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 vertical  Blocking |  |  |  |  |  |  |
| 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 of  goods sold; |  |  |  |  |  |  |
| value of space in terms of sales per square metre; |  |  |  |  |  |  |
| sales per linear metre used for shelf space  for groceries;  sales per cubic metre used for fridges and freezers; |  |  |  |  |  |  |
| positioning of departments; |  |  |  |  |  |  |
| use of  freestanding displays; |  |  |  |  |  |  |
| allocation of space for fitting rooms; |  |  |  |  |  |  |
| preparation of fish, flowers and meats; |  |  |  |  |  |  |
| sampling  and 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 legislation  eg Trades Description Act 1968, Food Safety Act 1990, Price Marking Order 1991 including subsequent  amendments; |  |  |  |  |  |  |
| 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):