Type of Organisation, 3 from the list below:

Department store, Discount store, Supermarket, Hypermarket, Convenience tobacco newsagent (CTN), Franchise, Wholesale, Factory outlet, Cash and carry, Non-profit organisation, Mobile shop, Farm shop, Outdoor and indoor market.

You should self and peer assess your work and give each point marks out of 10.

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outlet 1 | Outlet 2  | Outlet 3 |
| Type of Organisation |  |  |  |
| Name of Organisation |  |  |  |
| LO1 Know the visual merchandising and display techniques used in different retail outlets |
| P1 Describe how visual merchandising techniques are applied to goods in different types of retail outlets |
|  | Self | Peer | Self | Peer | Self | Peer |
| Shelf layout |  |  |  |  |  |  |
| Positioning |  |  |  |  |  |  |
| Stock facings |  |  |  |  |  |  |
| Horizontal and verticalBlocking |  |  |  |  |  |  |
| Price marking legislation |  |  |  |  |  |  |
| Use of point of sale material |  |  |  |  |  |  |
| Themes |  |  |  |  |  |  |
| Promotions & special events |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| *Use of fixtures and fittings* |  |  |  |  |  |  |
| Hardline fixtures, eg gondolas, tables, bins,Containers |  |  |  |  |  |  |
| Softline fixtures, eg round rails and four-ways |  |  |  |  |  |  |
| Wall fixtures, eg shelves, hooks, hanger bars |  |  |  |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outlet 1 | Outlet 2  | Outlet 3 |
| *Different kinds of goods*  |  |  |  |
|  Impulse goods |  |  |  |  |  |  |
| Convenience goods |  |  |  |  |  |  |
| Speciality goods |  |  |  |  |  |  |
| Complementary merchandise placement |  |  |  |  |  |  |
| Seasonal goods; |  |  |  |  |  |  |
| Brown and white goods |  |  |  |  |  |  |

3 Strengths:

2 Areas for improvement:

How your work will help me with mine:

Name (Self):

Name (Peer):

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outlet 1 | Outlet 2  | Outlet 3 |
| Type of Organisation |  |  |  |
| Name of Organisation |  |  |  |
| LO2 Know how space is used for merchandising and displaying goods |
| P2 Describe how space is used to display goods in three retail outlets |
|  | Self | Peer | Self | Peer | Self | Peer |
| *Layouts*: |  |  |  |  |  |  |
| grid iron |  |  |  |  |  |  |
| open/free-flow |  |  |  |  |  |  |
| boutique |  |  |  |  |  |  |
| spine |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| *Customer traffic flow*: |  |  |  |  |  |  |
| entrance design (flat, recess, open) |  |  |  |  |  |  |
| automatic doors |  |  |  |  |  |  |
| access |  |  |  |  |  |  |
| multi-level outlets |  |  |  |  |  |  |
| aisle size |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| *Space usage*:  |  |  |  |  |  |  |
| storage versus selling*;* |  |  |  |  |  |  |
| using historical sales;  |  |  |  |  |  |  |
| allocation by gross margin;  |  |  |  |  |  |  |
| sales less cost ofgoods sold;  |  |  |  |  |  |  |
| value of space in terms of sales per square metre;  |  |  |  |  |  |  |
| sales per linear metre used for shelf spacefor groceries; sales per cubic metre used for fridges and freezers;  |  |  |  |  |  |  |
| positioning of departments;  |  |  |  |  |  |  |
| use offreestanding displays;  |  |  |  |  |  |  |
| allocation of space for fitting rooms;  |  |  |  |  |  |  |
| preparation of fish, flowers and meats;  |  |  |  |  |  |  |
| samplingand demonstration;  |  |  |  |  |  |  |
| complementary merchandise placement;  |  |  |  |  |  |  |
| positioning of seasonal areas and goods |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| *Displaying goods*:  |  |  |  |  |  |  |
| window;  |  |  |  |  |  |  |
| internal location (aisle ends, near stairs, entrances, escalators, lifts);  |  |  |  |  |  |  |
| Different products;  |  |  |  |  |  |  |
| themes;  |  |  |  |  |  |  |
| promotions;  |  |  |  |  |  |  |
| special events;  |  |  |  |  |  |  |
| balance;  |  |  |  |  |  |  |
| dominance;  |  |  |  |  |  |  |
| eye movement;  |  |  |  |  |  |  |
| gradation; |  |  |  |  |  |  |
| symmetry; asymmetry;  |  |  |  |  |  |  |
| link with merchandise on sale;  |  |  |  |  |  |  |
| correct temperature;  |  |  |  |  |  |  |
| use of props;  |  |  |  |  |  |  |
| substitute food; |  |  |  |  |  |  |
| mannequins;  |  |  |  |  |  |  |
| furnishing enhancements;  |  |  |  |  |  |  |
| point of sale (POS);  |  |  |  |  |  |  |
| monitoring display effect;  |  |  |  |  |  |  |
| ticketing legislationeg Trades Description Act 1968, Food Safety Act 1990, Price Marking Order 1991 including subsequentamendments;  |  |  |  |  |  |  |
| height of merchandise;  |  |  |  |  |  |  |
| ticket positioning |  |  |  |  |  |  |

3 Strengths:

2 Areas for improvement:

How your work will help me with mine:

Name (Self):

Name (Peer):

|  |  |  |  |
| --- | --- | --- | --- |
|  | Outlet 1 | Outlet 2  | Outlet 3 |
| Type of Organisation |  |  |  |
| Name of Organisation |  |  |  |
| LO3 Understand the psychology used in visual merchandising to influence customers to purchase goods |
| P3 explain how retail outlets use psychology in their visual merchandising and display techniques to encourage customers to purchase goods |
|  | Self | Peer | Self | Peer | Self | Peer |
| *Tangible techniques*:  |  |  |  |  |  |  |
| how customers are influenced by window displays;  |  |  |  |  |  |  |
| transition zone;  |  |  |  |  |  |  |
| use of company/ brand name;  |  |  |  |  |  |  |
| fixture positioning;  |  |  |  |  |  |  |
| use of mirrors;  |  |  |  |  |  |  |
| signage;  |  |  |  |  |  |  |
| promotions; |  |  |  |  |  |  |
| odd versus even pricing;  |  |  |  |  |  |  |
| price lining; |  |  |  |  |  |  |
| using price premiums;  |  |  |  |  |  |  |
| packaging design;  |  |  |  |  |  |  |
| angles and sight-lines,  |  |  |  |  |  |  |
| vertical and horizontal colour-blocking;  |  |  |  |  |  |  |
| Use of point of sale (POS) material |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
| *Intangible techniques*:  |  |  |  |  |  |  |
| how customers are influenced by senses (sight, touch, smell, taste, hearing); |  |  |  |  |  |  |
| how light, colour, texture, shape and dimension combine to achieve a visual effect;  |  |  |  |  |  |  |
| use of ‘openmerchandising’; |  |  |  |  |  |  |
| visible and accessible products, eg cars, fruit, vegetables, clothing, furniture and horticultural items;  |  |  |  |  |  |  |
| demonstrations, eg wearing new ranges of clothes, cosmetics, accessories, perfumery; |  |  |  |  |  |  |
| trials/sampling;  |  |  |  |  |  |  |
| add-ons;  |  |  |  |  |  |  |
| tidiness;  |  |  |  |  |  |  |
| creating atmospherics (music, mirrors, lighting, eg coloured lights, halogen, fluorescent, incandescent, natural);  |  |  |  |  |  |  |
| wall displays,  |  |  |  |  |  |  |
| face outs,  |  |  |  |  |  |  |
| sleeve outs;  |  |  |  |  |  |  |
| use of furniture to create social familiarisation |  |  |  |  |  |  |

3 Strengths:

2 Areas for improvement:

How your work will help me with mine:

Name (Self):

Name (Peer):