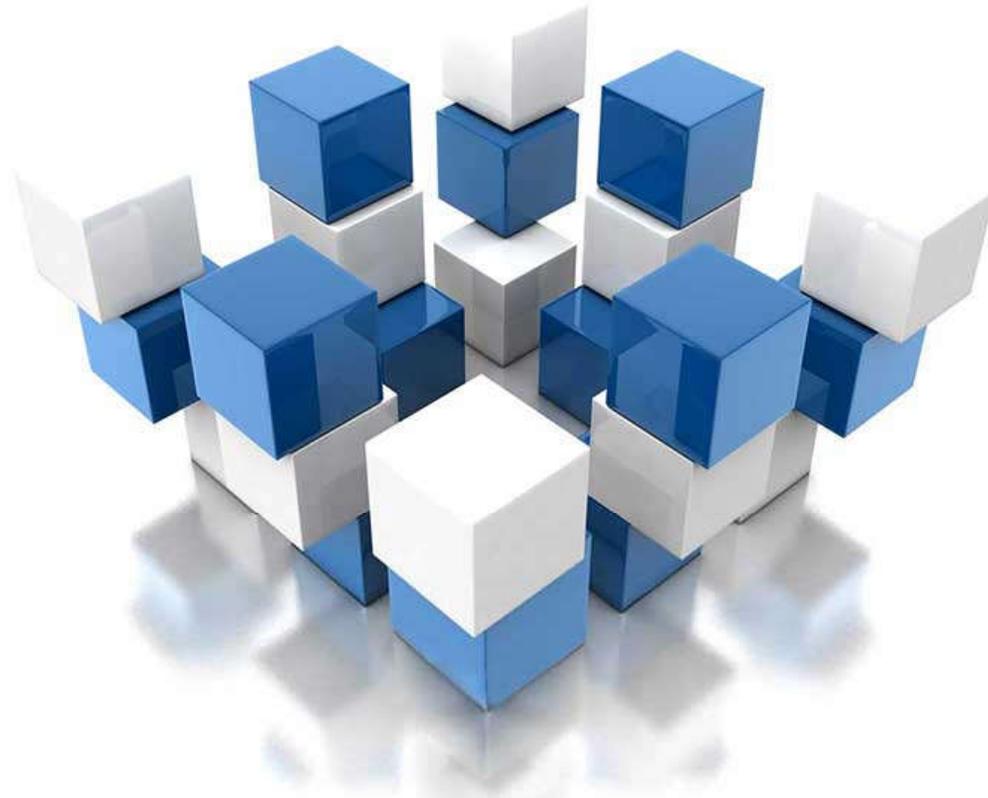
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THANK YOU

Any question ?