



# MERCHANDISING

Simplified

Abdul Gafoor

# Types of Merchandising



RETAIL  
MERCHANDISING



VISUAL  
MERCHANDISING



PRODUCT  
MERCHANDISING



DIGITAL  
MERCHANDISING





This presentation is about Retail Merchandising

**What is retail Merchandising & Importance**





## Merchandising

It involves all the non-verbal tactics retailers employ in-store to promote product sales.





# What is Retail Merchandising

Retail merchandising is a process of attracting shoppers to sell products/services by using marketing & promotional activities. The products are available for sale only in physical stores like malls, some events.



# What is difference between sale and Merchandising

---

Sales and merchandising are very similar however, they are *not* the same thing. Merchandising is a tactic used to encourage customer purchases in-store.

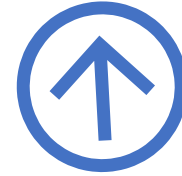
Sales refers to the actual act of customers making a purchase.



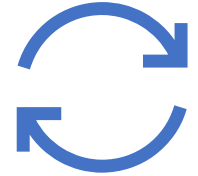
# Benefits of Merchandising



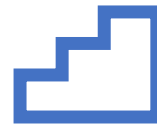
**Increased Foot  
Traffic**



**Higher Sales**



**Faster Inventory  
Turnover**



**Better Use of  
Floor Space**

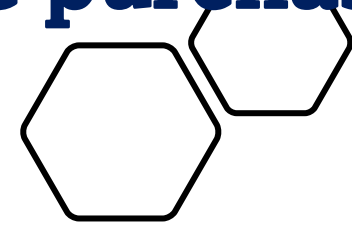


**Higher Customer  
Return Rate**





# **Merchandising generates Impulse purchase**



**Unlike a regular purchase, impulse buys are unplanned and often appeal to a sense of instant gratification. Effective pricing and display techniques are merchandising tools that incite impulse shopping.**





**JO DHIKTA HAI  
WO BIKTHA HAI**

---

**THE VISIBLE THAT SELLS**



A woman with long blonde hair, wearing a light green polo shirt, is standing in a grocery store aisle. She is holding two bottles side-by-side, comparing them. The background shows shelves stocked with various products, including what appears to be a display of bottled beverages. The image has a semi-transparent dark overlay.

**JO DHIKTA HAI  
WO BIKTHA HAI**

**THE VISIBLE THAT SELLS**

**OK**

**But How much?**



**Sales + Merchandising = Increased sale**





# As per a survey- The sales with merchandising

**New Products**

**Sales Increased by +388%**

**Regular usage products**

**Sales increased by +40%**

**Eye level display products**

**Sales increased by 40- 60%**

**Merchandised outlets**

**Sales increased by 70%**



# Shelves signs and results

Price reduce sign

0 – 9% sales increase

Price reduce with product name

Sales increased 5% - 31%

Price reduce, product name with product image

Sales increased by 10- 43%

Price reduce, product name, product image and shelf strip

Sales increased by 12- 52%





# OFF! Backyard Pretreat & Fogger

was:  
\$14.88

Now: \$3.83

221-386

Lower prices... Guaranteed.  
Los precios más bajos... Garantizados.





**PINEAPPLE**

¥ 2.00/EACH



**SATSUMA**

¥ 3.00/KG



## Stock arrangement in merchandising

More weight products by keeping more than 6 feet height in shelf

45% sales dropped

Normal products by keeping more than 6 feet height

22% sales dropped.

Confectioneries displayed at cash counters (impulse purchase)

Sales increased by 70%

# Merchandiser's kit must contain

Tape  
Stapler and pins  
Cloth to clean shelves and shelve glasses  
Scissor  
Hammer & Nails  
Rope or thread  
Colour paper  
Rubber bands  
Jam clips  
Punching machine  
Cardboard paper  
And all POP materials like. Backing paper,  
shelf strips, posters, hangers, Danglars etc.

