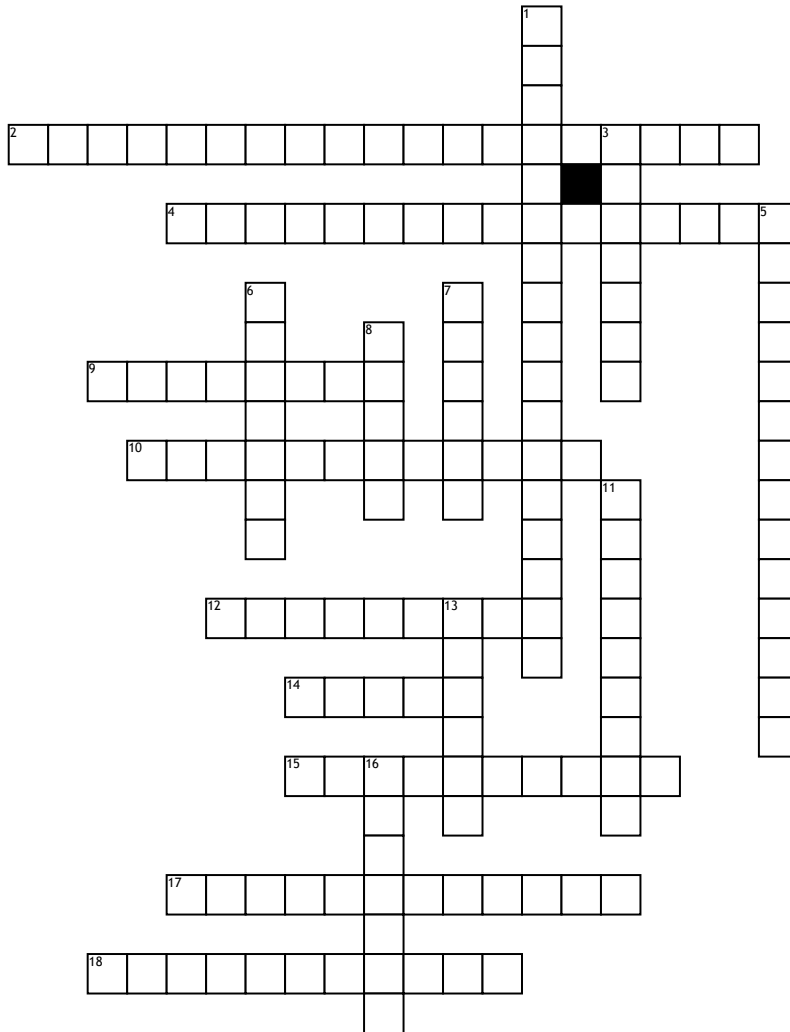


Name: _____

Date: _____

Visual Merchandising



Across

2. Anything that can be seen by the customer inside and outside a store, including displays, decorations, signs and layout of space.
4. A consumer item that is widely available and purchased frequently with minimal effort.
9. Creating an atmosphere in a store that is most likely to drive sales.
10. A merchandising technique that aims to place a product within a certain context or theme.
12. Used to show off a product in a more kinetic, human context.
14. Any non-saleable objects in a store that are used to convey a certain theme, style or ambience. They are used to heighten the aesthetic of a store and are commonly placed in visual merchandising displays - like storefront windows and store back-walls.

15. A hotspot that acts as the centrepiece of a merchandising design in combination with styled mannequins or displays, props or signage.

17. Merchandise likely to be bought without significant forethought as opposed to staple or essential goods.

18. The degree to which the product lines relate to each other.

Down

1. The different types of products that a business makes or a retailer offers for sale.
3. Taking the form of graphics, icons, photos and text, it is the visual communicator in a store.
5. Goods that have particularly unique characteristics and brand identifications for which a significant group of buyers is willing to make a special purchasing effort.

6. The number of product lines a company produces or a retailer carries.

7. The number of products in a particular product chain or line.

8. The different versions of the same product that may exist in each product line.

11. An unobstructed view a customer's eyes has between their position and the positioning of a display.

13. A sales technique where a seller induces the customer to purchase more expensive items, upgrades or other add-ons in an attempt to make a more profitable sale.

16. A group of stores that have been bunched together into types based on defining characteristics - for most retailers, this tends to be by size or performance.

Word Bank

Specialtygoods

Length

Breadth

Conveniencegoods

Impulsegoods

ProductStory

Cluster

UpSell

Props

Signage

Consistency

Sightline

Depth

Mannequin

VisualMerchandising

Ambience

FocalPoint

ProductAssortment