

VM-DISER INTRODUCTION



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Overview

VM-DISER is an agency that provide multiple solutions for stores-whole visual system- and guarantee a total different experience after customizing and implementing the visual merch process through some operations like:

01



catch eyes through a specific window dressing steps, regarding season time, customer needs and brand priority to focus on

specify the GT area (golden triangle) with best selling brand items and slow moving items contribution, to ensure a great impact on your store targets



02

03



enhancing store walls appearance by creating (inverted color wheel) collection or featured face-outs and relative side bar using relative & suitable decorative pieces

central furniture, fitting and cash-bar areas must used effectively and maintained the same time , we insure that . by adding some featured accessorie to it.



04

Objectives

Clarify the service's overall objectives and goals.

customer

enhancing the over all customer experience, that's by turn enhancing the off-line marketing of the brand, and also providing social media content.

sales

improving & growing the sales numbers by enhancing store KPI's through the visual guide by studying the targeted audience and focus on what could increase the positive feedback rate.

store appearance

claiming customer's interest, starting from window display to the interior display of the store, managing spaces and study the best-fit layout for the store which guarantee a better customer experience.

targets & goals

insure the opportunity of achieving sales targets as well by using all tools needed over a certain period (trends-social events-occasions)



HOW IT WORKS?

- Briefly discuss the main processes of the service.





window dressing:

outside the store gate, there are many different people with many different mindsets, cultures, nationalities, regions, believes ,and interests.

all of these info are also variable under certain conditions, and could be transformed into data. so we have many factors to deal with.

so we could use our tools to impact most of those pass-by every day, all can achieved through our window display message.



Entrance/ G.T:

the next step is to keep his/her attention through the G.T (golden triangle) strategic display.

completing our message by making a complimentary entrance section by a relative and featured items to catch more interest.

and also combine it with our first wall display, which is the last rib of our golden triangle.

and then we ready to the journey of experience.



walls display :

store walls are so efficient if used well, we coordinators are so care when dealing with it.

walls display are the entire interior cover of our store and somehow we could use it increase the KPI's in retail process such as (ATV-AUV)

beside increasing our conversion rate and that's very important to the entire retail process.

every wall have a key/featured item, that determined by the retail manager/owner and the coordinator to make focus on it, and the (how to) process attributed to the coordinator.



cash bar & central:

in a way or another cash counter space must be used smartly and very sensitively, either for another purchase or for better comfy experience.

in some stores they consider cash counter as another important sell area, where the client is so ready to add another purchase, coordinator could use this feature as well.

un like walls, central space could used to focus on basics and separated items or even luxurious accessories or outwears to make it more accessible for the client.





Elevate your brand with the magic of Visual Merchandising!

Ready to turn heads and open wallets? Unleash your creativity, embrace the features, and watch your space transform into a shopper's paradise. Happy merchandising!

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