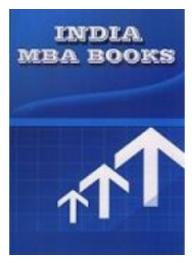
Store Location, Design and Visual Merchandising SOLVED NOTES EBOOK CHAPTERWISE



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Description

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<u>Product Details</u>: Store Location, Design and Visual Merchandising SOLVED NOTES EBOOK CHAPTERWISE

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PREVIEW OF CHAPTERS SYLLABUS

Store Location, Design and Visual Merchandising

Unit - I

Store Location – Importance of Store Location – Types of Store Location – Isolated or Freestanding location – Unplanned Shopping Centers – Planned Shopping Centers – Store Location and Retail Strategy – Selecting the Store Location – Market Area Analysis – Effect of demographic, economic, cultural, demand, competition and infrastructural factors.

Unit - II

Trade Area Analysis – Size and shape of trading areas – Defining the trade area – Reilly's law Huff's Probability Model – Index of Retail Saturation Theory – Site Evaluation and Selection – Estimating the potential – Selecting the Specific Site. Objectives of a good store design – Creating a Store image – Creating a buying environment – Store Exteriors – Store Interiors – Store Layout Design – Types Grid – Racetrack – FreeForm – Feature areas – Space planning – Location of department – Location of merchandise within departments: Use of Plano grams.

Unit - III

Merchandise facilitators (fixtures, props, graphics and Signs etc) and material, current developments in visual materials, fixtures, retail space management, floor plan blueprints.

Unit - IV

Visual Merchandising – concept – role and influence as a communication tool – Merchandise presentation techniques – idea oriented presentation – Style / item presentation – colour presentation

Price Lining – vertical Merchandising – Tonnage merchandising – Frontage presentation – Store Fixtures/ Furniture. Store Atmospherics – Visual communication – Lighting – Colour, Music and Scent – Displays and POPs. Unit - V

Store Management, Responsibilities of Store Manager, Store Security and Parking Space Problem at Retail Centers, Store Record and Accounting System, Coding System, Material Handling in Stores, Mall

Management, Factor Influencing Mall establishments.

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