



Field Visual Merchandising Strategy: Developing a National In-store Strategy Using a Merchandising Service Organization

Paul J. Russell

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The retail sales floor has become a battlefield: each brand is fighting for the same customer and wants to ensure their merchandise is on the sales floor, sized, folded, hung and presented properly. Field Visual Merchandising Strategy is a comprehensive guide to developing and executing a national field merchandising strategy, covering key areas such as developing a strategy, how to go about selecting the right merchandising service organization, team training, merchandising standards, planograms, and launching the strategy. Ideal for retail marketers, visual merchandisers, merchandising managers and brand managers, Field Visual Merchandising Strategy uses examples and case studies from a range of shops, from fashion emporia to small outlets, to provide real-world insight on how strategic visual merchandising works.

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