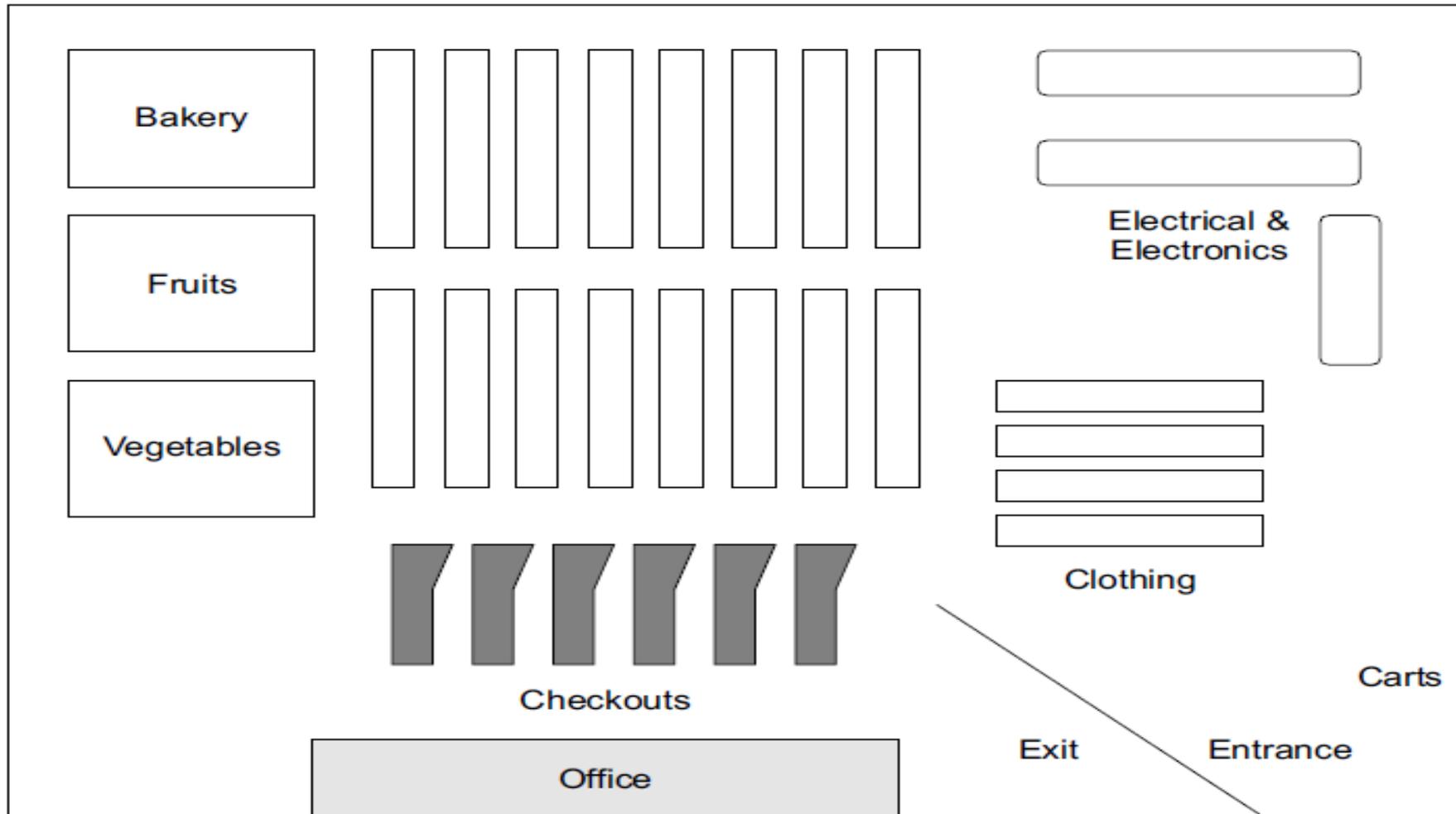


Lay Out

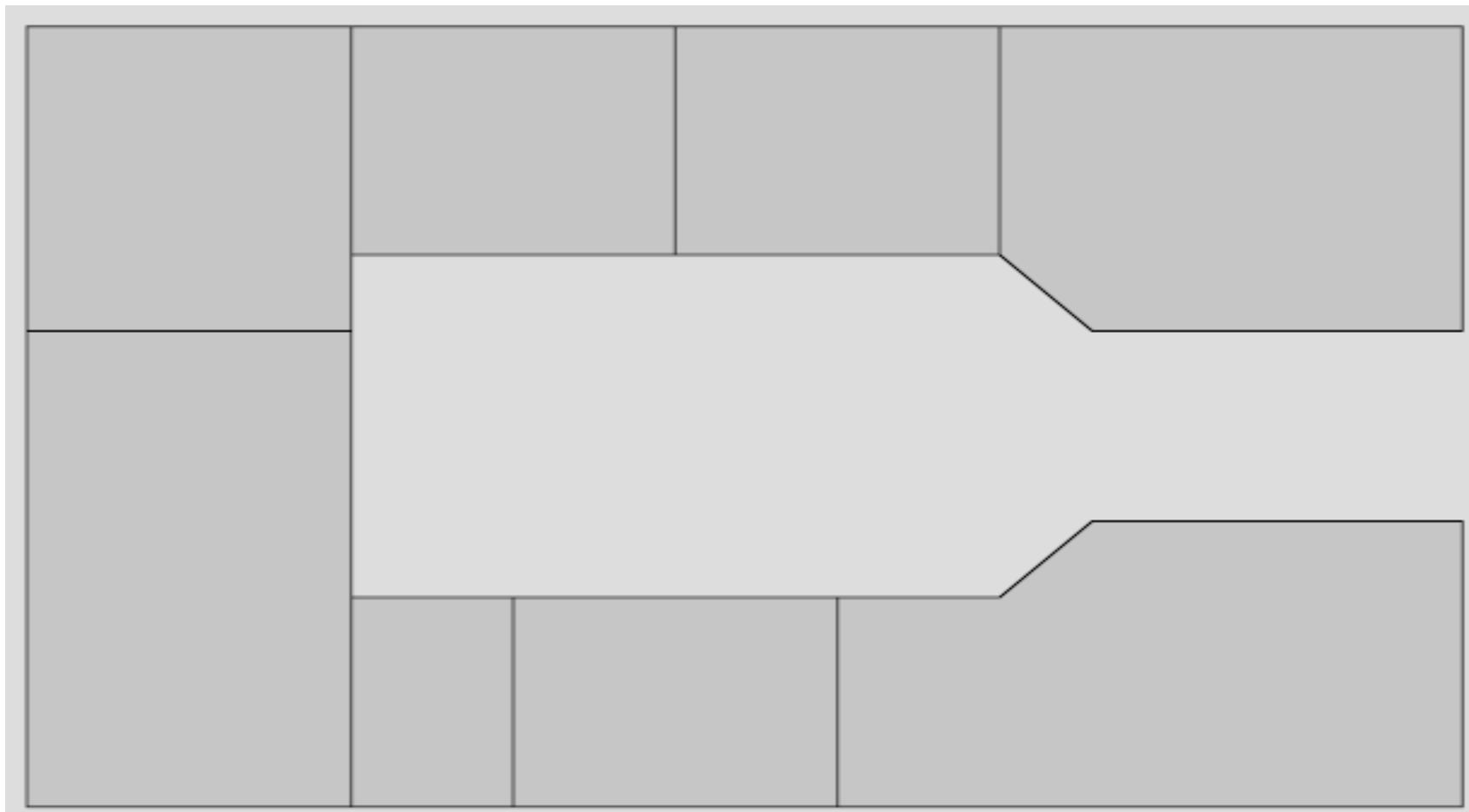
The Layout

- The Grid Layout
- The Race Track/ Loop Layout
- The Freeform Layout

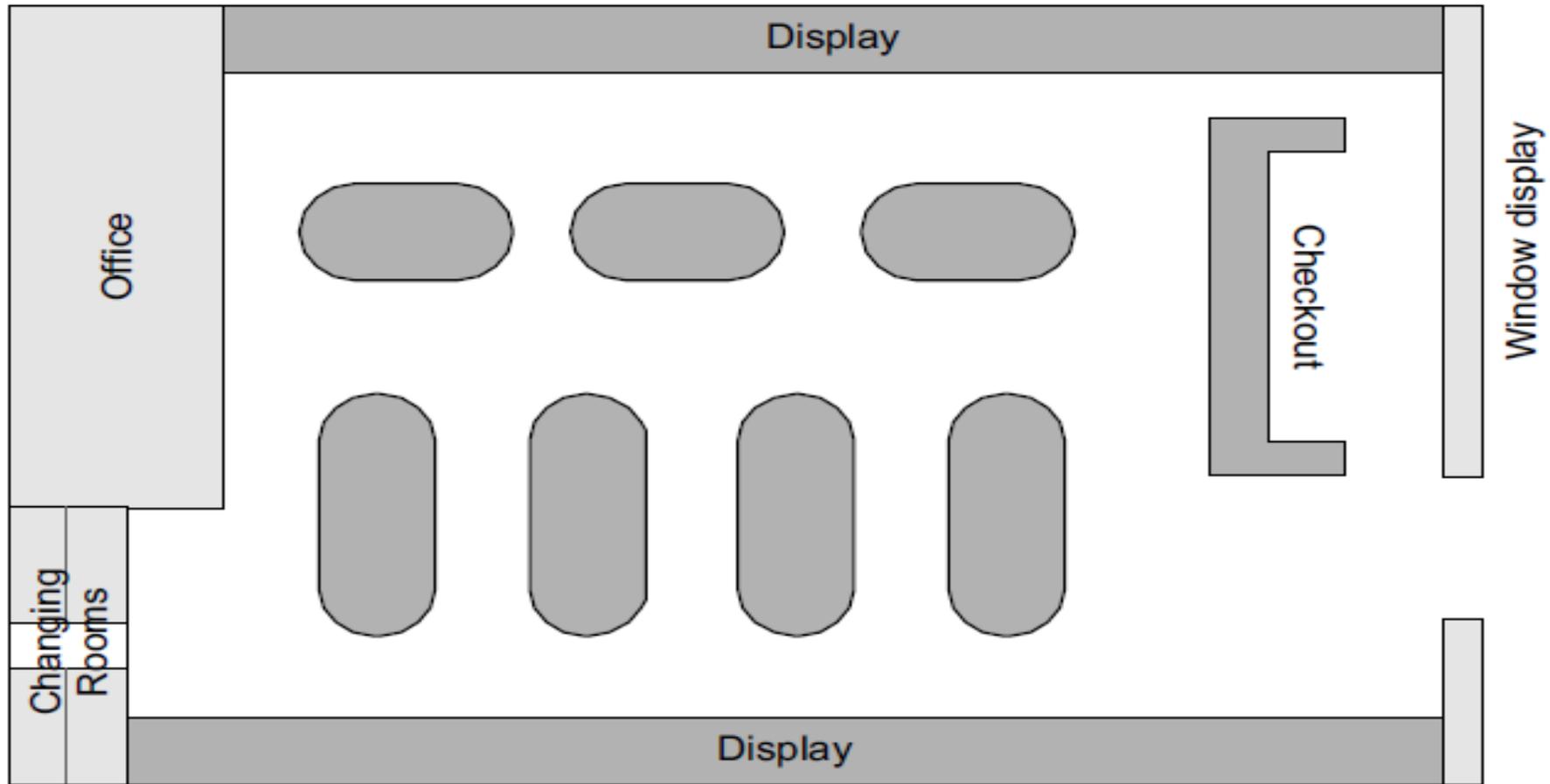
Grid Layout



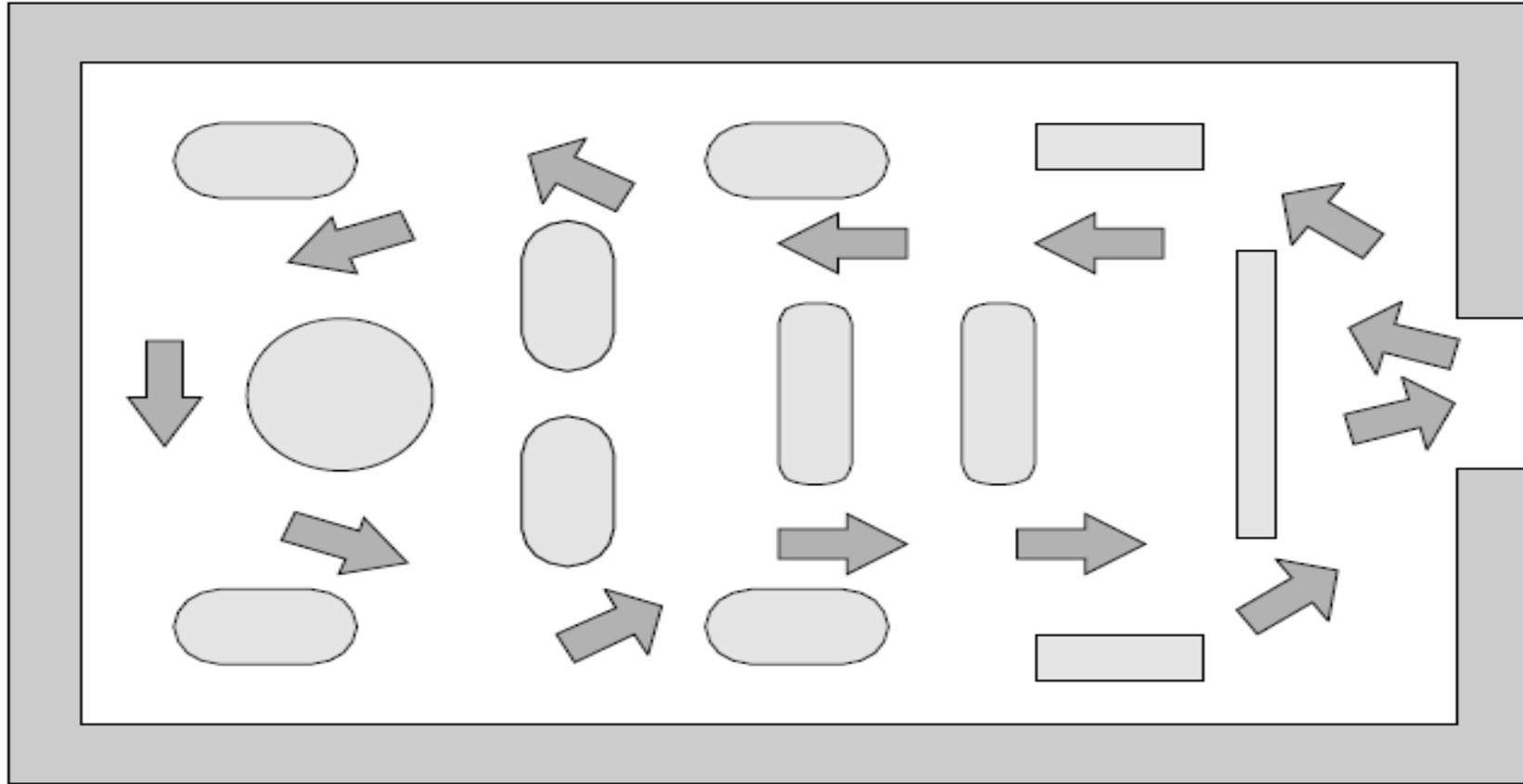
Race Track Layout



Freeform Layout



Circulation Plan



A Sample

Layout Selection-Chief Considerations

A good layout

- encourages customers to move around the complete store
- strikes the right balance between space used for displays and service areas
- considers the needs of women, the elderly, children and disabled persons who may visit the store
- keeps in mind the kind of merchandise a retailer intends to sell

Visual Merchandising

- Art of persuasion through presentation, which puts the merchandise in focus.

Role Of Visual Merchandising

- Enables sales of the products/services sold by the retailer
- Educates the consumer about the product/services in the store
- Informs customers about colours, sizes, prices and the basic location of the product
- Creates and enhances the store's image

Tools Used For Visual Merchandising

- Colours & Textures
- Fixtures and merchandise presentation
- Signages
- Windows
- Props
- Lighting
- Mannequins

Methods Of Display

- Colour Dominance
- Co-ordinated Presentation
- Presentation by Price

Common Errors In Creating A Display

- Clutter
- Lack of an underlying theme
- Too many props
- Dirty floors
- Poor Lighting