

Business: Unit 16 - Visual Merchandising

the snack aisle they would display a brand of crisps, whereas for their clothing aisles the space is used to display the newer products they are offering for example new gym leggings, and they are often displayed with a slight discount in order to spike the interest of customers.

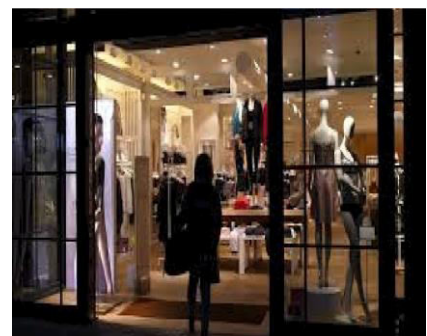
- **Near the stairs/ escalators and lifts** — Retailers often display products in these areas as they are the last products you see on that floor, as well as the first products you see when coming to the top of the stairs/ escalators and lifts. The products placed here give the first and last impressions as to what is on that floor and so they are used to entice customers by showing the best products first. A good display technique to use here would be complimentary or contrasting colours. The reason being for this is that displays here often highlight products available for special occasions and so using either contrasting or complimentary colours draw in customer's attention.



Primark uses the areas on both the top and bottom of their stairs and escalators as well as near lifts, in order to display products that give an impression of what is to be expected on the next floor, for example displaying higher end clothing in order to grab customer's attention and entice them to look on the next floor. This is effective as it keeps a good traffic flow and means that most customers will look at more products than what they originally came in store for, this overall boosts Primark's sales and overall profits.

As for Asda, in some of their buildings they do in fact have multiple floors however in many there is only a single floor and so these kinds of displays aren't really relevant. However for those Asda supermarkets that do have multiple floors often free standing displays and gondolas are used in order to quickly grab customers' attentions before they move onto the next floor.

- **At the entrance** — shops often place products at the entrance as they are the first things customers see before deciding to come inside the shop. At the front entrance the type of products you are more likely to see is the seasonal merchandise and smaller sized high priced items this is because it is more likely to be seen and bought by customers.



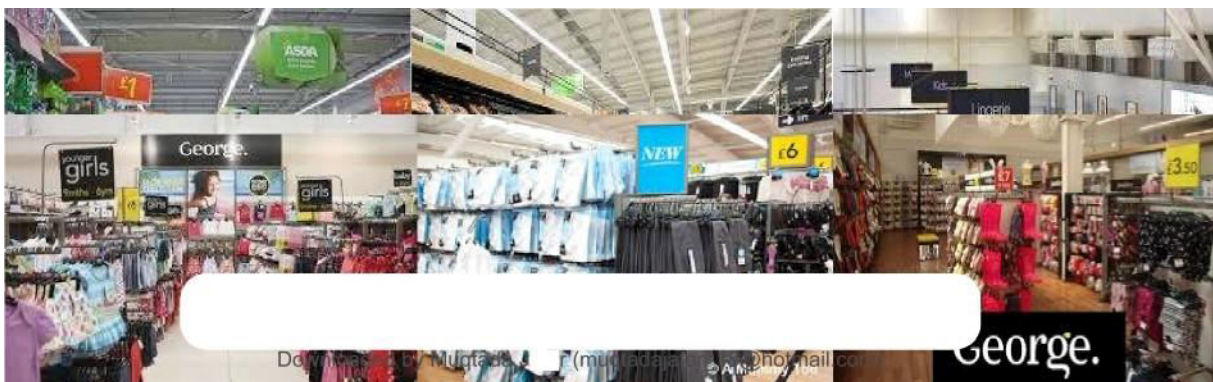
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Each of the visual merchandising and display techniques above have contributed to the success of both Primark and Asda.

Primark's overall displays have proven effective as they, As of 2018, were ranked as the 'second largest clothing retailer in the UK, following Marks and Spencer, with a market share of approximately seven percent' as well as this success, over the last eleven years, Primark has had an increase in overall revenue of approximately £5.5 billion. In 2017 they generated revenue of approximately £7.1 billion; this has continued to increase (Statista, 2019).

The key aspects that make Primark successful are that they;

- Are often located on busy high streets. In 1973 there were 174 Primark stores located on the high street, now they are expanding out to other countries the chain has 14 stores in Spain, two in Portugal, two in Germany and one apiece in Holland and Belgium and recently opened up some in America. On the other hand, to add to this success they have also opened a store in Bluewater Greenhithe a highly popular shopping centre, in fact thousands of people attended their grand opening. However, by Primark opening a store in Bluewater a shopping centre, it shows that the once popular high street is now dying.
- Their window displays often display 'on trend' clothing and accessory items. So as well as just promoting clothing they also promote the accessories they feel would go well with them, this persuades customers to buy more than what they originally wanted therefore increasing overall sales.
- As well as this, displays are changed regularly to grab attention. Their displays are roughly changed every season (around every three to four months) and this is done by deliveries and instructions given by head office.
- Their display techniques in-store maintains customer interest. In order to gather evidence of this I conducted some primary research and observed how many customers would interact with Primark's mannequin displays within an hour, I found that 20 people went up to the displays and chose to put a clothing item that the mannequins were wearing, into their shopping basket.



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- **Composition-** For many customers, what their products are made from is very important for example many people may not like linen shirts, they may prefer cotton. Or for animal rights activists, vegetarians/ vegans or anyone else, they would never purchase anything made from animal fur or skin. And so information such as this, what their products are made of, is imperative for retailers such as Asda and Primark to use. Any miss-information would go against consumer rights.
- **Origin-** Similar to the point above this information tells customers where their products have come from. For example, many of Asda's fruits during the winter are imported from warmer countries such as Spain and Italy. Whereas their clothes have come from South Asian countries, much like Primark, this is due to low tax for Asda as well as low wages for workers. However many people do not like the idea of purchasing products made in third world countries due to the minimum wages they are paid and so refuse to buy them.

If Asda and Primark, as well as other retailers and our own do not address and include these three points on each of their products sold it could go against consumer rights. Customers have a right to fully know what they are purchasing, where it has come from, its size, its materials and its quantity.

Display Safety

Display Safety is a further safety consideration, and is highly important when planning and staging display areas and deciding on the layout of stores. Ensuring that both customers and staff are safe is imperative especially in regards to visual merchandising displays. In order to do this, retailers need to make sure that considerations need to take place such as;

- Merchandise such as mirrors, or other products that need to be lifted with two hands, have to be displayed at a safe height, they cannot be hung on a wall or on shelves above waist height as there is the risk of them falling and causing serious injury, however items that are lighter and can be lifted with one hand can be placed on higher up displays. In addition if customers wish to pick up the items and take a closer look at them, retailers need to make sure that they will still be safe if customers decide to put them back. This is something Asda in particular have to consider due to them selling items other than clothing, in aisles that have multiple shelves. They need to minimise the chance of accidents when creating their displays.