



BOOM

Retail Marketing
Consultants

Debra Young

- Bcom Marketing, Dip Visual Merchandising, Dip Interior Design
- Partner in 3 retail businesses
- Visual Merchandising Teacher & Display Business
- 8 years Director for retail software company called Retail Manager (RPM)
- Award winning marketing manager
- Published author in Visual Merchandising 2010 & 2011
- Since 1991 – Retail Consultancy & Design in USA, New Zealand, Australia and South Pacific Islands



Does Merchandising Work?

Scenic World Case Study



The Retail Area Before



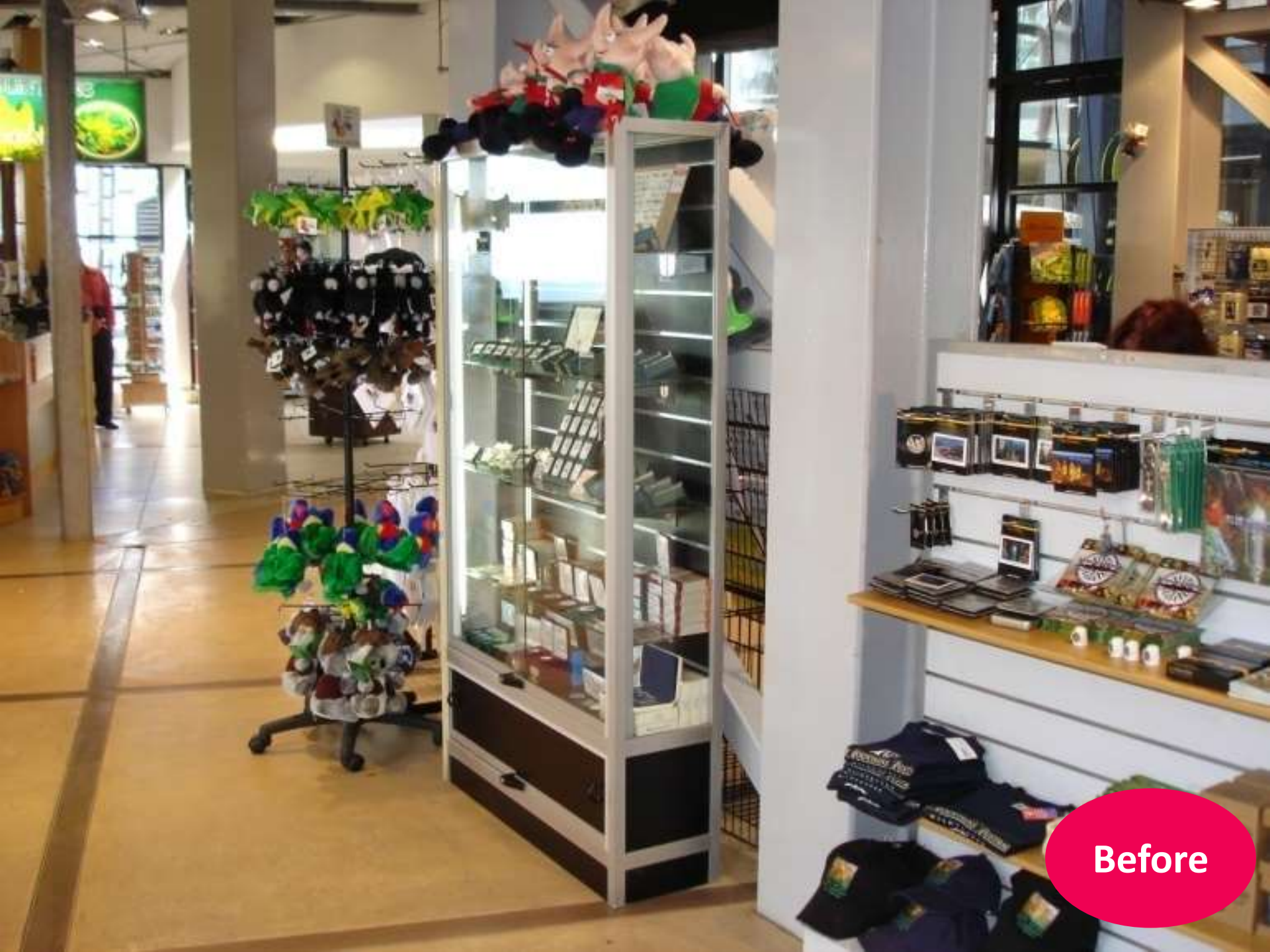
Before



Before



Before



Before



Before



Before



Before



Before



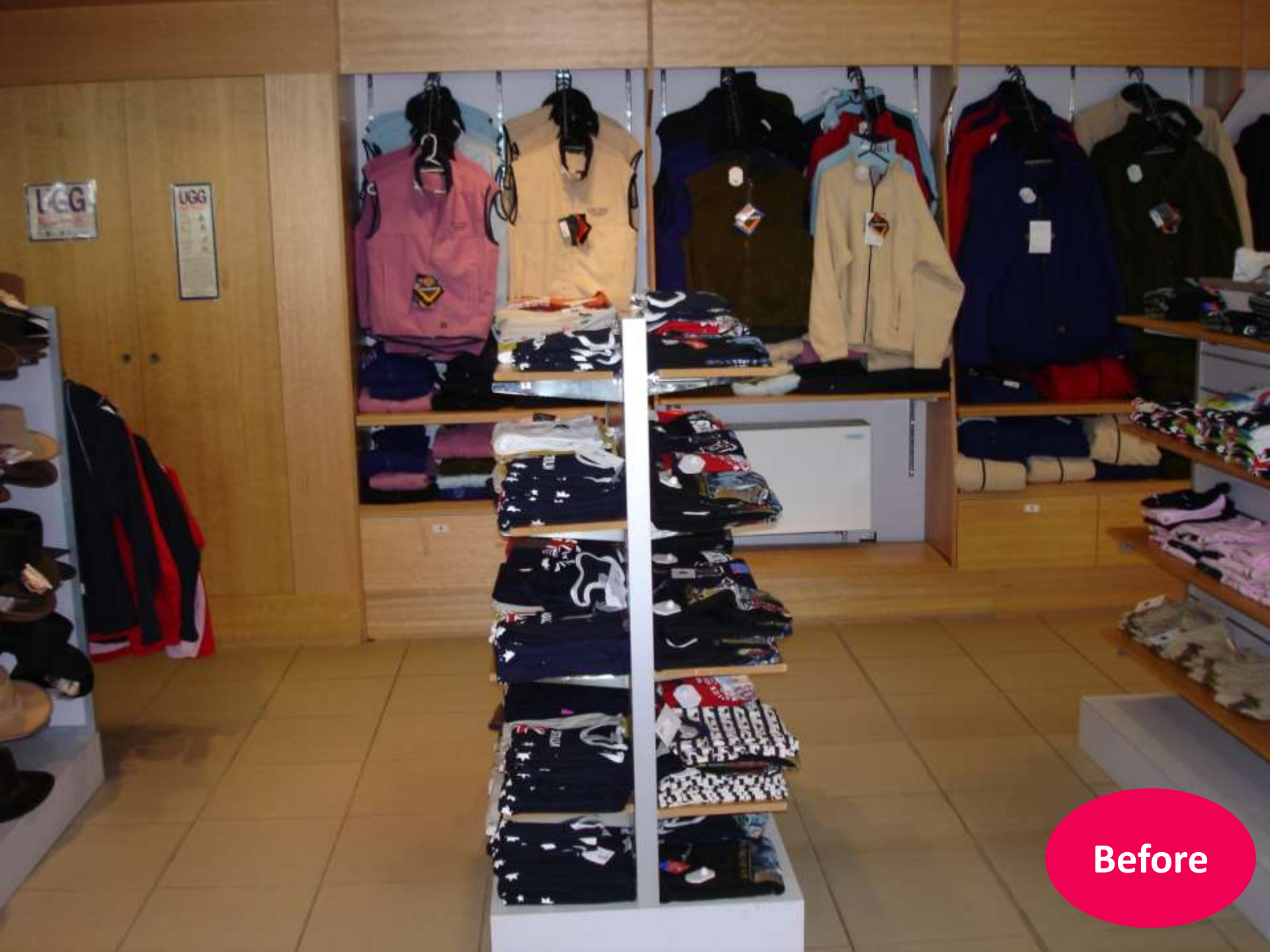
Before



Kingsway

QUALITY CONFECTIONERY

Before



Before



Before



Before



Before

A photograph of a busy retail store interior. In the foreground, a young boy in a purple t-shirt with a cartoon graphic is walking towards the camera. Behind him, a woman in a red top and sunglasses is also walking. To the right, a young boy in a light blue jacket and a bucket hat is walking. In the background, a man in a blue polo shirt and a red and blue cap is standing near a display. The store has a stone wall on the right side and a wooden display case filled with clothing. A sign on the wall reads "OFF ORIGINAL PRICE".

Hot Spots – This wall

Before

The word "BOOM" is written in a bold, white, sans-serif font on a solid red rectangular background.

After Shots

Using the same
fixtures & equipment
(10 years old)



After



After

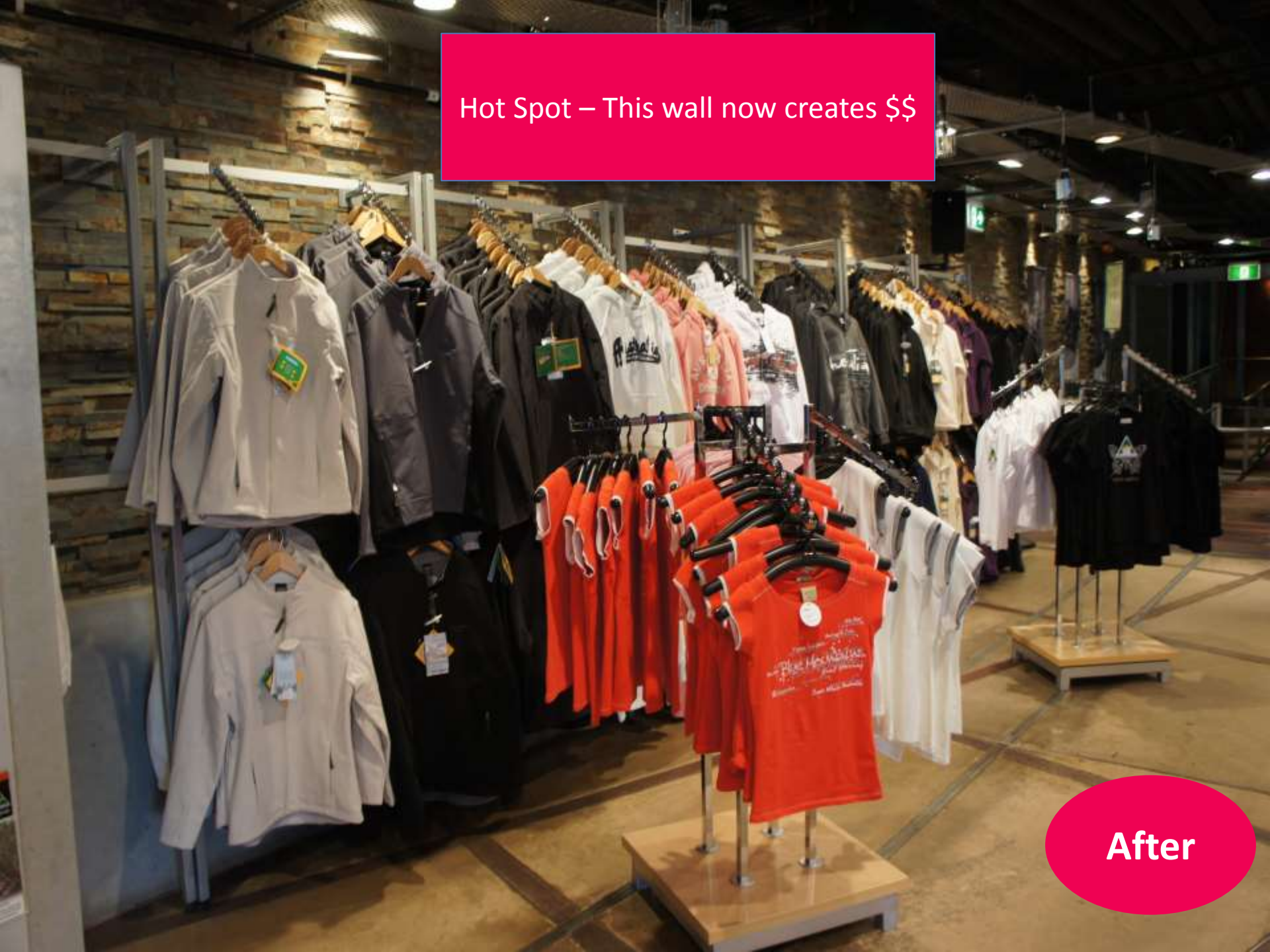


After



After

Hot Spot – This wall now creates \$\$



After



After



After



After



After



After



After



After



After



After



After



After



After



After



After



After



**FRUIT ROCK
CANDY**

SCENIC WORLD
AUSTRALIAN HANDMADE CANDY

LOVINGLY HANDMADE IN AUSTRALIA
100 grams

**FRUIT ROCK
CANDY**

SCENIC WORLD
AUSTRALIAN HANDMADE CANDY

LOVINGLY HANDMADE IN AUSTRALIA
100 grams



Does Merchandising work?

Yes! Millions were made

Scenic World Results 2011 – 2012

Sales	143% increase
Units	123% increase
Margin	161% increase

Results 2012 – 2013

Sales	28% increase
Units	21% increase
Margin	27% increase



Strategies:

- 1) Dumped all dead stock
- 2) Applied category management techniques
- 3) Trained the staff & mgt in Visual Merchandising
- 4) **Hired a “gun” to lead the showroom floor staff**
- 5) Created a retail promotional schedule
- 6) Designed in-house product for best margin & brand
- 7) Made things simple
- 8) Quarterly monitoring by Boom