



## Assess, Address, Achieve!

### Merchandising

It is obvious that a **good window display will attract your client's attention**, but do you know if they will enter the shop and if they do, where to from there?

**Visual merchandising** is one of your cheapest and most effective sales tools in the organisation and your ROI should be immediate and tangible.

A combination of **beauty, logic and goal orientation** comes together to form a platform that can either launch or lose your client.

In addition to the simple **attention-grabbing merchandising**, are you optimising your displays and shelves with logical use of goods to ensure that the client has maximum exposure to all related items within a few square feet?

[Visual merchandising](#) is very much an art form and with various approaches one can create very effective pieces of art that not only please the client and soothe their senses but that **convenience them and entice them all at the same time**. And the new generation client also wants to be **engaged by our merchandising** whether via social media or active display.

The fact is that as a [visual merchandiser](#) you have the ability to lead the client down a certain path. No pun intended.

It would definitely be in your interest to **have your goals in mind** when doing so. For example, if your store has a high target on a special for the month, it would be wise as far as logically possible to place this special **near one of your highest selling lines** to get maximum visual exposure.

There is also sometimes the **opportunity to merchandise weird and wonderful products together**. For example "dop en tjop" or for the risqué tampons, aspirin and chocolate!

Our younger generations, who are often those with cash in hand, are also very into "bluntness and honesty" E.g. a window display I saw in Observatory had "WTF?" all over it.

On closer inspection this turned out to be a travel agent and they were inviting people to come inside and ask the question "What's The Fare?"

So ultimately if you are looking to boost sales in any form whatsoever come and spend a creative day with us learning not only the basics of [visual merchandising](#), but stimulating your creativity, both in the interest of showing immediate results.

