



Desain, Layout & Visual Merchandising

MANAJEMEN BISNIS RITEL
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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.

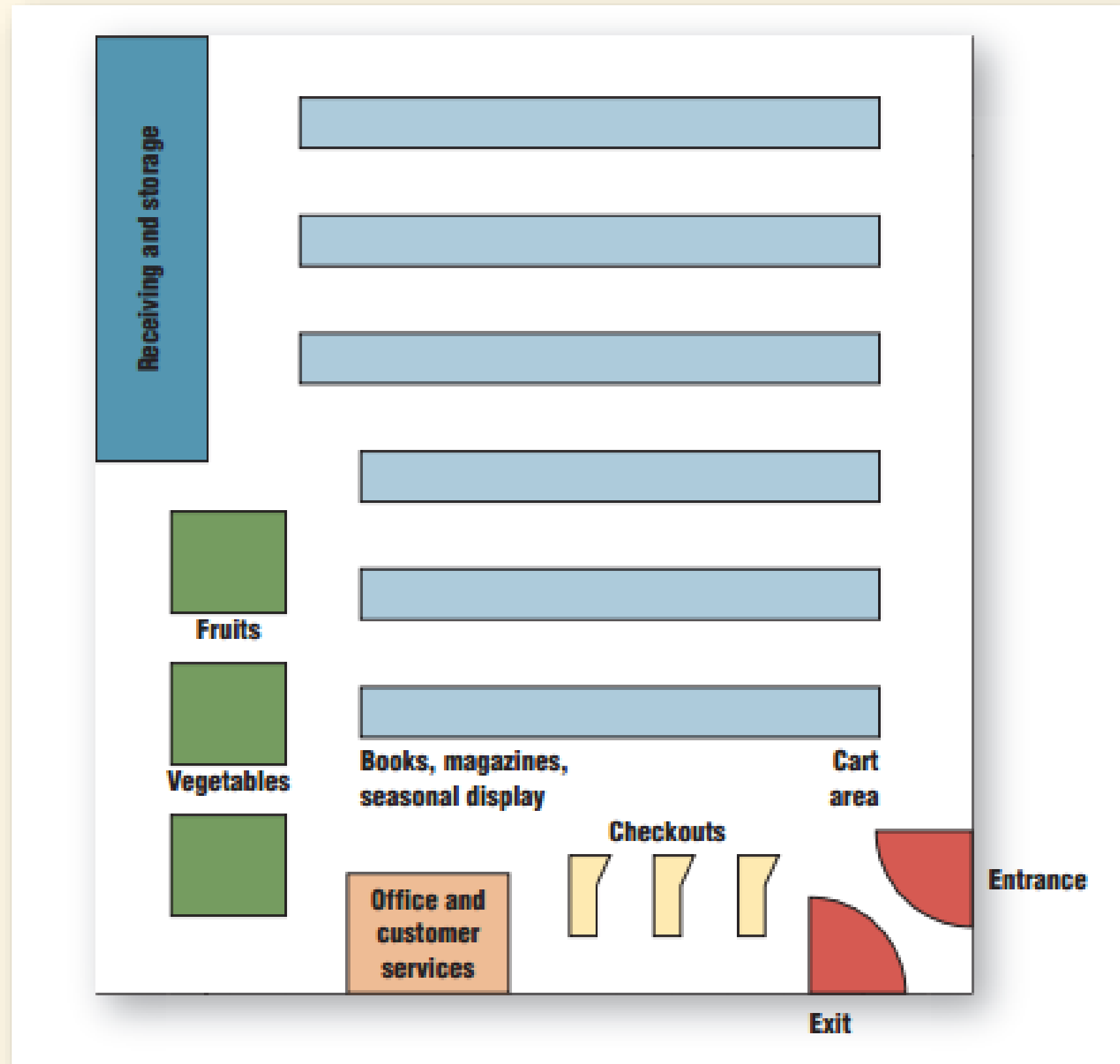
Increase Sales on Visits

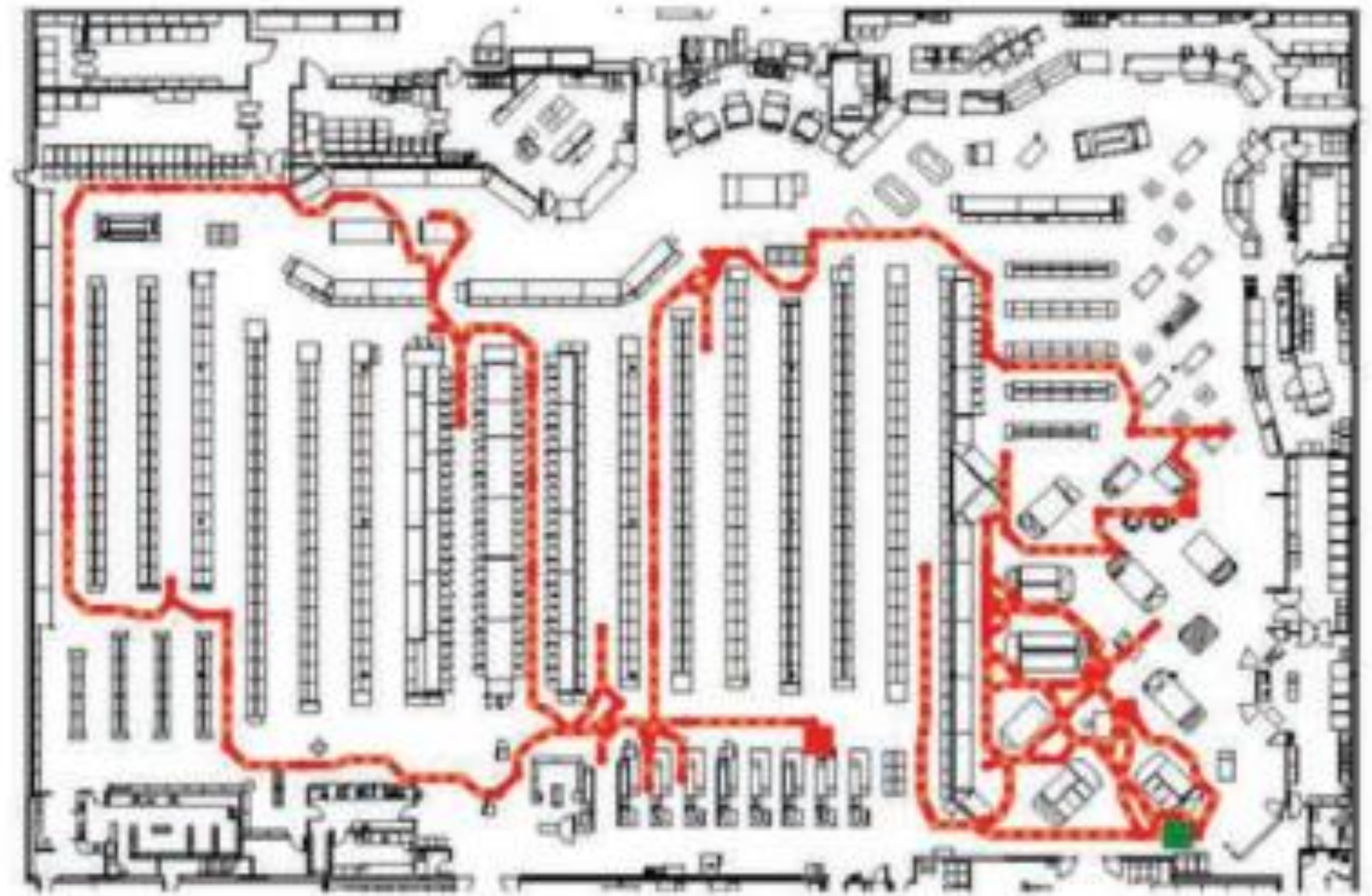
A third design objective is to increase the sales made to customers on any particular visit. Store design has a substantial effect on which products customers buy, how long they stay in the store, and how much they spend during a visit.

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.

Grid Layout





RETAILING VIEW A Hedonic Maze Filled with Utilitarian Products

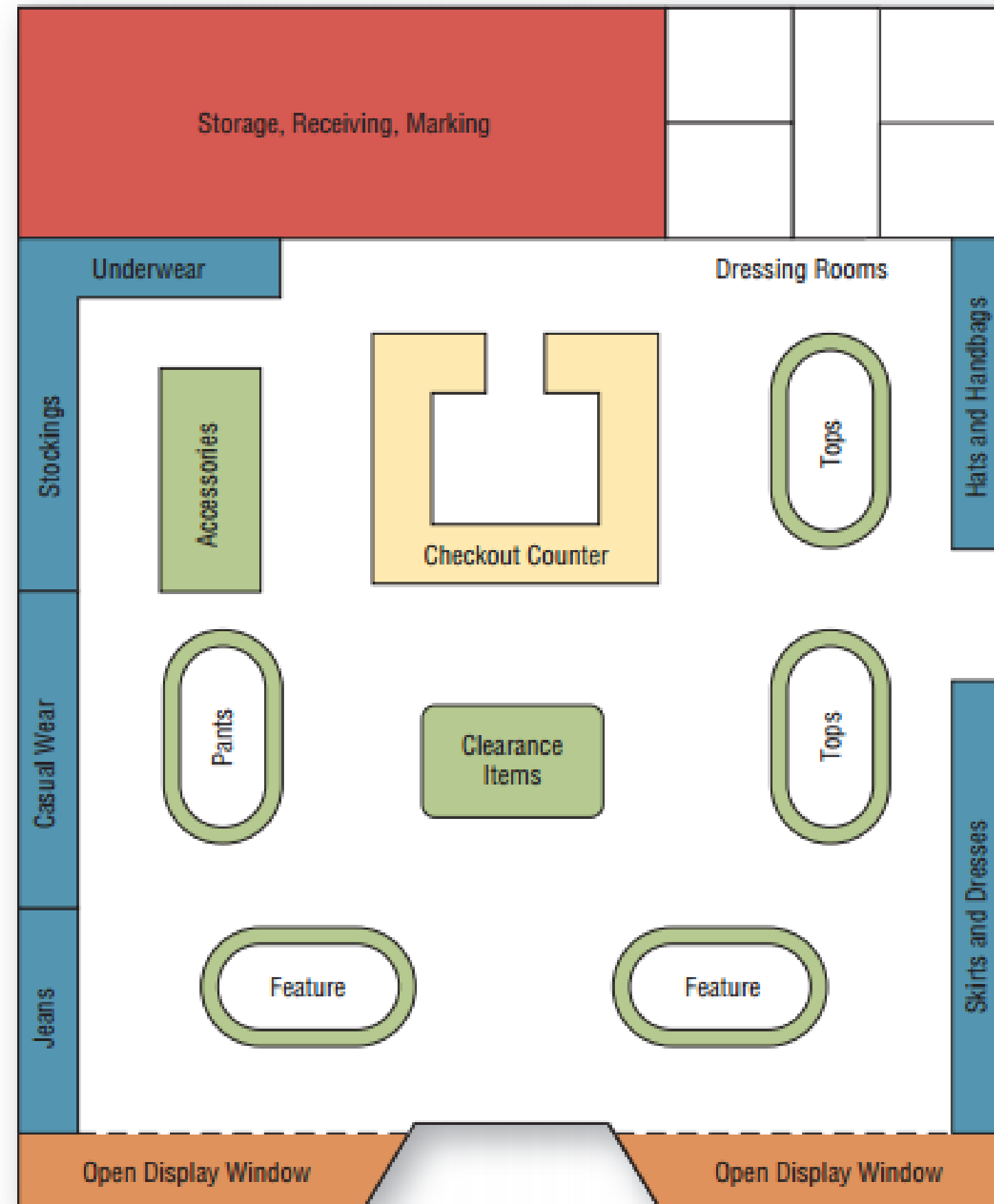


IKEA stores are designed to inspire customers to weave their way through the store.

Racetrack Layout



Free-Form Store Layout



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

- Item and Size Presentation
- Color Presentation
- Price Lining
- Vertical Merchandising
- Tonnage Merchandising
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1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan

Thank You!

Any Questions?