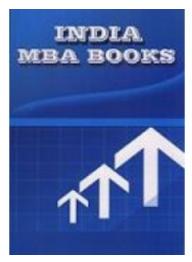
VISUAL MERCHANDISING SOLVED NOTES EBOOK CHAPTERWISE



Brand:

Product Code: ebook3

Weight: 0.00kg

Price: Rs500

Short Description

VISUAL MERCHANDISING SOLVED NOTES EBOOK CHAPTERWISE

Description

VISUAL MERCHANDISING MANAGEMENT SOLVED NOTES EBOOK CHAPTERWISE

<u>Product Details</u>: VISUAL MERCHANDISING SOLVED NOTES EBOOK CHAPTERWISE

Format: EBOOK DOWNLOAD IN FEW HOURS

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Edition Description: 2018-19

Pages : 220+

RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS

1. DOWNLOAD EBOOK WITH NOTES CHAPER WISE

PREVIEW OF CHAPTERS

SYLLABUS

VISUAL MERCHANDISING

Topics

- 1. Introduction to retail Retailing: Definition, Evolution and Formats, Relating Retail with Customer Profile, The Indian Retail Industry
- 2. World of visual merchandising Visual merchandising: Definition and functions, History, Understanding retail in India
- 3. Image Mix and Store Exteriors and Interiors: Elements of Display, All I Do Can Sell (AIDCS) Retail Store—Site and Design, Image Mix: The Top Six Elements, Store Exteriors, Store Interiors
- 4. The Basics of Visual Merchandising Display Basics, Design Basics, Principles of Design, Colour Blocking—People Buy Colours, Signage, Understanding Materials
- 5. Store Planning and Fixtures The Purpose of Planning Fixtures, Types of Fixtures
- 6. Circulation Plan and Planograms Circulation Plan and Types of Circulation Plans, Meaning and Purpose of a Planogram, Benefits of a Planogram, Implementation and Maintenance of a Planogram
- 7. Merchandise Presentation Meaning of Merchandise Presentation, Principles of Merchandise Presentation, Categories in Merchandise Presentation, Dominance Factor in Merchandise Presentation, Cross Merchandising
- 8. Window Displays Window Display—Meaning and Scope, Vis-à-vis Merchandise, Types of Setting, Promotional Display Vs. Institutional Display, Window Display—Construction
- 9. Visual Merchandising—Hands On Styling, Display Calendar, Sales Tracking, Handling the Mannequin, Props, Lighting, Organising an In-store Event, VM Tool Kit, Quality and Process in Visual Merchandising, Standard Operating Procedures (SOPs)
- 10. Experiential Retail Brand Experience—Brand-centric to Customer-centric, Experience Design—Beyond Visual Merchandising, Generation C—The Changing Consumer, The Magic of Augmented and Mixed Realities, Experiential Retail—The New Retail Scenario

Details

- 1. Pdf book chapter wise
- 2. Detail chapter wise quality notes
- 3. Ready to print
- 4. Download in few hrs or 24 hrs
- 5. Huge selling