



Desain, Layout & Visual Merchandising

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STORE DESIGN OBJECTIVES

- **Build Loyalty**
- Store design provides **utilitarian benefits** when it enables customers to locate and purchase products in an efficient and timely manner with minimum hassle

- Store design provides **hedonic benefits** by offering customers an entertaining and enjoyable shopping experience. They then want to spend more time in the store or on the website because the visit itself is rewarding.

- **Increase Sales on Visits**

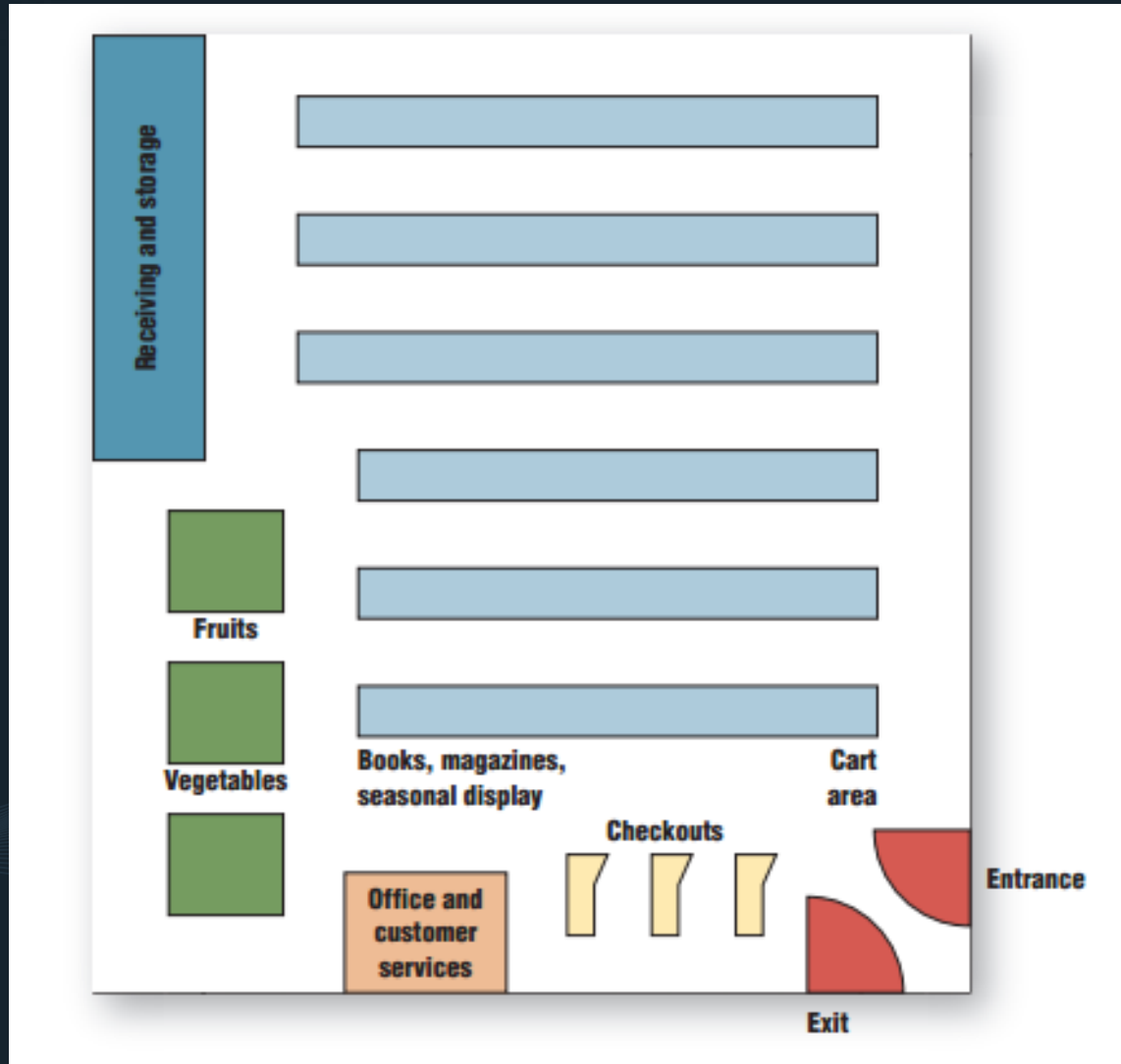
A third design objective is to increase the sales made to customers on any particular visit. Store design has a substantial effect on which products customers buy, how long they stay in the store, and how much they spend during a visit.

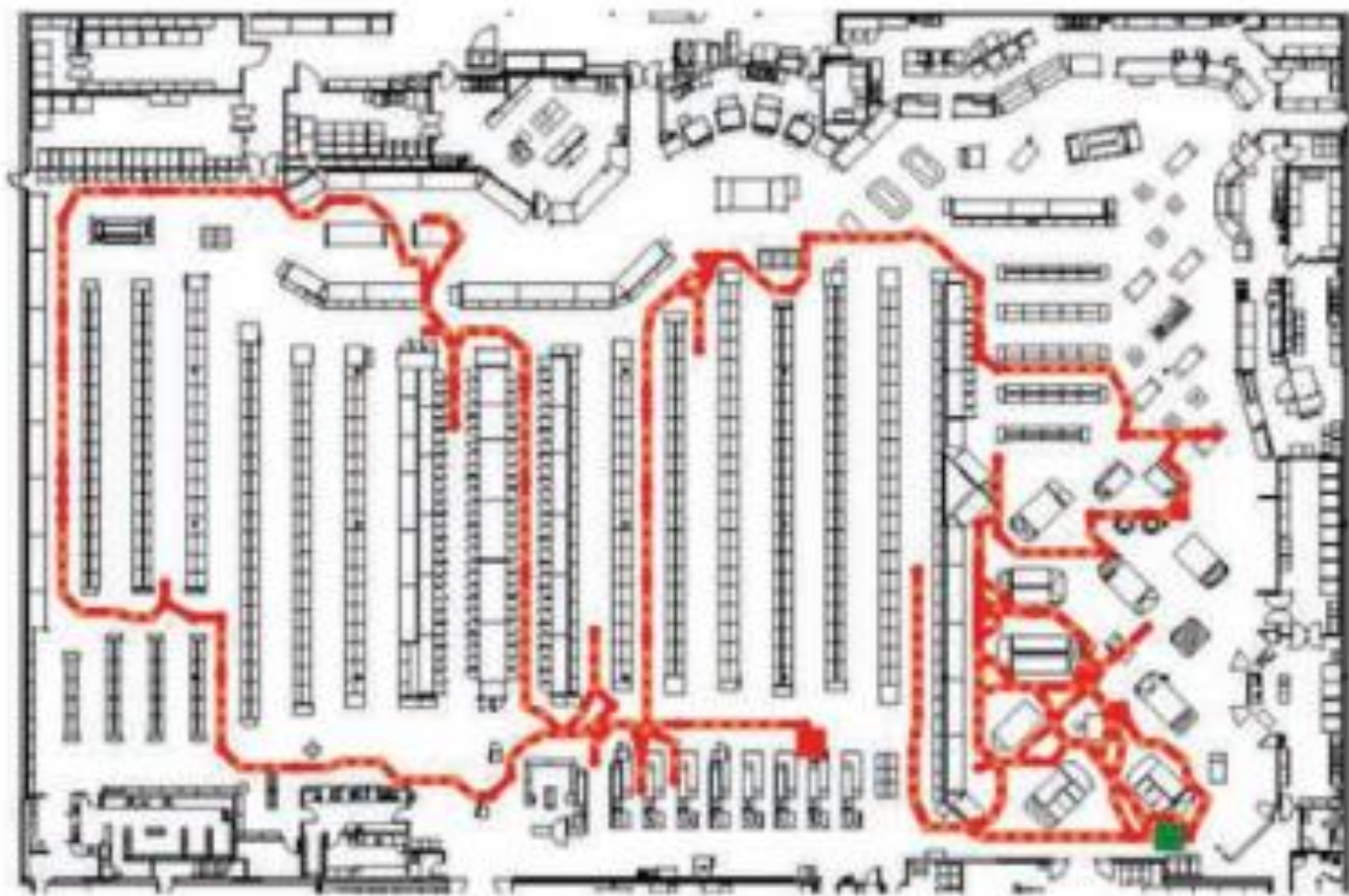
- **Control Costs to Increase Profits**

The fourth design objective is to control the cost of implementing the store design and maintaining the store's appearance.

Layouts

. Grid Layout





RETAILING VIEW A Hedonic Maze Filled with Utilitarian Products

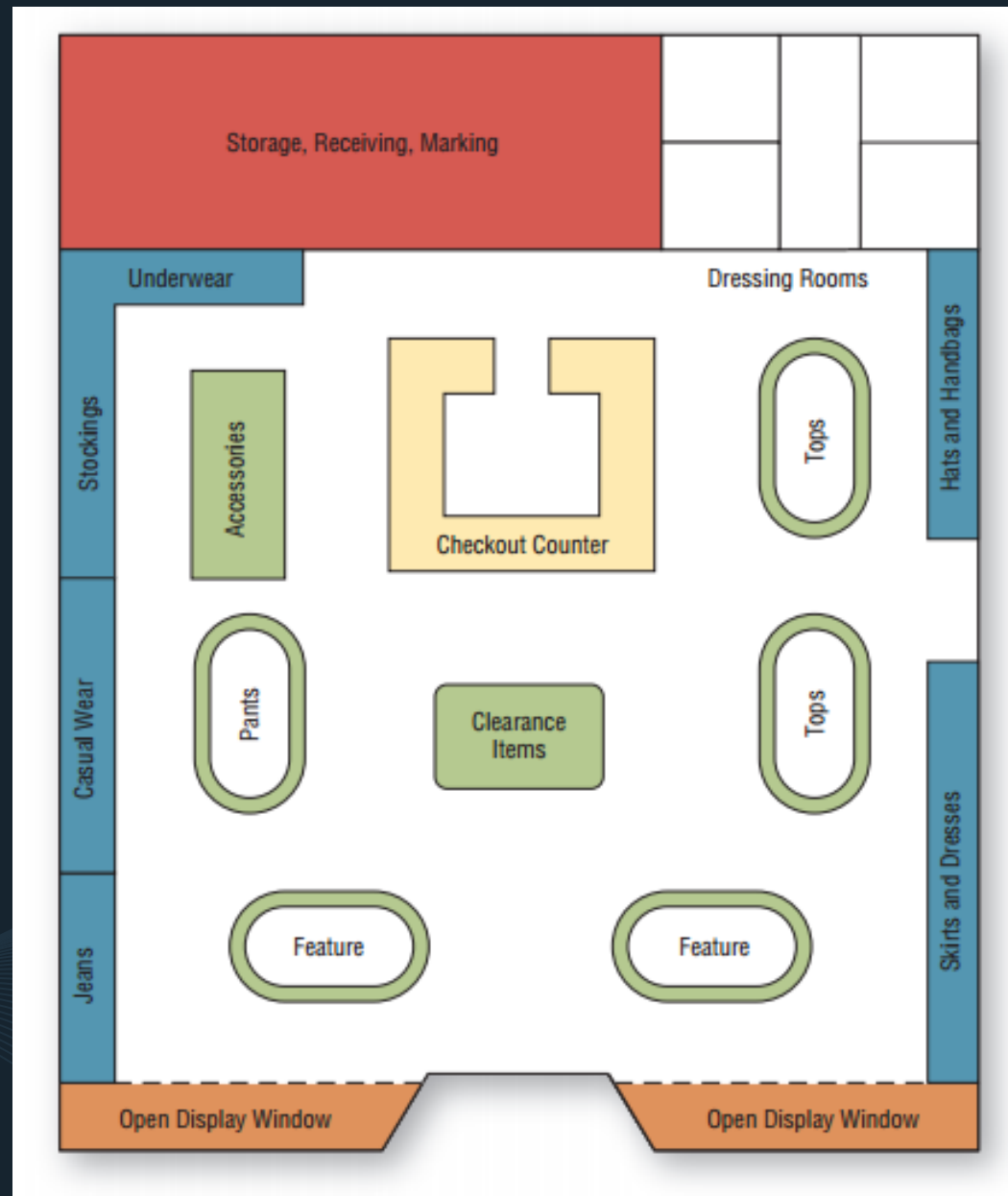


IKEA stores are designed to inspire customers to weave their way through the store.

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. Free-Form Store Layout



VISUAL MERCHANDISING

- **Visual merchandising** is the presentation of a store and its merchandise in ways that will attract the attention of potential customers.

. Types of Fixtures



(A) Straight rack



(B) Rounder



(C) Four-way



(D) Gondola

Presentation Techniques

- Item and Size Presentation
- Color Presentation
- Price Lining
- Vertical Merchandising
- Tonnage Merchandising
-



CASE



TASK



REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan



THANK YOU!

Do you have any questions?

