

VISUAL MERCHANDISING

In a Retail FoodService marketplace that is “teeming” with new products, new isles, and new departments, it is more than ever to include a “visual” merchandising strategy to be included into your go-to-market approach.

Visual merchandising can be applied in so many ways, from in store appeal with eye catching imagery, or video representation utilizing the ever present TVs throughout most retail supermarkets. The traditional sign work posted and counter cards although good, create some clutter that most stores do not want.



Whether it be for the day and/or for the week, prepare your emphasis/strategy towards meal planning, so choose your combinations carefully and with one clear objective of meal planning.

Of course as a manufacturer you want your products showcased, and as an operator you too want to move certain items. Take all that into consideration and do your best to set your objective sights on meal planning.

No matter the application, rest assured sales will improve. More importantly you have engaged your consumer in one of their most important decisions of their day, meal planning! The energy spent on the visual merchandising strategy must be built on the consumer meal planning agenda.

Learn about how to apply visual merchandising to your company’s best benefit. Engage your consumer in one of their most important decisions of the day.