

## Unit 3 - Merchandising & Display for Retail Sales

Learning Outcomes	Topics	Suggested Resources	Activities
<p>1. Know the techniques retail outlets use to merchandise and display their products</p>	<p><u>Merchandising and display techniques:</u> organisational policies, business objectives, planograms, shelf layout, positioning, stock facings, horizontal and vertical blocking, price marking legislation, use of Point-of-Sale material, location, corporate policy and procedures, different products, themes, promotions, special events, balance, sales appeal, link with merchandise on sale, 'open-sell' display, ticketing; correct temperature, substitute food, containers, enhancing of store image,, use of props, lighting, colour</p>	<p><u>Publications:</u> Catalogues from a variety of merchandising companies ( See resources list )  <u>Web Sites:</u> <a href="http://www.shelfhelp.co.uk/planograms">www.shelfhelp.co.uk/planograms</a>  <a href="http://www.focalpop.co.uk">www.focalpop.co.uk</a> -  <a href="http://www.popbuyer.co.uk">www.popbuyer.co.uk</a>- } All these contain  <a href="http://www.retail-vision.co.uk/">www.retail-vision.co.uk/</a> } information on techniques  <a href="http://www.displaywizard.co.uk/">www.displaywizard.co.uk/</a> } and specific equipment  <a href="http://www.popai.co.uk">www.popai.co.uk</a>  <a href="http://www.shopkit.com">www.shopkit.com</a>  <u>Visits/speakers:</u> Supermarkets &amp; other stores.                      Contact your local Education Business Link organisation</p>	<p>3.1.1 - Windows of opportunity                      3.1.2- Planograms in Food Sector                      3.1.3 -Investigating Display Techniques                      3.1.4 Display Techniques                      3.1.12 - Examples of merchandising techniques</p>
	<p><u>Different kinds of products:</u> impulse goods, convenience goods, search and compare lines, speciality goods, complementary merchandise placement, seasonal goods</p>	<p><u>Publications:</u> GNVQ Intermediate Retail Distribution - <b>Lewis &amp; Trevitt - available from Amazon</b>                      BTEC Introduction to Business, Retail &amp; Administration                      Heinemann - H Seliet- Good for students  <u>Websites:</u> <a href="http://www.sharwoods.com/trade">www.sharwoods.com/trade</a> - Sample product planograms  <u>Visits:</u> Street surveys looking at/ identifying different types of products in different stores</p>	<p>3.1.5 Food Shops                      3.1.6 Product pictures                      3.1.7 What type of product</p>
	<p><u>Size and nature of retail outlets:</u> small, independent, multiple, variety chain, factory outlet, specialist, franchise, department store, hypermarket, superstore, wholesaler/cash and carry, CTN, discount stores, supermarket</p>	<p><u>Publications:</u> The Business of Retailing - <b>Gillian Dale</b>                      Introduction to Retail Management - <b>Cox R and Brittain P</b>                      BTEC Introduction to Business, Retail &amp; Administration                      Heinemann - H Seliet  <u>Visits/speakers</u> - Local Chamber of commerce/                      Education Business Partnership</p>	<p>3.1.8 Special Report                      3.1.9 - Different size of Retail outlets</p>

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1. Know the <b>techniques</b> retail outlets use to merchandise and display their products	<u>Location</u> : 'high street', out-of-town, village, retail park, leisure/tourism attraction	<u>Web Sites</u> : <a href="http://www.dalziel-pow.co.uk/">http://www.dalziel-pow.co.uk/</a> <a href="http://www.bized.ac.uk/current/leisure/2004_5/140305.htm">http://www.bized.ac.uk/current/leisure/2004_5/140305.htm</a> - Psychology of shopping <u>Case Studies</u> : <a href="http://www.rural-shops-alliance.co.uk/images/layout.pdf">www.rural-shops-alliance.co.uk/images/layout.pdf</a> & <a href="http://www.rural-shops-alliance.co.uk/images/mechandising.pdf">www.rural-shops-alliance.co.uk/images/mechandising.pdf</a>	3.1.10 Techniques for different locations
	<u>Business objectives</u> : sales generation, profit generation, corporate image, expansion, survival	<u>Web Sites</u> : <a href="http://www.bized.ac.uk/educators/16-19/business/strategy/presentation/busobjectives2_m ap.htm">http://www.bized.ac.uk/educators/16-19/business/strategy/presentation/busobjectives2_m ap.htm</a> <u>Visits/speakers</u> - Local business organisations	3.1.11 - Techniques used for different purposes

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2. Understand the <b>methods</b> used by retailers to <b>encourage</b> customers to buy	<u>Tangibles</u> : windows – transition zone, use of company/brand name, fixture positioning, use of mirrors, signage, promotions, odd vs. even pricing, price lining, using price premiums; fitting rooms, packaging design	<u>Information sheets</u> : IS- 3.1- Display Props <u>Publications</u> : Catalogues from merchandising companies Retail Desire: Design, Display and the Art of the Visual Merchandiser - J. Tucker Smart Retail - Richard Hammond Retail Week Magazine <a href="http://www.retail-week.com">www.retail-week.com</a> <u>Web Sites</u> : <a href="http://www.taylorassociates.demon.co.uk">www.taylorassociates.demon.co.uk</a> - Case studies <a href="http://www2.mad.co.uk/publications/ism/pop2006/shortlist.html">http://www2.mad.co.uk/publications/ism/pop2006/shortlist.html</a> - POP - Award winning displays <u>Case studies</u> : CS 2 - Rare Basics <u>Visits</u> : Supermarkets & other stores	3.2.1 Attracting the customers Examples of "good "windows and those with "room for improvement". (These could be created for a Powerpoint presentation . Digital images could also be collected by students.

	<u>Intangibles</u> : using senses – sight, touch, smell, taste, hearing; use of 'open-sell' display, sales staff use, trials/sampling, add-ons, tidiness, colour, light	<u>Publications</u> : Art of Retail Display - M Portas In Store Magazine - a variety of case studies Retail Desire: Design, Display and the Art of the Visual Merchandiser_ <b>Johnny Tucker</b> _ - RotoVision <u>Web Sites</u> : <a href="http://www.rvmww.com">www.rvmww.com</a> - Merchandising directory <a href="http://www.mediazest.com/2-whispering-windows.htm">www.mediazest.com/2-whispering-windows.htm</a> - Case study <a href="http://www.sonybiz.net/retail">http://www.sonybiz.net/retail</a> <u>Visits</u> : Visit to Rare Basics/ Shopping Malls	3.2.2 Colour Combinations
<b>Learning Outcomes</b>	<b>Topics</b>	<b>Suggested Resources</b>	<b>Activities</b>
2. Understand the <b>methods</b> used by retailers to <b>encourage</b> customers to buy	<u>Organisational influences on display</u> : Plans, relation to business objectives; marketing strategy; seasonal trends; historical sales data; new stock ranges; expand market; frequency of changes	<u>Information sheets</u> : <u>Publications</u> : Shop Display reports e.g Mary Portas - Saturday Telegraph <u>Web Sites</u> : <a href="http://www.retailtechnology.co.uk">www.retailtechnology.co.uk</a>	3.2.3 - Display Plans
	<u>Display</u> : location, corporate policy and procedures, different products, themes, promotions, special events, balance, sales appeal, link with merchandise on sale, 'open-sell' display, ticketing; enhance store image, use of props, lighting, colour, how to calculate and select the correct type, quantity & quality of stock required for display.	<u>Information sheets</u> : IS 3.2 - Point of Purchase , IS 3.3 Supermarket strategies <u>Web Sites</u> : <a href="http://www.bodyline.ltd.uk">www.bodyline.ltd.uk</a> <a href="http://www.fashioncapital.co.uk/content/view/27/50/">www.fashioncapital.co.uk/content/view/27/50/</a> - Information on window displays <a href="http://www.minkibalinki.com/">www.minkibalinki.com/</a> <a href="http://www.rarebasics.co.uk">www.rarebasics.co.uk</a> <a href="http://propsstudios.co.uk/www.millingtonassociates.com">http://propsstudios.co.uk/www.millingtonassociates.com</a> contain a variety of excellent case studies <a href="http://www.remotemedia.co.uk/">http://www.remotemedia.co.uk/</a> CS 3- Harrods <u>Visits/speakers</u> - Local visual merchandisers	Harrods Case Study Use of Digital Media <a href="http://www.remotemedia.co.uk/">www.remotemedia.co.uk/</a> See other web sites for examples of good windows/ displays
	<u>Layouts</u> : Grid iron, open/ free flow , boutique.	<u>Web Sites</u> : <a href="http://www.retail-vision.co.uk">www.retail-vision.co.uk</a> <a href="http://www.thejuice.co.uk/client_success.html">http://www.thejuice.co.uk/client_success.html</a>	3.2.4 Store Layouts

	<u>Space management</u> : Storage v selling; shelf space for groceries, toiletries; fridges & freezers; hanging; folded garments; slow sellers, fast sellers, new ranges, old stock.	<u>Publications</u> : View Retail CD House of Fraser See <a href="http://www.skillsmartretail.com">www.skillsmartretail.com</a> <u>Web Sites</u> : <a href="http://www.dalziel-pow.co.uk/">www.dalziel-pow.co.uk/</a> <a href="http://www.thejuice.co.uk">www.thejuice.co.uk</a> <u>Case Studies</u> Total Retail Magazine <a href="http://www.visual-technology.co.uk/casestudies.htm">http://www.visual-technology.co.uk/casestudies.htm</a> A series of case studies showing how space is used <u>Visits/speakers</u> - Mind your own business - BBC B'ham A series of business programmes	3.2.5 - Space Management ppt
	<u>Customer traffic flow</u> : entrance design - flat, recess, open: access e.g automatic doors; multilevel outlets.	<u>Information sheets</u> : IS 3.4 - Monitoring customers & footfall presentation <u>Web Sites</u> : <a href="http://www.videoturnstile.com">www.videoturnstile.com</a> - Short video clips showing how footfall counted <a href="http://www.customercounting.com">www.customercounting.com</a> - A range of case studies that can be downloaded e.g Hobbs/ Slater Menswear <a href="http://www.footfall.com">www.footfall.com</a>	

Learning Outcomes	Topics	Suggested Resources	Activities
3. Be able to use <b>display skills</b> to plan, assemble and dismantle a display	<u>Display Plan</u> : Products & goods to be displayed; location; space availability; link with other activities & events; appropriate season; preparation of props & equipment, tools , materials, point of sale POS; pricing methods; plan with time allocated, contingencies; colour scheme; duration for setting up display; planogram; positioning of stock to minimise risk; The Trade description Act 1968 and amendments; Sale of Goods ( amendment ) Act 1995	<u>Publications</u> : Retail Desire: Design, Display and the Art of the Visual Merchandiser_ <i>Johnny Tucker</i> _ RotoVision <a href="http://www.skillsmartretail.com">www.skillsmartretail.com</a> - Training CD Rom on Visual merchandising Approx £16 from retaildetail@skillsmartretail.com <u>Web Sites</u> : <a href="http://www.retail-vision.co.uk">www.retail-vision.co.uk</a> - Examples of planograms <a href="http://www.retailacademy.org/retailcert/whatis.asp">www.retailacademy.org/retailcert/whatis.asp</a> - Information on courses <a href="http://www2.mad.co.uk/publications/ism/pop2006/shortlist.html">http://www2.mad.co.uk/publications/ism/pop2006/shortlist.html</a> - Point of Sale awards	3.3.1 Window Display task 3.3.2 - Products at their best

	<p><u>Assembling and dismantling</u>; lifting and handling techniques, support merchandise, safety and security of merchandise, safety of merchandise, cleanliness, mannequin or prop handling and dressing, equipment, balance, symmetry, asymmetry; effect of different lighting, background, ceiling and wall coverings; Point of Sale positioning; pricing/ ticketing; Trades description Act 1968; Stock recording; security of stock; accessibility for staff</p>	<p>Publications:<a href="http://www.dfes.gov.uk/readwriteplus/learning_material/portal/HS_monochrome.pdf">http://www.dfes.gov.uk/readwriteplus/learning_material/portal/HS_monochrome.pdf</a> - Pack available with DVD on Health &amp; Safety .  <u>Visits/speakers</u> - Shopping Malls - Talks from visual merchandisers  <u>Training courses</u>  <a href="http://www.lcc.arts.ac.uk/courses/retail_display/retail_displaydesign.htm">www.lcc.arts.ac.uk/courses/retail_display/retail_displaydesign.htm</a></p>	<p>3.3.3 - Manual handling 3.3.4 - Creating a display</p>
	<p><u>Dismantling</u> : lifting &amp; handling techniques; switching off appropriate electric systems; stock checking for resale/ use; relocation of stock; cleanliness; use of appropriate tools and equipment; storage of Point of Sale, props tools and equipment</p>	<p><u>Information sheets</u>:  Publications: Manual Handling- Solutions You Can Handle (HSG115 - from ROSPA plus others  <a href="http://www.iosh.co.uk/files/specialist/articles/RDInductionToolCW051107%2Epdf">http://www.iosh.co.uk/files/specialist/articles/RDInductionToolCW051107%2Epdf</a> - Retail Safety booklet  <u>Web Sites</u>: <a href="http://www.hse.gov.uk/statistics/industry/retail.htm">http://www.hse.gov.uk/statistics/industry/retail.htm</a>  <a href="http://www.rospa.org.uk">http://www.rospa.org.uk</a>  <u>Visits/speakers</u> : Local visual merchandisers/ Occupational health officers</p>	<p>3.3.5 - Dismantling a display</p>

Learning Outcomes	Topics	Suggested Resources	Activities
<p>Understand the <b>health safety &amp; security risks</b> related to merchandising and displays</p>	<p><u>Risk assessment preparation</u>: factors to be assessed, permission, types of outlet, types of display, time constraints. Health &amp; Safety at Work Act 1974 - HASAWA</p>	<p>Publications: <a href="http://www.hse.gov.uk/pubns/indg383.pdf">http://www.hse.gov.uk/pubns/indg383.pdf</a> - Manual Lifting Assessment Charts / Retail Health &amp; Safety  <u>Web Sites</u>:  <a href="http://www.hse.gov.uk/statistics/industry/retail.htm">http://www.hse.gov.uk/statistics/industry/retail.htm</a>  <a href="http://www.wiseup2work.co.uk/office2.html">http://www.wiseup2work.co.uk/office2.html</a> - Booklet containing a range of activities .Can also be viewed online.  <a href="http://www.britishsafetycouncil.co.uk/shop">http://www.britishsafetycouncil.co.uk/shop</a> - booklets/posters</p>	<p>3.3.6 - Risk Assessments</p>

<p>in retail outlets.</p>	<p><u>Health Risks:</u> potential, actual, action to control, training, legislation, referrals, documentation, Costs; sell by/ use by dates; temperature control; Control of Substances Hazardous to Health ( COSHH ); cross contamination, vermin , leakage; The Dangerous Goods Emergency Action Code; Reporting of Injuries, Diseases and Dangerous Occurrences Regulations 1995 RIDDOR</p>	<p><u>Publications:</u> <a href="http://www.coshh-essentials.org.uk/assets/live/indg136.pdf">http://www.coshh-essentials.org.uk/assets/live/indg136.pdf</a> - COSHH booklet for businesses  <u>Web Sites:</u> <a href="http://www.riddor.gov.uk">www.riddor.gov.uk</a>  <a href="http://www.the-ncec.com/hazchem/">http://www.the-ncec.com/hazchem/</a>  <a href="http://www.hse.gov.uk/coshh/">http://www.hse.gov.uk/coshh/</a>  <a href="http://www.staylegal.net/healthsafetyvideos/index.php">http://www.staylegal.net/healthsafetyvideos/index.php</a></p>	
	<p><u>Safety Risks:</u> damaged stock, danger to customers and staff, leakage, appropriate height, weight, width; lifting &amp; handling techniques, loose cables, imbalance, location, condition of containers &amp; packaging, use of tools and equipment.</p>	<p><u>Publications:</u> Manual handling leaflet  <u>Web Sites:</u> <a href="http://www.wiseup2work.co.uk/office2.html">http://www.wiseup2work.co.uk/office2.html</a> - Booklet containing a range of activities .Can be viewed online  <a href="http://www.charityshops.org.uk">www.charityshops.org.uk</a> manual handling leaflet.  <u>Visits/speakers</u> Health &amp; Safety officers from retail outlets</p>	<p>3.3.7 - Health, Safety &amp; Security</p>
	<p><u>Security Risks:</u> blind spots, dead end locations, lifts &amp; escalators, doors, high value goods on display; pilferage, protection of stock through CCTV, electronic tags, other security equipment, stock positioning and recording.</p>	<p><u>Publications:</u> <a href="http://www.skillsmartretail.com">www.skillsmartretail.com</a> - Small Business Support tools- Training CD Rom on Retail Security- £16  <u>Web Sites:</u> <a href="http://www.retailacademy.org/retailcert/sec.asp">http://www.retailacademy.org/retailcert/sec.asp</a>  <a href="http://www.netactics.co.uk/retail_theft_prevention.html">http://www.netactics.co.uk/retail_theft_prevention.html</a>  <a href="http://www.sonybiz.net/retail/security">http://www.sonybiz.net/retail/security</a></p>	