

The potential Advantages of Good Visual Merchandising include:

Increased customers – **Visual merchandising** can increase the amount of customers who notice and enter your **retail** business. ...

Increased sales – Effective **visual merchandising** can have a clear and positive effect on **retail** sales.

Visual merchandising is the **retail** practice of designing in-store displays that will catch the shopper's eye and increase sales. A **good visual merchandising** strategy involves multiple different components.

Visual merchandising is the arrangement of products to maximise sales. Investing in visual merchandising can improve the buying experience for customers, be a strong marketing tool for your business and increase customer loyalty. However, good visual marketing will cost you time, effort and money so you need to be willing to make the initial investment.

ADVANTAGES

The potential advantages of good visual merchandising include:

- 1. Increased customers** – Visual merchandising can increase the amount of customers who notice and enter your retail business. Merchandising should start outside where customers first see your premises (eg signage). If they like what they see and enjoy the experience you create inside, this should encourage them to return to your store. See [understand your customers' needs](#).
- 2. Increased sales** – Effective visual merchandising can have a clear and positive effect on retail sales. Clear pricing, well-stocked shelves, simple displays and prominent sale signs can help drive profits while improving the shopping experience for your customers.
- 3. Maximising the potential of your retail space** – A creative approach to merchandising can help you to get more out of your space without the need for expansion or renovations. The layout should flow easily and direct customers to important items and displays you want to highlight. Your customers will begin to associate your clear and attractive merchandising with a positive shopping experience. This should encourage them to return.

4. Getting the most value out of products – If you have products that are difficult to sell, clever visual merchandising could help you to market them without having to reduce their price. Similarly, you can place low-priced items in less prominent spots to encourage the sale of high-margin items.

Advantages of Retail Window Displays

Using window displays effectively can have many benefits for your retail business:

- I. Instant information** - Potential customers can get a good idea of what your store is about.
- II. Value for money** - A good display can cost money but it can pay back in increased sales. However, even a relatively inexpensive display can attract the eye of potential new customers if it is effective.
- III. Attracting customers** - Eye-catching and appealing window displays can be the difference between potential customers coming into your store to view more or walking past.
- IV. Building a positive image** - An effective window display can provide a positive impression of your business and products.
- V. Increase in brand awareness** - A unique and individual display can help your store stand out from the rest of the retail businesses in the area.
- VI. Promotion of sales and special offers** - A window display is an effective way to highlight promotional offers.