



STRATEGI PENATAAN PRODUK

MANAJEMEN PENATAAN PRODUK 2020

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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

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



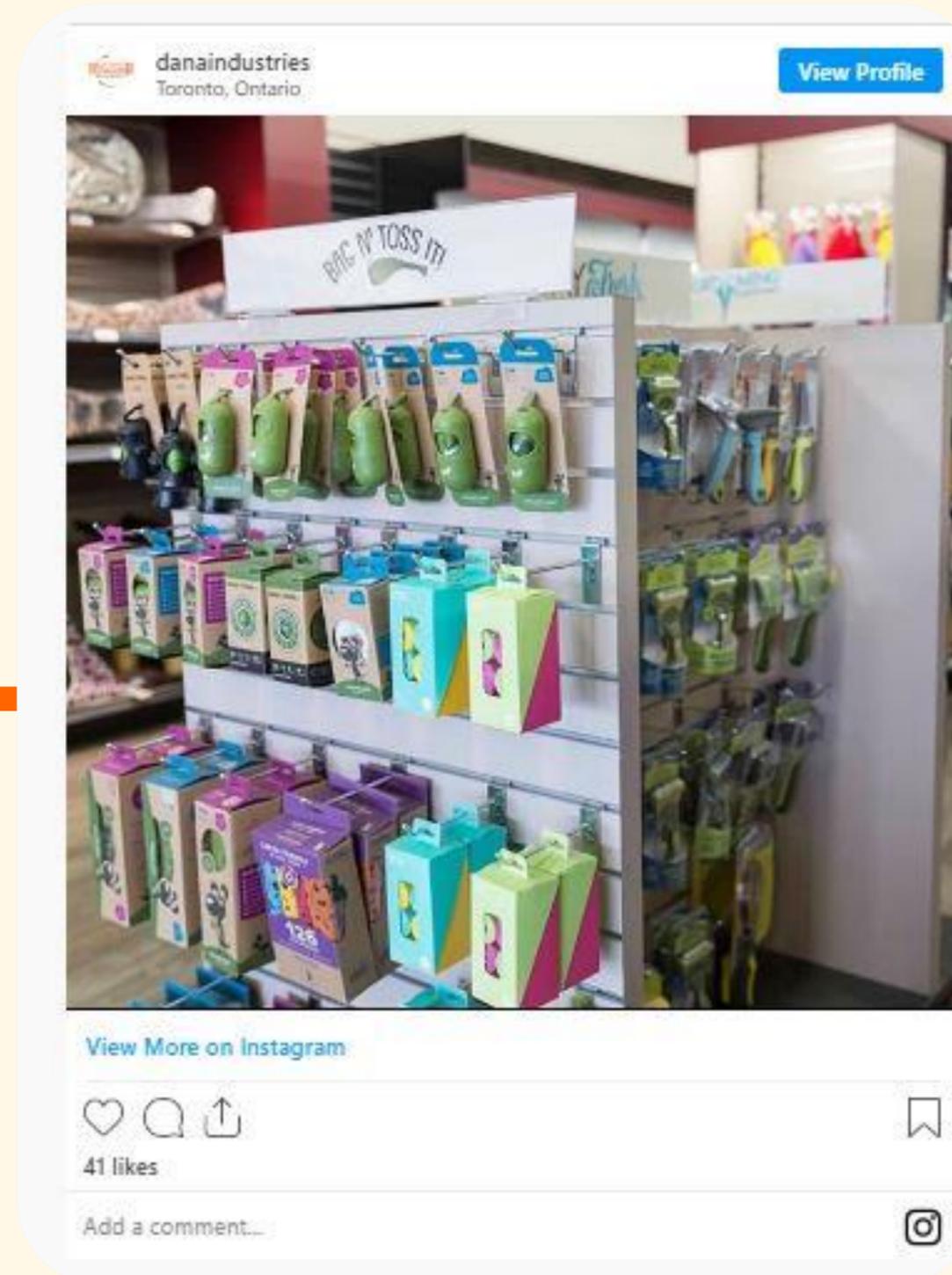
Freestanding Displays



Entryway Displays



Gondola Displays

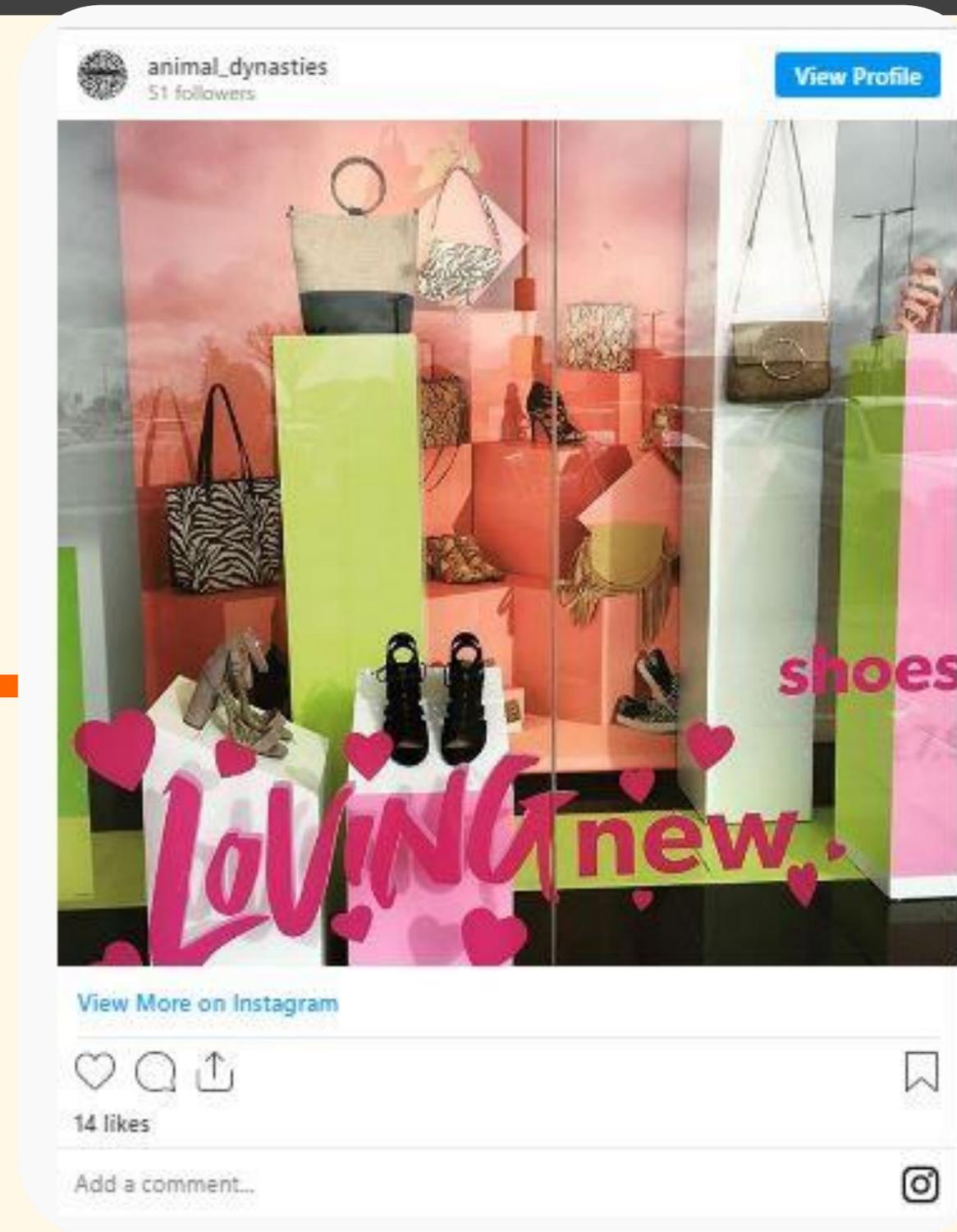


Display Cases

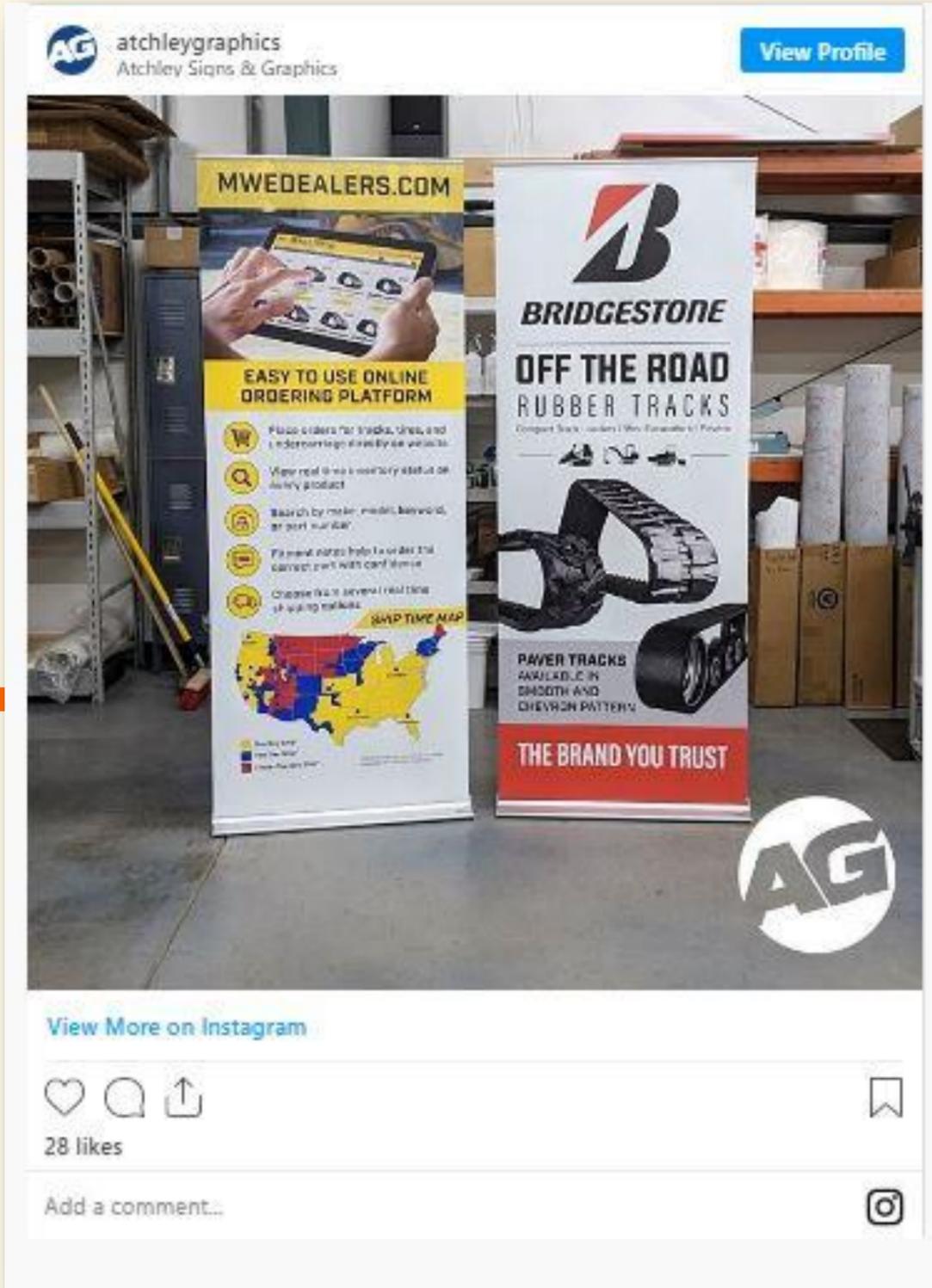
14



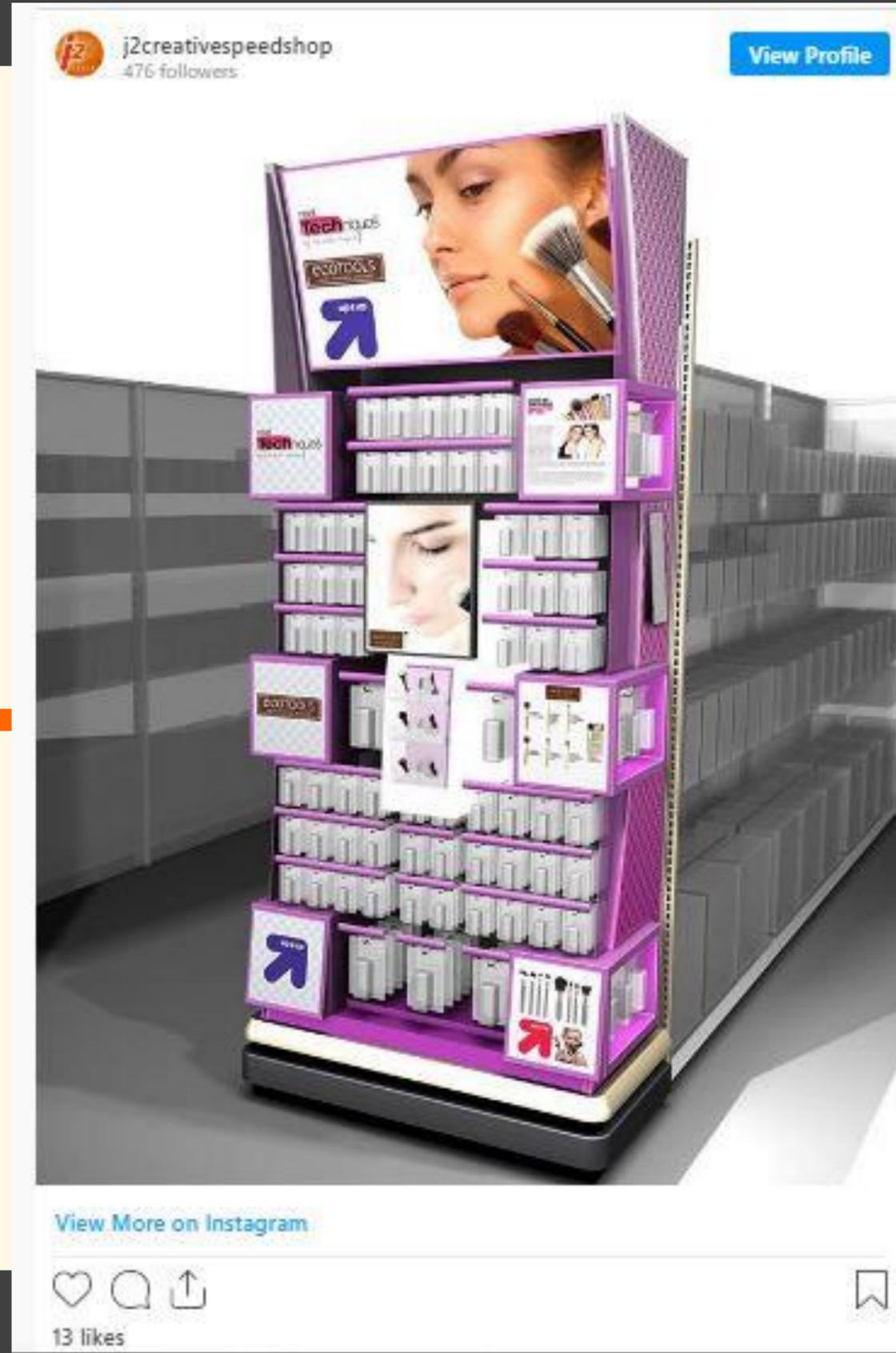
Window Displays



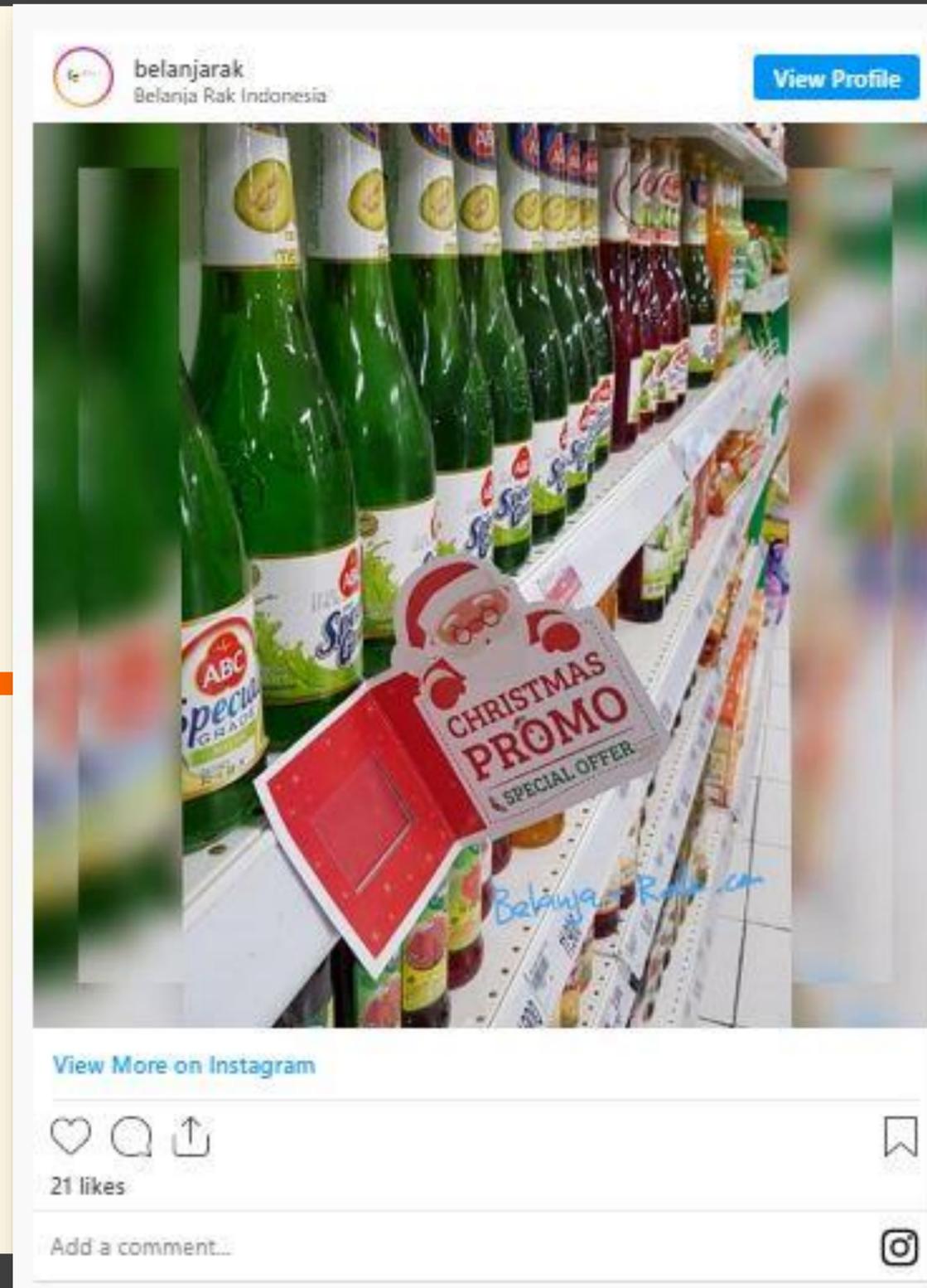
Banner Stands



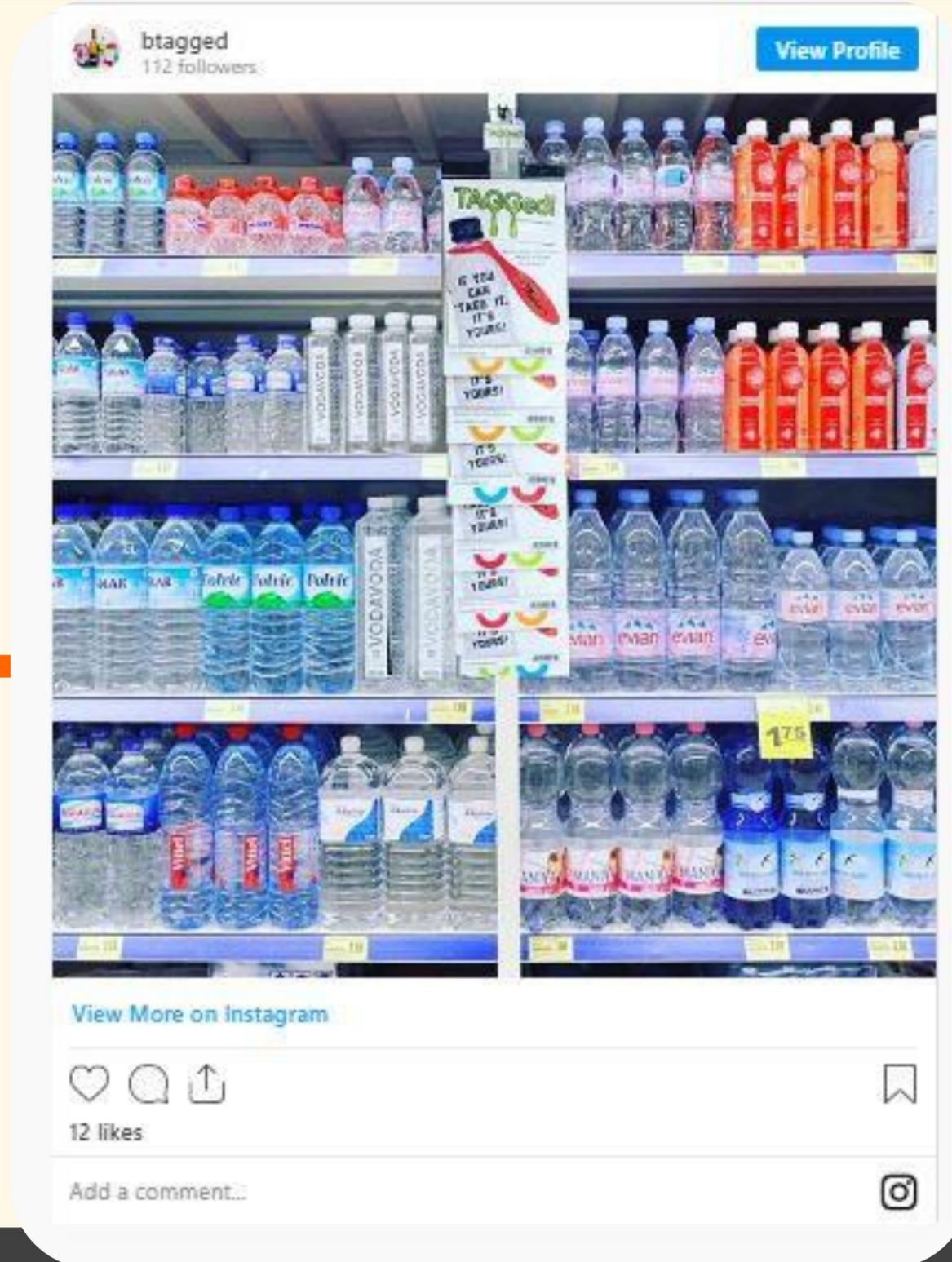
End Cap Displays



Shelf Talkers



Clip Strips



Garment Racks

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Display Tables

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Save

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Thank You!

Any Questions?