

# VISUAL MERCHANDISING SOLVED NOTES EBOOK CHAPTERWISE



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## **Short Description**

**VISUAL MERCHANDISING SOLVED NOTES EBOOK CHAPTERWISE**

## **Description**

**VISUAL MERCHANDISING MANAGEMENT SOLVED NOTES EBOOK CHAPTERWISE**

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## **1. DOWNLOAD EBOOK WITH NOTES CHAPTER 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**

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