

Case study on visual merchandising

Business



Visual Merchandising Case Study:

Visual merchandising is the process of creating images and three-dimensional installations in the sphere of marketing with the purpose to attract customers and increase sales. It is obvious that the 19th century has changed the process of production and marketing cardinally, because the production became massive and retail trade appeared. Of course, every businessman wants to have maximum benefit and sell as much products as possible, but it is not easy to make consumers buy goods and services, which are most often expensive. Visual merchandising is one of the first techniques which are used to attract client's attention and persuade him to purchase the product. In this aspect visual merchandising is similar to advertising, because it influences the human senses and uses psychological techniques which have impact on subconscious and make people buy goods and services.

Visual merchandising works due to the human inclination to the perception of images. People receive the greater portion of information about the surrounding world with the help of their eyes and visual merchandising uses images to inform people about production and attract their attention with the help of the bright images and installations pleasant for the human eyes. The first window displays (the best example of visual merchandising) were designed in the beginning of the 20th century by the famous artist Salvador Dali. Visual merchandising helps customers choose the most appropriate and suitable goods, see how the product looks like in the combination with other products and accessories, etc. Nowadays, due to the development of the computer technologies the majority of the retail stores demonstrate digital

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installations and displays which open wider opportunities for marketing. Visual merchandising is an effective technique which demonstrates products in the most favourable and convenient way and influences the consumer's choice considerably.

A well-structured visual merchandising case study should explain the technique in detail, present its major principles and brief historical background. Furthermore, the student is supposed to focus on the reasons and consequences of the problem related with visual merchandising and brainstorm the best solutions to the puzzle of the case. In order to analyze the problem effectively, the student is expected to collect enough facts about the case and work it out objectively. Writing a case study students face problems with formatting, logical construction of the paper, so the Internet and direct examples of papers written by the experienced writers will be quite at hand for everyone. A free sample case study on visual merchandising prepared by an expert will be helpful for every student who does not know how to analyze the topic correctly.

With the assistance of a free example case study on visual merchandising one learns about the process of writing and its major requirements a lot and improves his chances to complete an effective assignment himself.