RETAIL MARKETING

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Power points: conceptual framework
PART 4.b
INTERIOR DISPLAYS

Fixtures
- Gondola
- Straight rack
- Rounder
- Four-way, feature fixture
- Cases
- Wall decorations

Merchandise presentation
- Shelving
- Folding
- Price lining
- Stacking
- Hanging
- Vertical
- Dumping
- Pegging
- Tonnage
- Frontage
- Color
- By size style
- Purchase visibility curve

Things to hold and display merchandise
- End caps
- Promotional aisles or area
- Freestanding fixture and mannequins
- Point of sale areas
- Assortment display
- Theme-setting
- Idea-oriented presentation
- Ensemble display
FIXTURES EQUIPMENT & FURNISHINGS

Purposes: UTILITY & AESTHETICS

- Efficiently hold and display merchandise
- Must help define areas of a store
- Must encourage traffic flow
- Must be in concert with the other physical aspects of the store (i.e. floor coverings & lighting)
FIXTURE: GONDOLA

Type of self-service counter with tiers of shelves, bins, or pegs

Extremely versatile

Grocery & discount store: Everything
Department store: Towels, sheets, housewares
Boutiques: Folded apparel

Careful: harder for customer to view apparel
FIXTURE: STRAIGHT RACK

Long pipe suspended with supports going to the floor or attached to a wall
FIXTURE: STRAIGHT RACK

Can hold a lot of apparel

Hard to feature specific colors and styles....

.... Which is the key to selling more

.... But only see the sleeves or a pant leg
**FIXTURE: ROUNDER**

Round fixture that sits on pedestal

*Found in most types of apparel stores*

Rounder = Bulk = Capacity fixture

Is intended to hold the bulk of merchandise without looking as heavy as a long straight rack

Easy to move

Customers can not get a frontal view of the merchandise
FIXTURE: FOUR-WAY FEATURE*

* Also known as feature fixture

2 cross bars that sit perpendicular to each other on a pedestal
FIXTURE: FOUR-WAY FEATURE*

Holds a large amount of merchandise and allows the customer to view the entire garment.

All merchandise on an arm must be similar style or color.

Careful, if not .... confusion.
**FIXTURE: CASES**

- **Cut case**: inexpensive display in which merchandise is left in the original carton.
- **Dump bin**: case that houses piles of sale clothing, marked-down books.
- **Reduced display costs**
- **Low-price image**

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**MERCHANDISING**

**M.4.**

- **Physical environment**
- **Atmospherics**
- **Interior displays**
Since retail space is often scarce and expensive retailers have successfully increased their ability to:

- store extra stock,
- display merchandise
- creatively present a message

by utilizing wall space

Designed to be hung on the wall

Merchandise can be stored on shelving and racks

Coordination of products with displays, photos or graphics featuring the merchandise
MERCHANDISE PRESENTATION: BY SIZE, COLOR & STYLE

Since the customer usually knows the desired size, color, it’s easiest to locate items organized in this manner.

Similar items are found in the same location.
When retailers offer a limited number of predetermined price points within a classification.
MERCHANDISE PRESENTATION: VERTICAL vs HORIZONTAL

Merchandise is presented vertically using walls and high gondolas.
Organize merchandise to follow the eye’s natural movement.
Left to right, top to bottom as we read.
Head level ➔ Pantene

Head level ➔ L’oreal & Fructis

Eye & Hand level ➔ Deliplus = private label

Feet level ➔ Revlon

32 centimetres
32 centimetres
32 centimetres
32 centimetres
32 centimetres
32 centimetres
10 centimetres
MERCHANDISE PRESENTATION: TONNAGE

Display technique in which large quantities of merchandise are displayed together.

Use to enhance and reinforce store’s price image.

The merchandise itself is the display.
MERCHANDISE PRESENTATION: FRONTAL

Method of displaying merchandise in which the retailer exposes as much of the product as possible to catch the customer’s eye: FACINGS

Books & magazines
MERCHANDISE PRESENTATION: PURCHASE VISIBILITY CURVE

Retailer tilts lower shelves so more merchandise is in direct view.
MERCHANDISE PRESENTATION:
STACKING

Large hardline merchandise can be stacked on shelves, the base decks of gondolas, or “flats.”

Platforms placed directly on the floor

Is easily maintained and gives an image of high volume and low price.
MERCHANDISE PRESENTATION: HANGING

Apparel on hangers can be hung from softlines fixtures, such as:

- Racks
- Four way
- Bars installed on gondolas
- Wall systems
MERCHANDISE PRESENTATION: DUMPING

Large quantities of small merchandise can be dumped in bins or baskets inserted into gondolas or wall systems.

Highly effective promotional method for:

- **Softlines (socks)**
- **Hardlines (batteries, grocery products, candy)**

Creates a high-volume, low-cost image.
MERCHANDISE PRESENTATION: PEGGING

Small merchandise can be hung from peg hooks.

Used in:
- Softlines (socks)
- Hardlines

Provides a neat, orderly appearance.

Can be labor intensive to display and maintain.
MERCHANDISE PRESENTATION:
SHELVING & TABLES

The majority of merchandise is placed on shelves that are inserted into gondolas or wall systems.

Flexible & easy to maintain
FREESTANDING FIXTURE AND MANNEQUINS

Design to get customer’s attention
Display the newest
Customers express approval at being able to:

- see design
- entire outfits
- see what the clothes will look like

Influence the suggestion that influence multiple purpose

MANNEQUINS

Very visual(*)

Stimulate browsing(**) ... However....

... the only mannequins that generated an adverse reaction were those used in the “Miss Sixty” concession – these were non-traditional clear torso mannequins


MERCHANDISE PRESENTATION:
POINT OF SALE AREAS

Customer is almost held captive there.
END CAPS & PROMOTIONAL AISLES OR AREA

End of an aisle. High visibility
ASSORTMENT DISPLAY

One in which retailer exhibits a wide range of merchandise

Greeting cards
Books & magazines
Fruit & vegetables
THEME-SETTING & IDEA-ORIENTED PRESENTATION

Depicts a product in a thematic manner

Employees dressed..............
Valentine’s Day
Book’s Day
magazines
ENSEMBLE DISPLAY

Instead of grouping and showing merchandise in separate categories, ease of purchase and possible to envision an entire outfit or combination of products.

**Products are “grouped”**

Merchandise show complementary products next to the main one.
MERCHANDISING

M.1. Communication methods

M.2. Retail image

M.3. Design of a store

M.4. Physical environment

M.5. Customer service

Atmospherics

Exterior

General interior

Store layout

INTERIOR DISPLAYS. End