



DISPLAY (PENGAWASAN BERKALA)

MANAJEMEN PENATAAN PRODUK
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2022

Elements of Visual Merchandising

Color Is The King



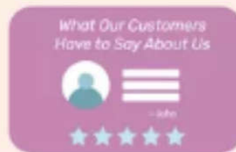
Use color to catch the eyes of your customers and draw them to your displays



Always check your displays to ensure customers can easily view the hotspots and merchandise

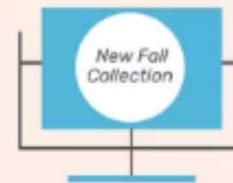
Create a Focal Point

Use Empty Space Wisely



Use empty space for signage providing customer testimonials with the customer's details

Use powerful, sales-enabling signage to display the advantages of buying the product

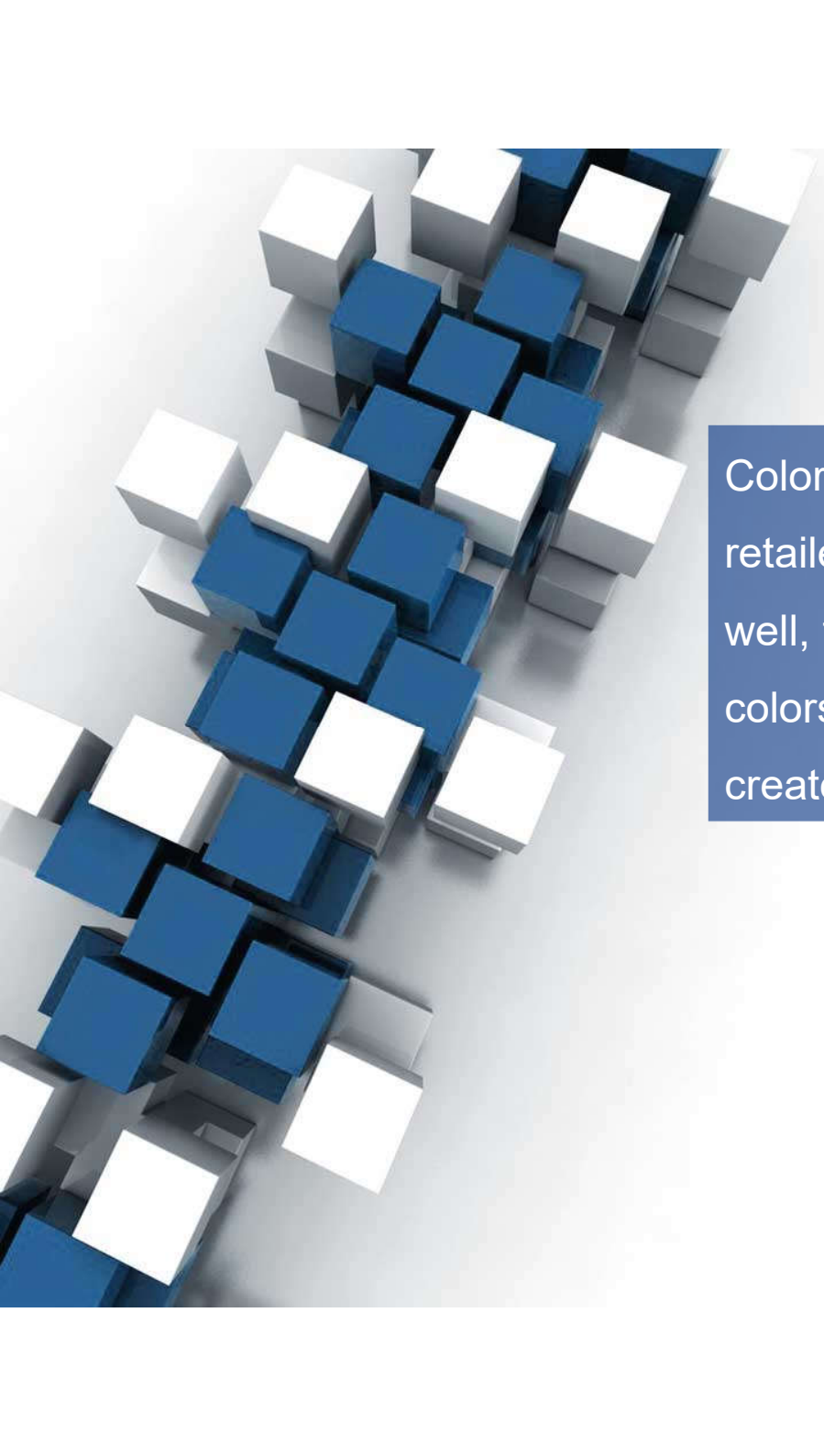


Tell a Story

Expose Customers to the Maximum Amount of Merchandise



A well-designed, impactful display exposes the customer to as much merchandise as possible while avoiding a sloppy mess



Remember That Color Is King

Color is powerful, and it can make or break your visual displays. A retailer might create an erratic display, but if the colors coordinate well, the display can still be a success. Consider using contrasting colors, like black and white, and monochromatic colors--both create intriguing, eye-catching displays.



Create a Visual Marketing Focal Point

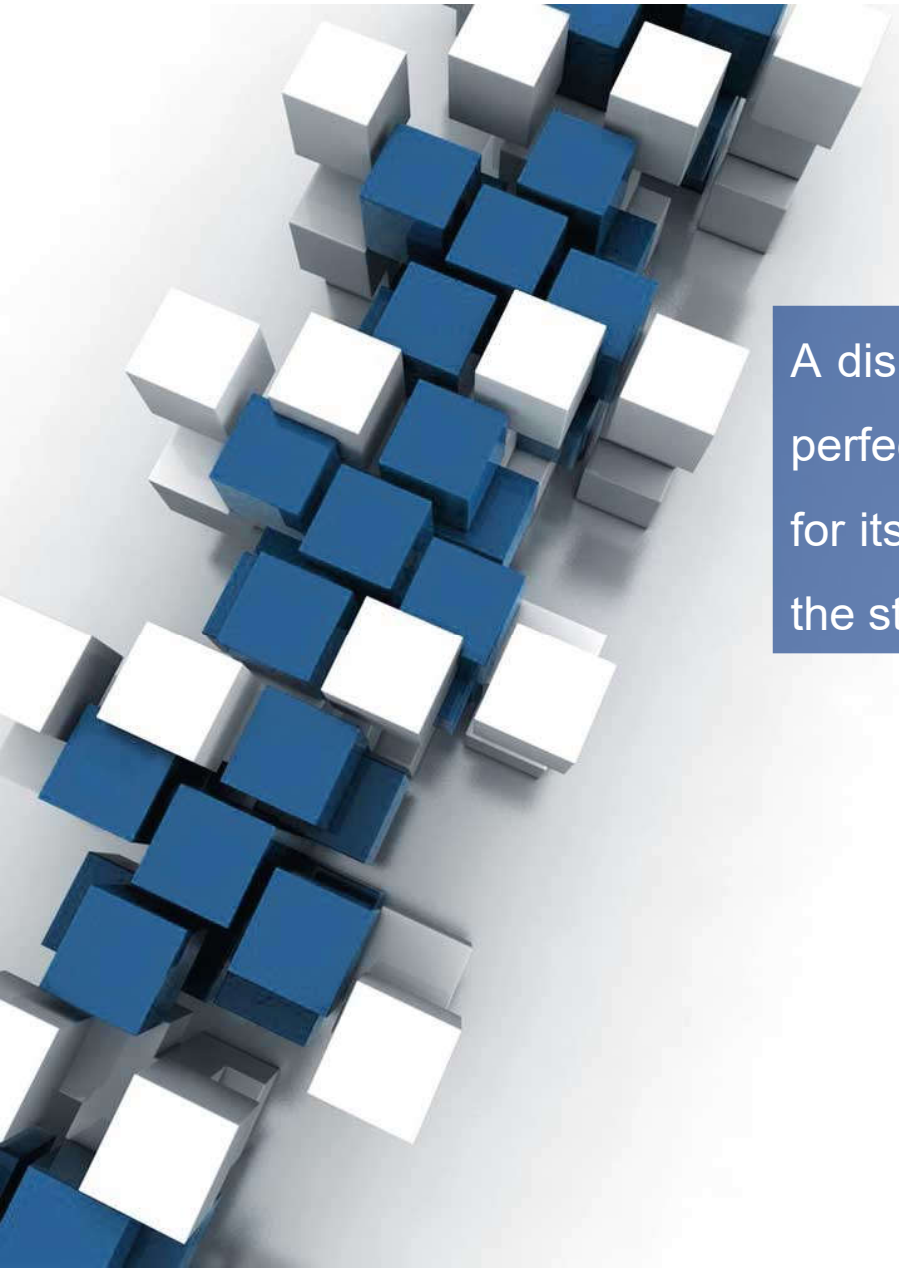
Where does the viewer's eye focus on your display? Do their eyes move toward a specific location on the display? Or are they confused about where to look? Create a hotspot--or focal point. Why? Because hotspots can increase sales by 229 percent.

Examine your display from the customer's point of view: the top, the floor, both sides. Often the focal point is positioned too high for the customer to see. Always check your displays to ensure customers can easily view the hotspots and merchandise.

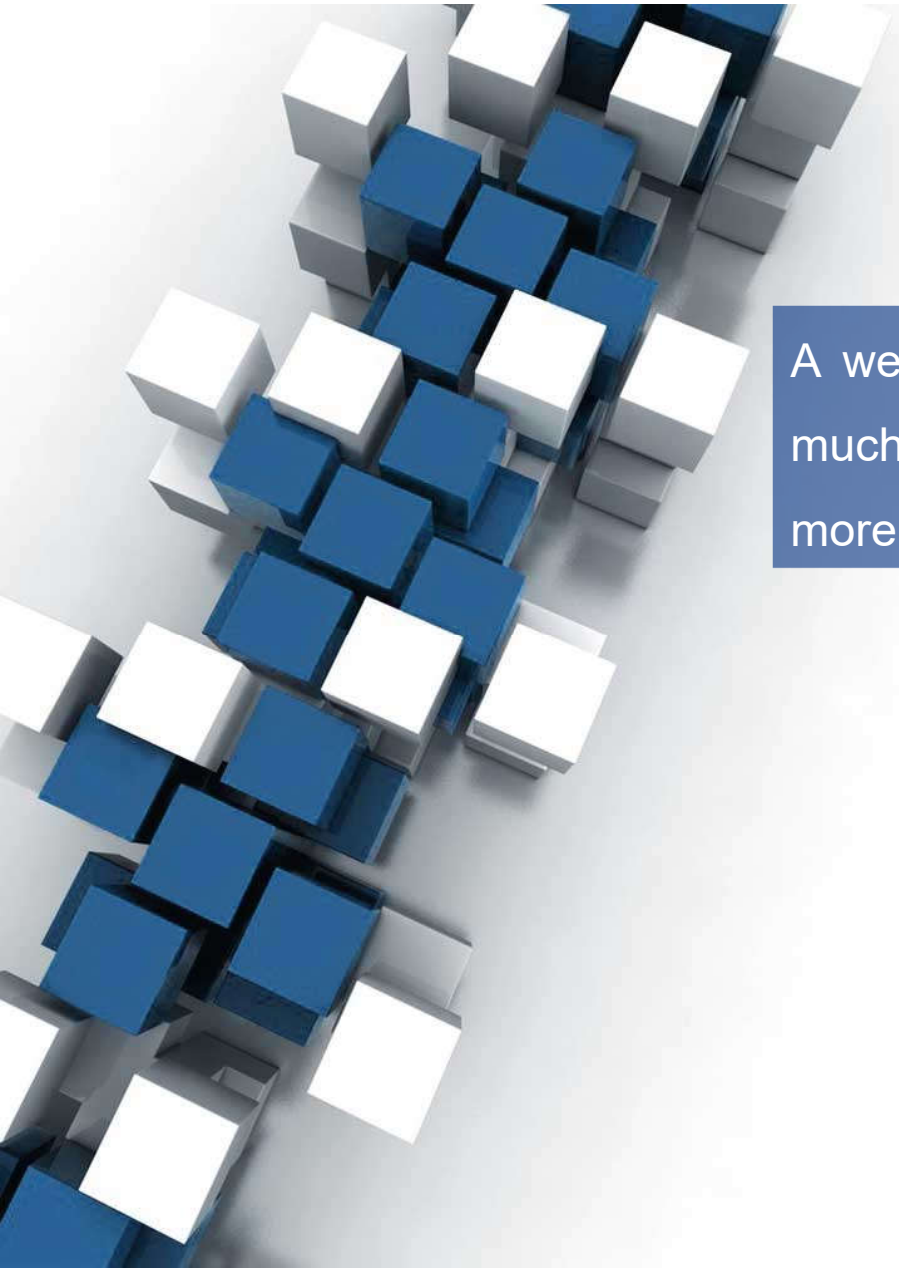


Merchandising Tells a Story

What's in it for customers? Tell them. Use powerful, sales-enabling signage to display the advantages of buying the product. Present three bullet points that tell customers why they need the product or how their life will become easier because of the product. Remember, you're not writing an essay but rather a headline, powerful bullet points, and possibly a price proposition. By telling a story, you help the customer better understand the product and enable the buying decision.



A display may lack a worded sign or an educational sign. That's perfectly fine; as long as there's still a story, the sign can speak for itself. For example, lifestyle graphics are very popular in telling the story. No words, but the image speaks volumes.



Expose Customers to the Maximum Amount of Merchandise

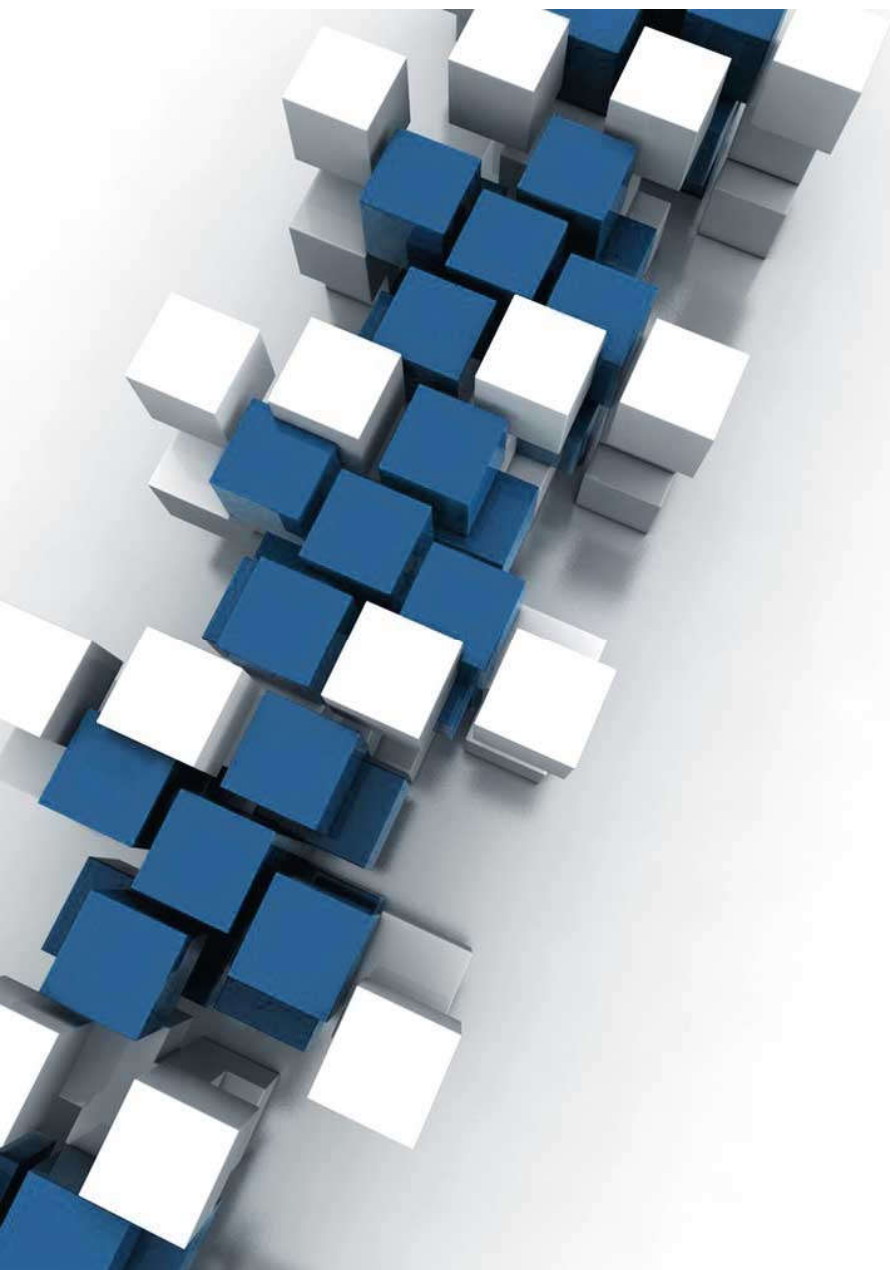
A well-designed, impactful display exposes the customer to as much merchandise as possible while avoiding a sloppy mess. The more products customers see, the more they buy.



Use Empty Space Wisely

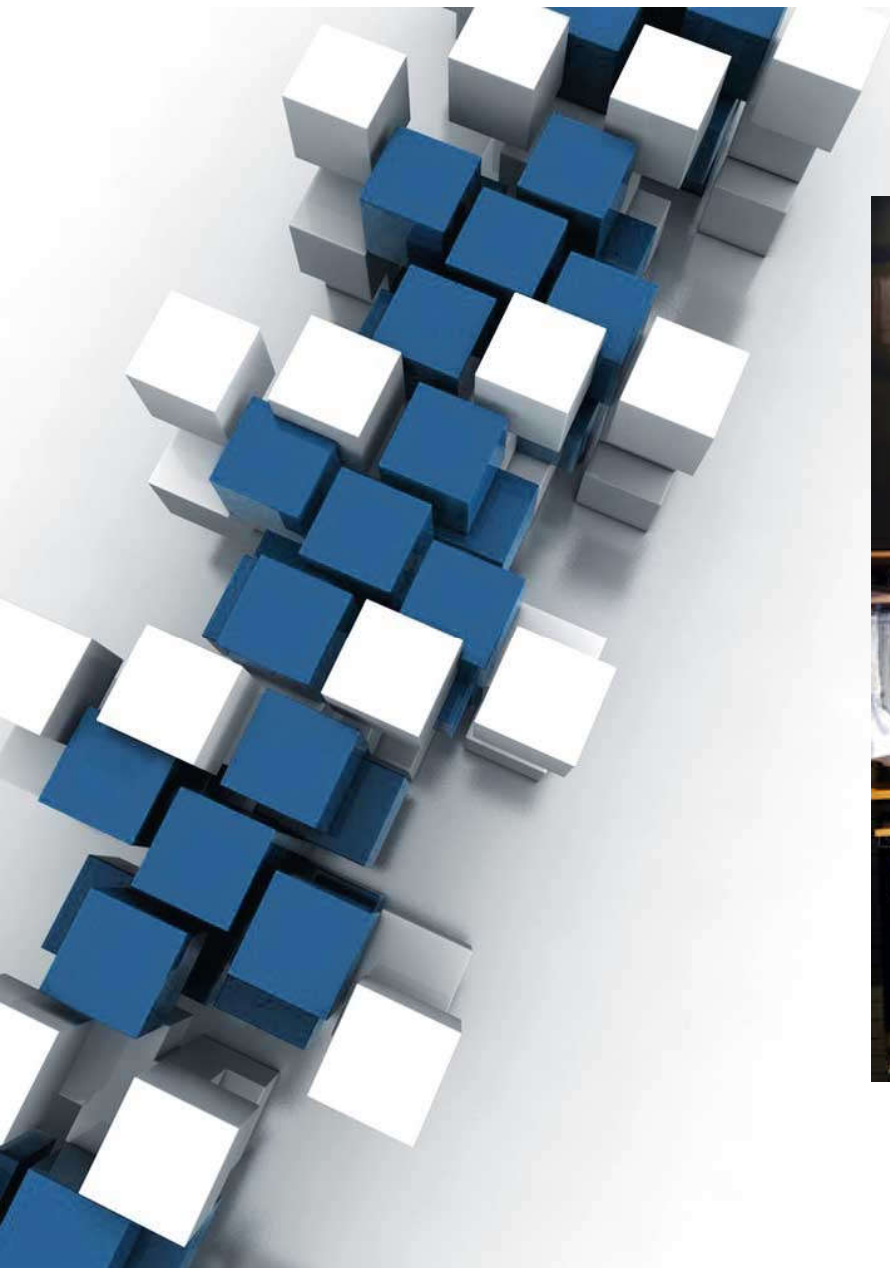
There's a space in all retail stores that is the most underutilized. It's the section between the displayed merchandise and the ceiling. If this space in your store is empty, you need to start using it.

You can use this space for many different things, like signage providing information about products or brands. You can also display customer testimonials with the customer's name and a picture or profile a designer or supplier.

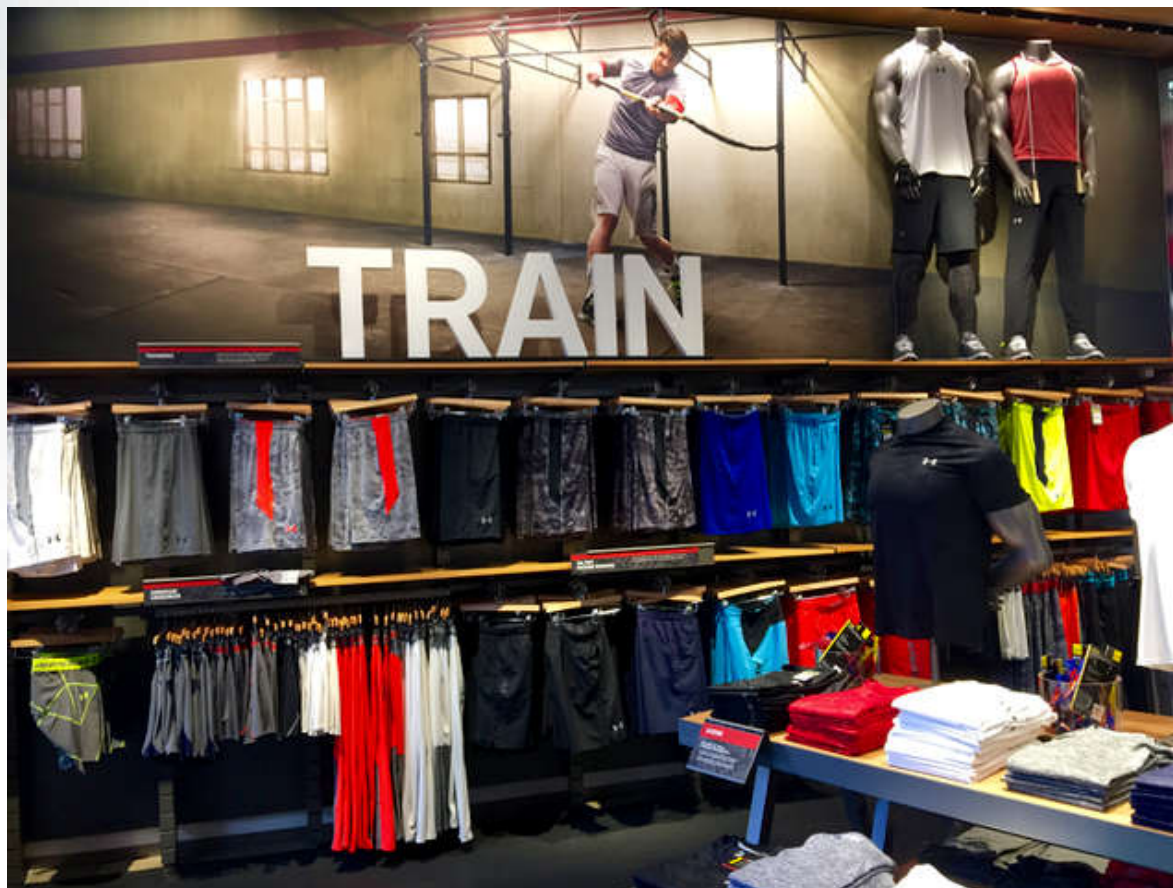


Paint a picture

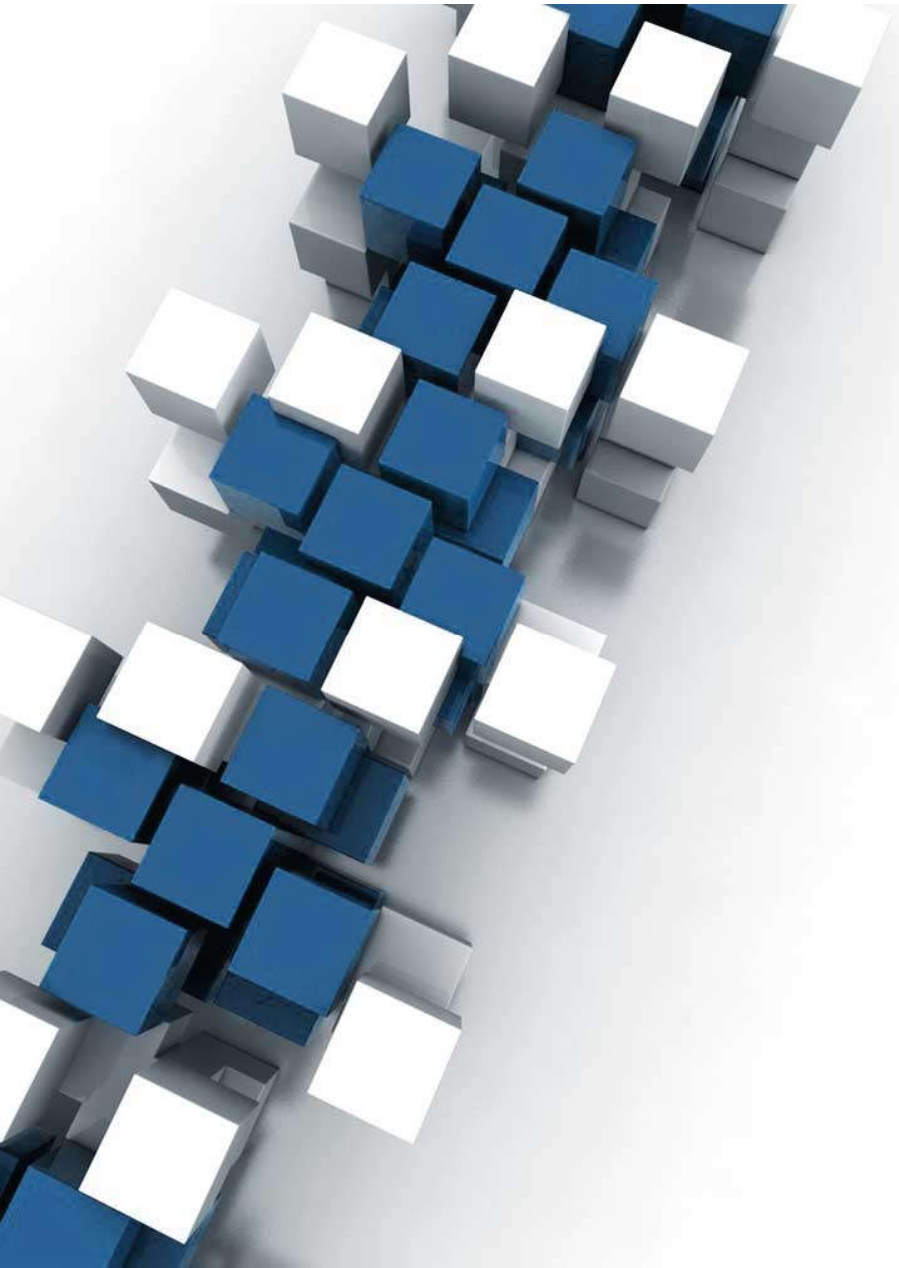


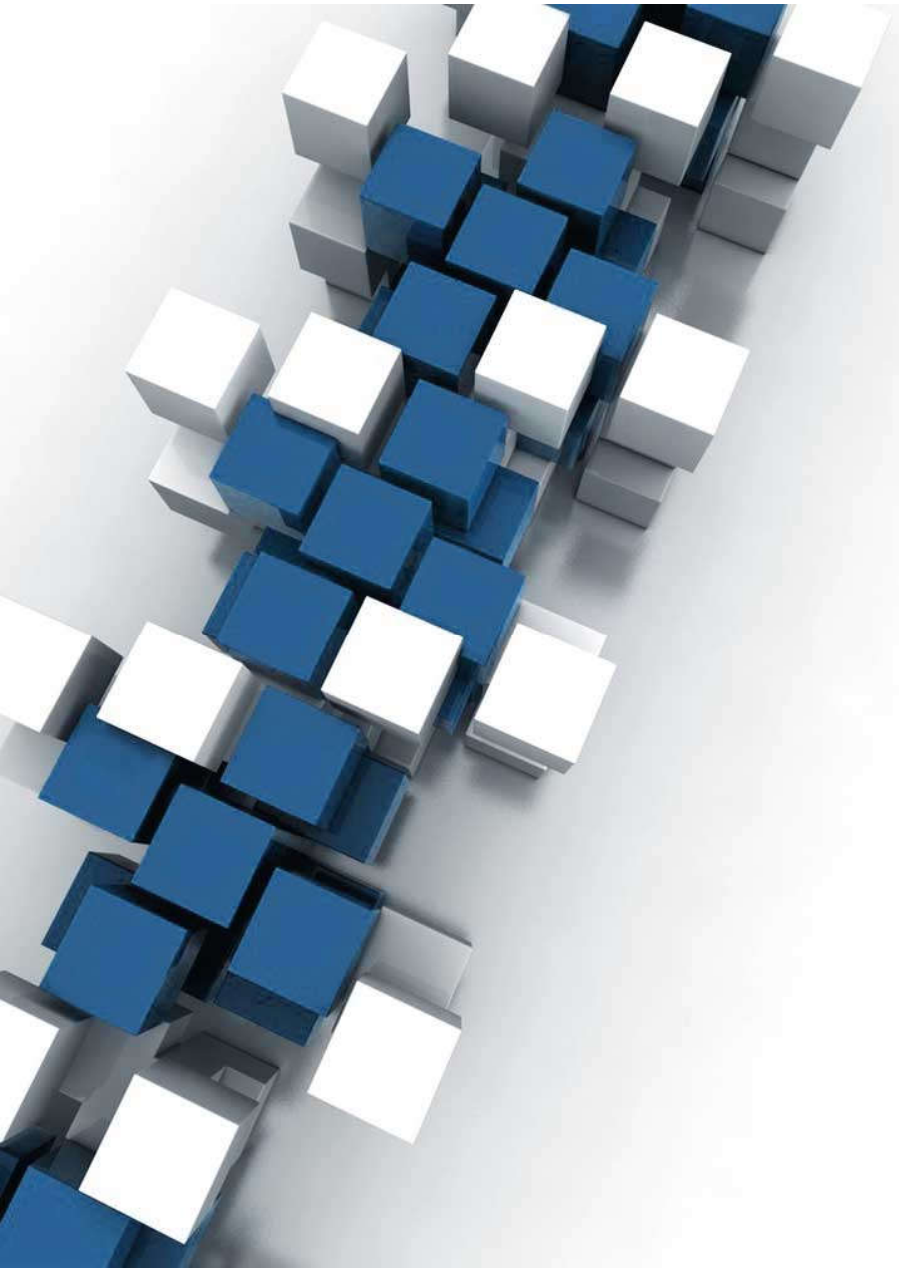


Point out different areas

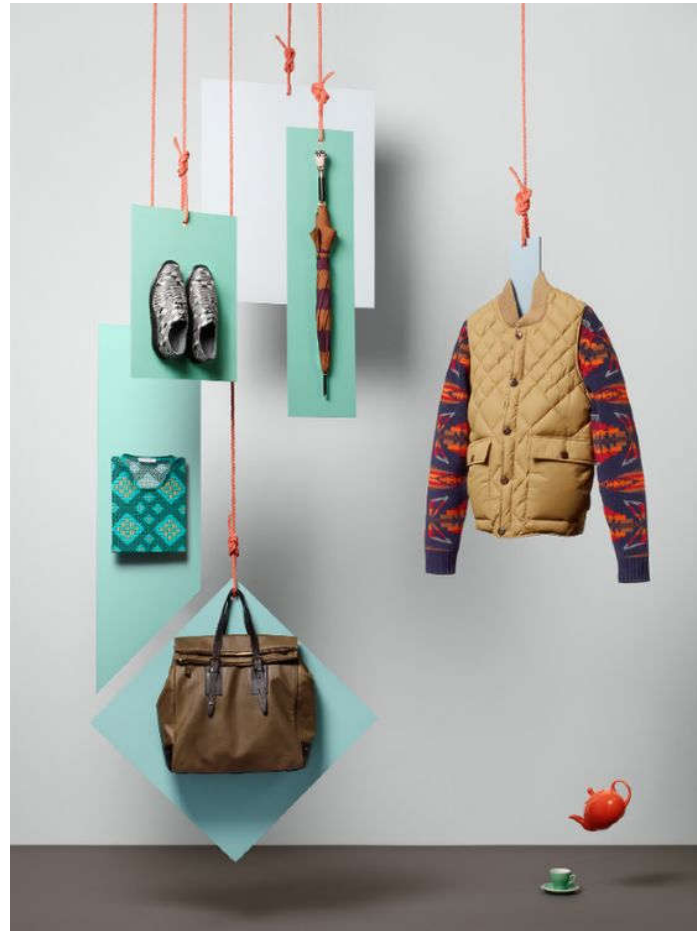


Use art



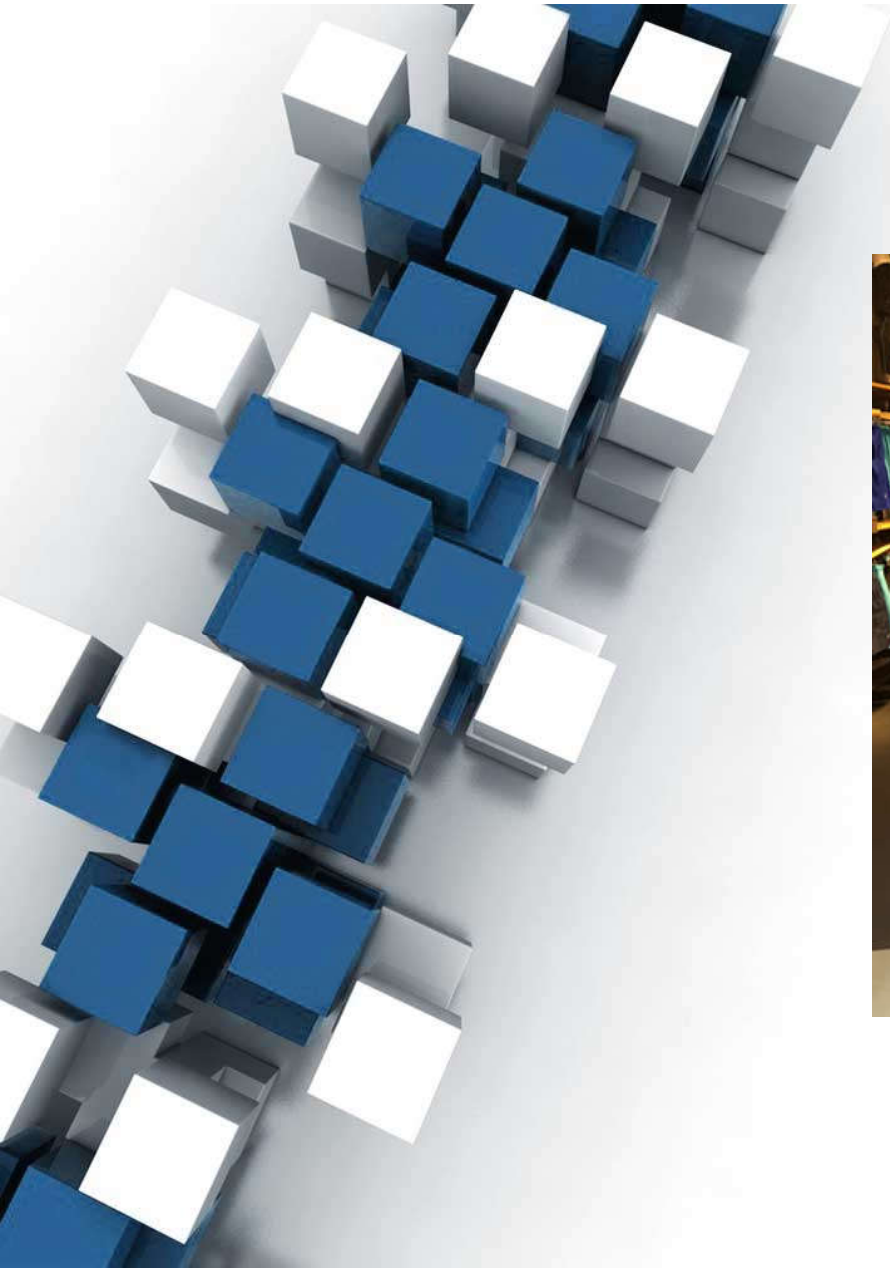


Group products



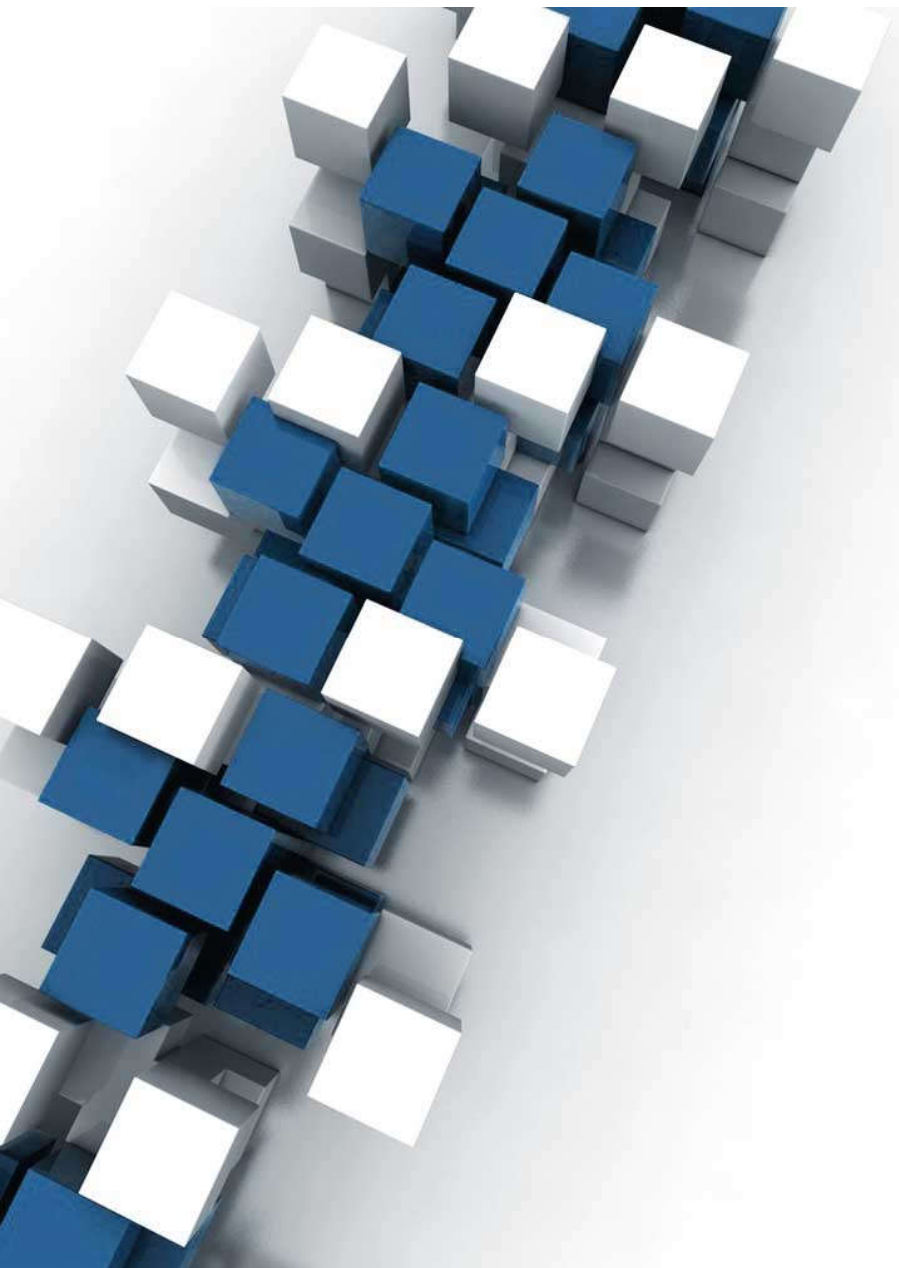
Use social media language





Use mannequins effectively





Keep seasonal items upfront



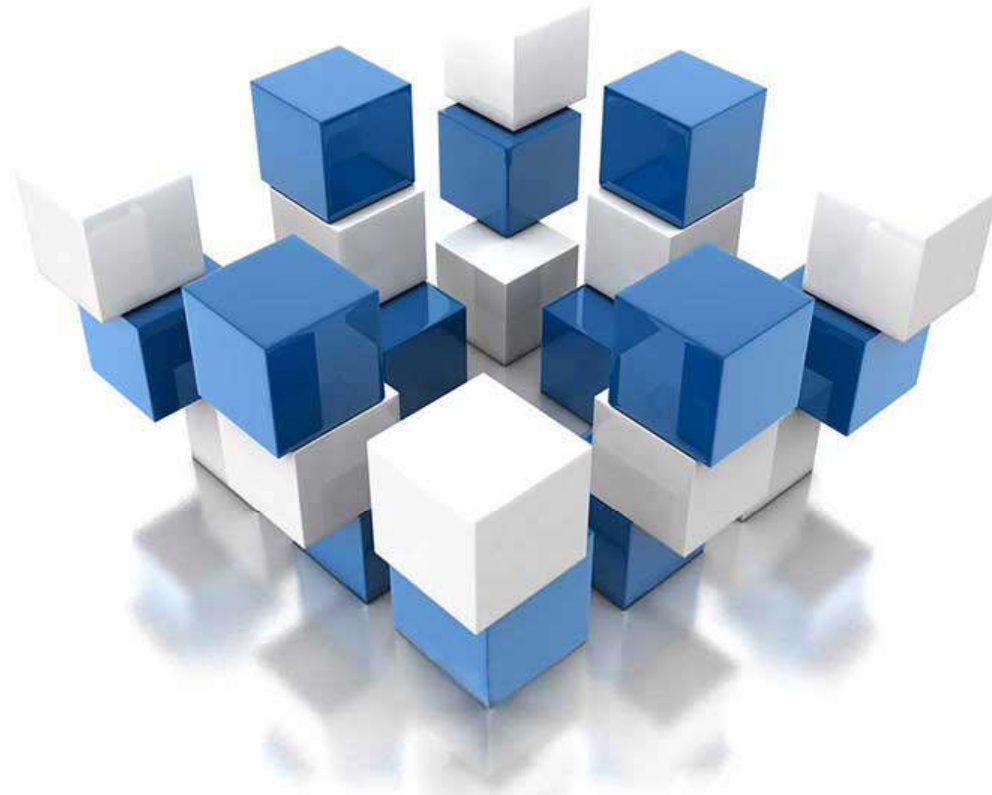
Utilize the point of sale





REFLEKSI

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



THANK YOU

Any question ?