

Best practices for retail merchandising units

This slide showcases best practices for maintaining retail merchandising units. It includes try before you buy, window display, regular changing, cross merchandising, up-selling, cross-selling, product samples, etc.



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Implement "try before you buy"

- Showcase product samples over display unit and allow customers to get hands on experience
- Increases customer's willingness to purchase by 54%
- Add text here

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Enhance window display

- Choose seasonal themes and keep assorted products at eye level
- Increases customer response rate by 87%
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Change regularly

- Alter product displays on routine basis, focus on big displays and highlight seasonal products
- Improves customer's interest rate by 73%
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Display cross-merchandising

- Identify up-selling and cross-selling products & strategically put them together
- Improves retail store sales by 77%
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Retail Advertising Management And Technique

Marcel A. Müller



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