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5 Core
Merchandising Tips
to Optimize the
VERY BEST
shopping small
experience in your
store!

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Color: The Soul. The color palette is the essence of the display ... People are visual



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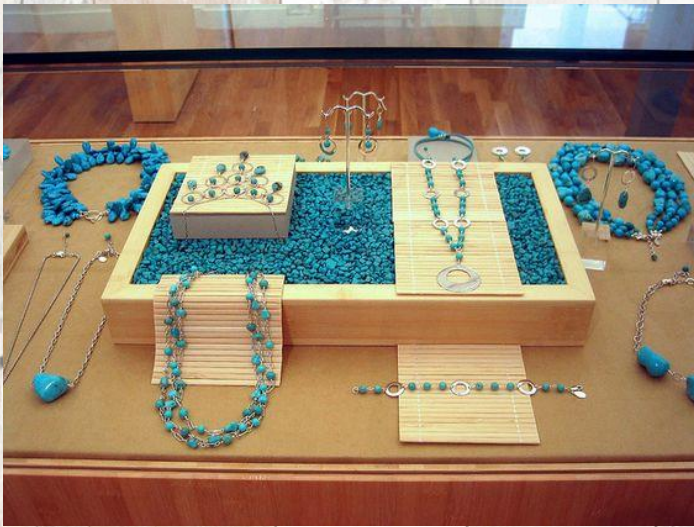
Landscape:
The Ups and Downs. The
elevation of products is
referred to as
landscaping...use negative
spacing & Height Matters!...



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Texture: The Touch and Feel

Special Note: Contrast in texture can enhance a display



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Communication:
The Storyteller.
The silent salesperson



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Decor: The Finishing Touches.





Results of GREAT Visual Displays:

- INCREASED UNITS PER TRANSACTION – UPT's
- INCREASED AVERAGE DOLLAR SALE – ADS's
- INCREASE IN OVERALL SALES 15% AND HIGHER \$\$\$
- INCREASED MARGINS
- MAXIMIZE RETAIL SQUARE FOOTAGE
- MORE TOUCHING BY CUSTOMERS
- HAPPIER CUSTOMER EXPERIENCE
- LESS THINKING AND MORE SHOPPING
- HAPPIER STORE OWNERS
- MORE UNIQUE GIFTS TO OFFER
- LESS WORRYING ABOUT THE COMPETITION
- BEAUTIFUL STORES HAVE A LONGER SUCCESS RECORD
- HIGHER CUSTOMER SATISFACTION LEVEL
- MORE FUN TO PUT OUT NEW ITEMS
- STORE IS EASILY NAVIGATED AND UNDERSTOOD
- LESS CLUTTER
- MAKE SHOPPING SMALL SOMETHING BIG

#SUPPORTLOCALBUSINESS

#VISUALMERCHANDISING

#INCREASESALES

#SHOPSMALL