

13.10: Putting It Together- Retail Image- Layout and Visual Merchandising

Whether a retailer is putting the rules of visual merchandising to work in a brick-and-mortar store, or on an online retail platform, he's working to maximize sales. Visual merchandising is just that – a tool to encourage a shopper to buy more.

Luckily for us, shoppers are predictable. The way they walk through the store, what they like and don't like when they enter one, and how they want to handle the merchandise are all well studied and understood. It's only up to the retailer to get creative about displaying her merchandise right.

As we said in the beginning, a customer makes 80% of his purchasing decisions in the store. Visual merchandising is the retailer's tool to influence the customer and make more sales. That means more margin and more profit.

That's the best possible reason for visual merchandising.

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