

# Store Location, Design and Visual Merchandising SOLVED NOTES EBOOK CHAPTERWISE



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## **Short Description**

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**Product Details: Store Location, Design and 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 : 250+**

## **RATING OF EBOOK: EXCELLENT DOWNLOAD IN FEW HOURS**

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

#### **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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