



Retail Merchandising

- Retail merchandising is the combination of strategies a business takes to encourage customers to purchase items in a retail store.
- This can include all promotion and marketing activities from the initial planning stage to the execution stage.
- **Key components of retail merchandising:**
 - Product Selection
 - Pricing Strategies
 - Visual Merchandising
 - Inventory Management
 - Promotions and Marketing
 - Space Planning and Store Layout
 - Omnichannel Integration - “buy online, pick up in-store” (BOPIS) and digital promotions

Why Retail Merchandising is Important?

Retail merchandising impacts **customer experience, brand perception, and sales performance**. Well-executed merchandising can increase foot traffic, encourage impulse buys, and create a memorable shopping experience that keeps customers coming back.