



PRODUCT DISPLAY METHODS & AFTER SALES SERVICE

For NICM Training
Presented By
R Vaasu GM (Exports)

WHAT?

WHY?

HOW?



WHAT IS VISUAL MERCHANDISING?

Visual merchandising is a marketing practice that uses **floor plans, colour, lighting, displays, technology,** and other elements to attract customer attention.

Its ultimate purpose is to use the retail space to generate more sales by making a store stand out and attracting shoppers.

Creativity is key to good visual merchandising, and making your vision come to life is Contra Vision's speciality.

PRINCIPLES OF VISUAL MERCHANDISING



BALANCE



CONTRAST



EMPHASIS



REPETITION



PROPORTION



HIERARCHY



CLARITY



BRANDING

Elements of Visual Merchandising



The store exterior – marquees, window displays and entrance



The store layout – selling space, personnel space and merchandising space



The store interior – the store design (floor and wall coverings, fixtures and lighting)



The interior display – the way of displaying the merchandise

WHAT IS DISPLAY IN VISUAL MERCHANDISING ?

Encompasses all of the physical elements that merchandisers use to project an image to customers

- ✓ Promotes interest in merchandise or services
- ✓ Encourages purchasing
- ✓ Reinforces customer satisfaction





WHY IS IT IMPORTANT ?

- Attracting Customers : Eg : Perambur Idly shop , Attender Naveen
- Promoting Specific Products
- Boosting Sales
- Enhancing Your Brand Image
- Informing People
- Creating a Memorable Shopping Experience
- Differentiating Yourself From Competitors
- Providing a Testing Ground
- Building Customer Loyalty

HOW DISPLAY AFFECTS PERSONS MIND ?



- An attractive storefront and entrance can entice customers to enter the store, creating curiosity and excitement which Improves sales.
- Effective visual merchandising involves optimizing the display of products and services to highlight their features and appeal to customers.
- The Change : Eg : purple cow



COLOUR

- It draws attention to certain items and creates a mood or theme. Color is also important in retail marketing because it will increase sales if marketers choose colors that match their target audience's color preferences.



HOW TO MAKE AN
APPEALING DISPLAY

STORE AMBIENCE

- Store ambience creates a sensory experience by using lighting, music, colors or scents, which are all designed to enhance the overall customer experience.





Lighting: The right lighting setting changes the ambience of any space. It creates shadows with no visible distractions, gives the merchandise a spotlight, and makes all colours brighter.

Music: It can be used to create a positive atmosphere that increases sales because of the moods it arouses.

Scent: It can be used to create a certain mood – it increases the perceived value of products and makes customers more comfortable, relaxed, and willing to make purchases.

Visual merchandisers are responsible for:

- The total merchandise or service presentation
- The overall business/brand image
- The building and placement of design elements
- Creating a good customer experience, Make the retail space visitor engage with space with all the senses (hearing, sight, touch, smell, and taste)



TYPES OF DISPLAY

Window Display

Entryway Display

Countertop displays.

Dump Bins

Mannequins

Garment racks

Retail shelving displays

Banner Display

Display Table

Inline Displays



WINDOW DISPLAY

DUMP BINS





ENTRY WAY DISPLAY



COUNTERTOP DISPLAY

MANNEQUINS



GARMENT RACKS



RETAIL SHELVING DISPLAYS



INLINE DISPLAYS



BANNER DISPLAY




A vertical banner with a purple background. At the top left is the Co-optex logo (a butterfly). To the right is a woman in a yellow and pink saree. The text reads: "Join our Monthly Saving Scheme", "Avail more benefit upto 55%", and "Conditions Apply". Below this is a list of products: "New range of", "Kancheepuram Silk Sarees", "Thirubuvanam Silk Sarees", "Designer Soft Silk Sarees", "Cotton Sarees", "Readymade Shirts", "Chuddhar materials & Kurtis", "Ami Silk Sarees", "Salem Silk Sarees", "Organic Cotton", "Salem Silk Dh", "Lungies", and "Export Varied". At the bottom, a white circle contains "20% Special Offer".

A vertical banner with a yellow background. At the top, it says "Celebrate Pongal Season with 'Co-optex' Sarees". Below is a woman in a yellow and pink saree working in a textile mill. To the right is a traditional Pongal pot. A large white circle with a brown border contains "30% Special Offer". At the bottom, it says "Please visit our nearest showroom" and lists three locations: "DWARAKA : 2508 5997", "KHAN MARKET : 2461 1861", and "CANNAUGHT PLACE : 2336 4283". At the very bottom, it says "Shop Online @ www.cooptex.gov.in" and includes social media icons for Facebook and Instagram.

DISPLAY TABLE





**It takes
months to find
a customer....
seconds to
lose one.**

Vince Lombardi



“

After-sales service is more important than assistance before sales. It is through such service that one gets permanent customers.

KONOSUKE MATSUSHITA

©RACIOUSQUOTES.COM

AFTER SALES SERVICE



AFTER SALES SERVICE SURVEY TO CUTOMERS

1. Was your welcome to our showroom was satisfied?
2. Whether Details and specification of the products were well explained by Sales Persons?
3. Was the salesperson mannerism while your shopping experience was good?
4. Whether you were treated in a respectable way by the salesperson?
5. When was your last to our showroom?
6. What made you to visit again?
7. What was the change you could experience this time in our showroom?
8. Are you Satisfied with your purchase today?
9. Is saree collection and colors are being in today's trend?
10. What are your expectation towards Co-optex ?

Retail Customer Satisfaction

Store Location *

Date of Visit *

Was this your first visit to this store? *

Yes No

Please choose the best answer for each of the following. *

	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
The staff was friendly	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The staff was eager to help	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The staff was polite	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store was clean	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store was well organized	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store was well stocked	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
The store felt safe	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Of the item(s) you were shopping for, how many were you able to find? *

- All of the items
- Most of the items
- A few of the items
- None of the items
- I wasn't looking for anything specific

Please list any brands or items that you were unable to find or would like to see us carry.

How satisfied are you with your recent visit to our store today?



THANK YOU!
