



## **2. The Right Quantity**

It depends both on the need to buy and use of the consumer and the need to buy and sell of the seller.

The factors that the trader has to take into account to determine the right quantity are:

1. Number of items. Some buyers need only one item, while others need more items. This is determined by the buying frequency, by the price sensitivity of the client, by his/her marital status, etc.

2. The size of the item. Products of diverse sizes (medium, small, large) have a different impact upon the consumers.

3. Unit of measurement (kilogram, liter, piece, etc);

4. Necessity.

It refers to the decision of buying both of the consumer and of the seller. The buying decision of the seller is more difficult as a too small quantity of a certain product creates stock rests, and in too large quantities, leads to larger stocks.

## **3. The Right Place**

In order to choose the right place there are more elements to be taken into account: market extent, market covering, size and design of the shop.

For the location of a shop, a trader may choose a commercial area, or a regional or a neighborhood commercial center.

## **4. The Right Time**

In order to determine the right time, the traders have to take into account: the calendar time (hour, day, week, month, year), season, certain life events of the consumer: birthdays, weddings, graduations, etc., work time.

Also it is important the time that passed from the latest acquisition, especially in the case of staple products and the long use ones.

## **5. The Right Price**

Merchandising involves a certain view characterized by the following defining elements [5]:

- *planning* the activity of the shop to reach its objectives, ensuring the satisfactions of the clients in maximum responsibility conditions;

- *orientation towards clients*: the starting point for the activity of any shop is the client, that is why the inner organization has to be done with the eyes of the client;

- *conceiving the shop as a system*: an action upon one element of the system has repercussions upon the assembly of elements that compose the shop (therefore, a decision regarding the assortment has obvious consequences upon the line organization, implanting the departments, sales promotion, management of goods stocks etc.);

- *change*: the shop is a living organism, situated in a dynamic social-economic frame; this involves from the management the manifestation of the capacity of adaptation to the environment changes and in the same time of market prevision, so that to benefit of the advantages of forecast and adaptation to the new environment;

- *innovation*: the shop is not a simple intermediary between producers and clients. The latter ones wait for ideas, information and diverse satisfactions. But a satisfaction has a fundamental temporal specific, the novelty in this field being very important. An "old" satisfaction becomes rapidly a habit, without being felt so.

Therefore, merchandising is based on the techniques of presentation of the products at the sales place, using all that could be more attractive: conditioning and presentation, fractionation, packing, exposure and display of products in a certain place reserved for a certain type of sale.

Promoting the idea that merchandising is, first of all, "*perfect knowledge of the sales point*", the French specialists consider that the rational use of each linear meter of furniture, not only as length, but also as height, depth, became the major issue of the trader, on which it depends more and more the efficiency of a shop activity.

In order to understand this approach, it is necessary to study the following three components:

- what is sold: *the product*;

- the sales place: *the ambience created by the interior organization of the shop*;

- the manner of selling: *sales methods*.

In a synthetic manner, the cardinal points of merchandising may be considered the ones in figure 2:

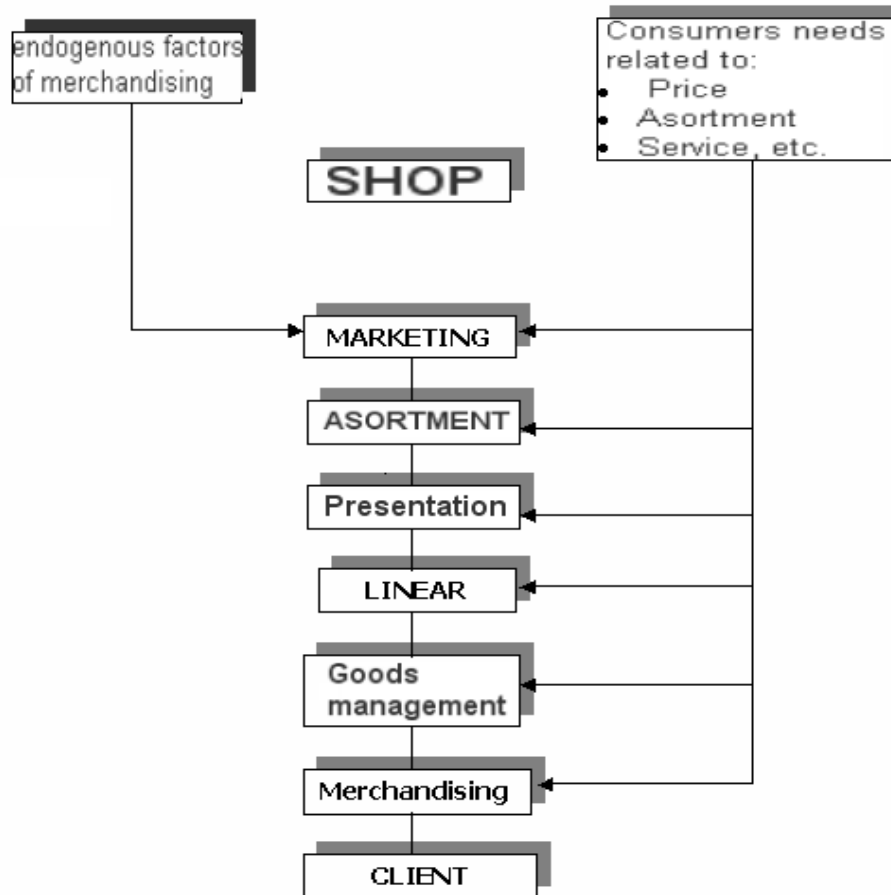


Figure 2. Reference points of merchandising

Source: Ristea, A. L., *Tehnologie comercială*, p. 113

The successes recorded by merchandising are due not only to the modifications in the sales forms, in the sales apparatus structure, but also to the considerable increase of the number of offered products, modifications appeared in the purchasing behavior of the buyer. All these determined the producers and traders to find new promotion techniques. The product is found alone on the shelf, face to face with the consumer and in competition with other products. In these conditions, it has to be granted the element that helps to impose itself. The new techniques of valuing the product, at the sales place, have the task to substitute the traditional trader [5].

Compulsorily, merchandising starts from an existing product or service, with the goal to support the sales and gain new markets. As a result of its practical importance, in the key point of the sales (the shop), the issues and techniques of merchandising are the preoccupation of both traders and producers, who often support the efforts of the traders, by allocating financial resources or by providing technical specialty support for organizing the sales points, according to a number of merchandising techniques very well established [5].

In developing an efficient merchandising policy, the producer participates actively to the action of the trader [2]:

- for a better use of the sales area for its products;
- to optimize the use of sales techniques in linear;
- to adapt the price policy to the specific of the shop;
- to adequate the products and conditionings to the sales characteristics;
- to prolong the image of the products at the sales point.

Introducing the new sales techniques determined functional modifications in the organization of the shops and gave an impulse to the modernization of the commercial technique through merchandising [3].

It is obvious that, in order to determine the consumer to purchase new products, the use of old sales methods is no longer efficient: the new techniques have to adapt to the new products.

### **Bibliography**

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