

Chapter 18 Visual Merchandising and Display

Section 18.1 Display Features

Review Key Concepts

1. Visual merchandising encompasses all the visual elements of the selling environment. Display relates only to those visual and artistic elements that present the product to a target group of customers.
2. All four elements work together to create an overall image designed to appeal to the target customer. The storefront leads the customers into the store and other elements, such as layout and interior displays, encourage them to stay there and purchase items.
3. Architectural displays are model rooms that show how merchandise might look in customers' homes. Closed displays allow customers to look at, but not handle merchandise, unless they get the assistance from a salesperson. Open displays allow customers to handle merchandise without the assistance of a salesperson. Point-of-purchase displays are stand-alone structures that encourage immediate purchases. Interactive kiosks are point-of-purchase displays that are full-service retail locations that stand in existing businesses or shopping malls.

Practice Academics

Social Studies

4. Certifications are awarded by the U.S. Green Building Council and four levels of certification can be received: platinum (the highest), gold, silver, and “certified.” Certification means that the physical building has met standards identified by the council to be classified as a “green building.”

Mathematics

5. The ratio of vacant space to occupied space is 6:35 (600:3500). About 85.4 percent of the space is occupied. $(8 \times 300) + 800 + 900 = 4,100$ sq. ft.; $2 \times 300 = 600$ sq. ft.; $600/4,100$ or $6/41$; $6 \div 41 = 0.146$ or 14.6%, $100\% - 14.6\% = 85.4\%$