

## 22.05 Understanding the Preparation of Merchandise Displays

### Marketing Management class

Individual project worth 30 points

**Step 1-** After reading **chapter 18- Visual Merchandising and Display** (pgs. 380-393) answer the following questions:

1. To better understand **Signs** (on pg. 383) what type of script would be used for a Upscale department store to promote items within the store? What type of colors would be used for a toy manufacturer? Why
2. What is the purpose of **Window Displays** (pg. 384)
3. List 10 things which are used to enhance the **Store Interior** (pg. 384)
4. What type of **colors** are used in stores which appeal to the following: teenagers? Adults? Superstores? Prestige retailers?
5. Explain the purpose of **interior graphics and signage**: (385)
6. **Walls** are interior features used to reinforce store image. List 3 ways Walls are used within a store: (pg. 385)
7. Explain 3 things **point-of-purchase displays (POP)** accomplish and give 2 examples: (pg. 387)
8. Define **kiosks** and explain how much selling space they utilize: (387)
9. Define **decorative and functional props** and how each are used: (387)
10. Define **formal and informal balance** for how to display merchandise: (392)

**Step 2-** Now you will select your favorite retail store, boutique, or department store and prepare a merchandise display for specific merchandise. Example: Sports Authority displaying the Body Armor line of apparel for women.

**Activity-** Create a word document and Make sure to include in detail the following 10 aspects listed above into your Merchandise Display: (signage, window display, colors, Interior graphics, Point-of-Purchase, kiosks, decorative or functional props and lastly formal or informal balance).

- **Bold and number all 10 aspects of your merchandise display**
- At the top of your paper **Title- Preparation of Merchandise Displays**
- include a **graphic** of the stores **marquee** sign