

## **MERCHANDISING**

Merchandising is a part of a marketing process, which determines the method of selling goods.

Merchandising is a modern technology to develop a set of measures to promote products and brands at retail, used by large retailers (supermarkets, hypermarkets). Who needs merchandising?

- Producers - to strengthen the brand, increase awareness of goods, the growth in sales volumes.
- Distributors - to ensure the continuous presence of goods in retail stores.
- Retail - to encourage visitors to more purchases, attract more visitors.

The result of merchandising always stimulates the desire of consumers to choose and buy the promoted product.

You need to know a few laws about consumer psychology:

- Goods must be presentable.
- Goods must be turned face to the customer.
- Brand logo must not be closed price tag, documentary stamps, etc. In general, any useful consumer information placed on the packaging of goods should not be sealed.
- A product must be sold in the first place which should be at eye level of the consumer.
- Goods must be placed in the corresponding group of commodities.
- Product must be marketable and sorted by color, size, set in a certain order (from highest to lowest, from expensive to cheaper, from bright to pale, etc.).
- More brands of the same product on the shelf, the more likely that these products will be purchased.

Below are some examples which reflect the principles of visual merchandising in modern conditions, and highlight the common mistakes.

1. Pallet calculation.
2. Distribution of seats on the pallet.
3. The principle of "locomotive".
4. Angles Display.

5. The principle of "first in the direction of travel buyers."

6. One of the most dangerous errors in computation - accommodation in close proximity to the goods, inconsistent to the image and consumption.

War on the shelf. The main damage of this phenomenon is in the fact that the ultimate goal of merchandising, sales increase, is achieved at the expense of viewing, or discredit the image of a competitor's product. Let us dwell on some of the most typical examples of "merchandising war."

1. Blocking the selling points of rival trucks loaded with various goods.

2. Promotional material.

3. Other things to look at how some companies are trying to improve its presence on the shelf.

In the derivation of new goods manufacturers invest heavily in advertising (media, billboards, etc.). This stage takes strength of the marketing department, it is worth considerable money, and companies in most cases understand the importance and seriousness of these situations. Recommendations for the development of effective merchandising for new products are as follows:

1. Effective supply: trade channels; range; shelf space.

2. Effective arrangement: replacement of the victim; borrowing popularity.

3. Effective representation: shop assistant; sampling or demonstration (allow the buyer to try the product before purchase or see it in action); information leaflets or other promotional materials.