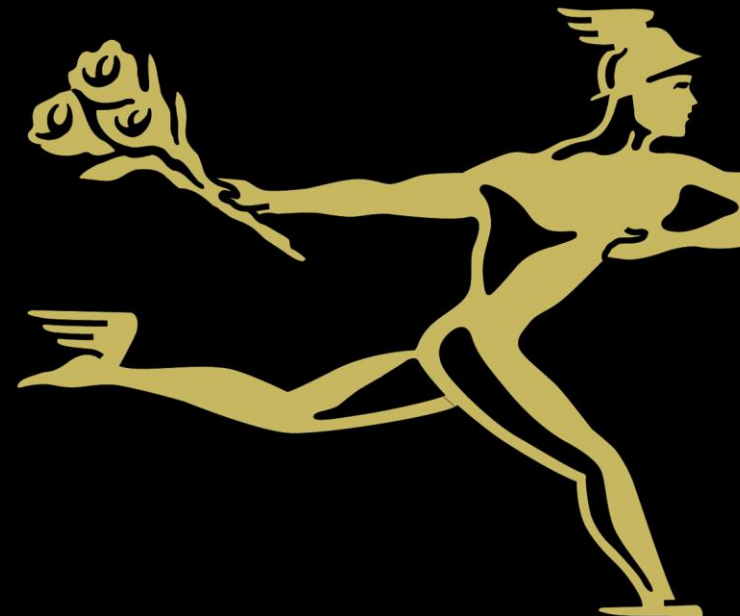


Revenue-Generating Merchandising Tactics

J. Keith White AIFD CFD
FTD Education Consultant

August 11, 2015

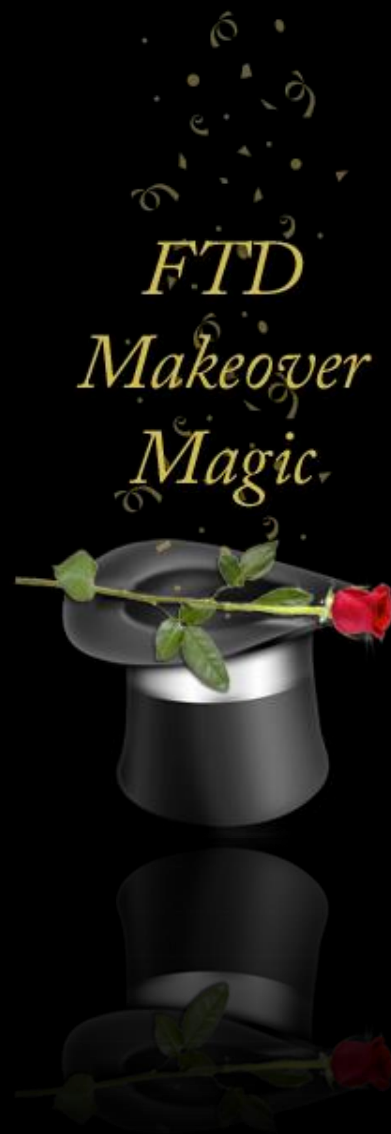




FTD Makeover Magic Contest!

To be entered into the contest:

- Participate in today's webinar - Revenue-Generating Merchandising Tactics
- Submit a 75 word essay explaining why your shop interior deserves a makeover
- Submit 1 or 2 photos of your shop's current interior space and storefront window display
- All submissions must be sent to prdept@ftdi.com by midnight Pacific time, tonight, August 11, 2015
- Contest winner receives a store makeover valued at \$5,000
- View the Official Contest Rules: www.ftdi.com/makeover





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Flowers say it better. FTD says it best.™



First Impression



FTD

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TACTICS OVERVIEW

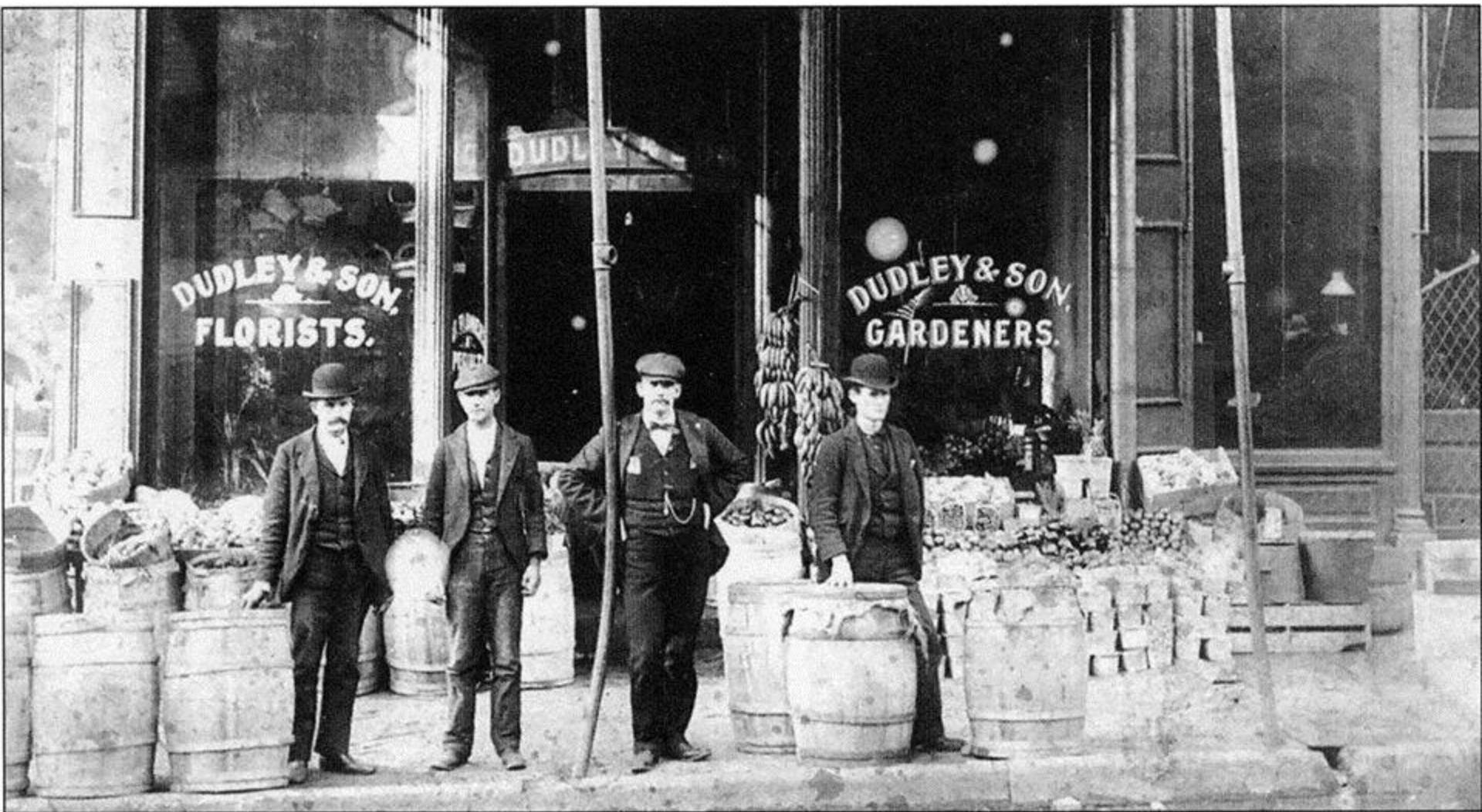
- Store Front / Entry
- First 10 Seconds
- Layout Choices
- Merchandising & Color Blocking



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Store Front / Entry



Farm & Garden Movement



Physical & Visual Attraction



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Soft vs **Hard**

Color
Selection

Perceived
& Received





Take time to Declutter





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First 10 Seconds

FIRST 10 SECONDS

- PLANNING
- LAYOUT
- COLOR BLOCKING
- MARKET SHARE



Open Door Design Space





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Layout Choices

Traditional Grid

Circulation: Grid Layout

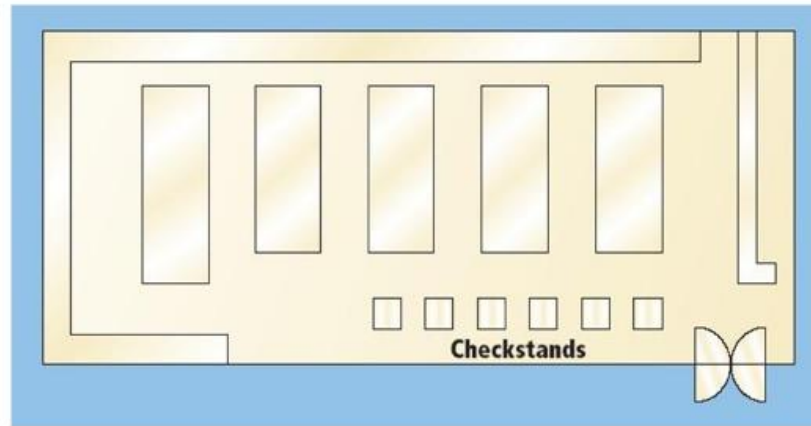


Exhibit 13.5

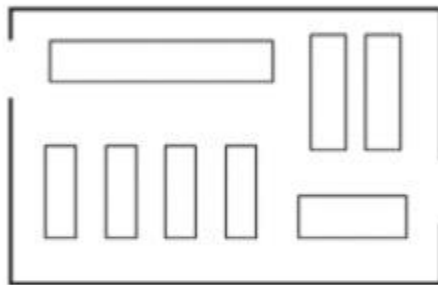
Grid is another traditional form of store layout in which the counters and fixtures are placed in long rows or "runs," usually at right angles, throughout the store. The grid is a true "shopping" layout, best used in retail environments in which the majority of customers wish to shop the entire store, such as is in supermarkets.

5-44

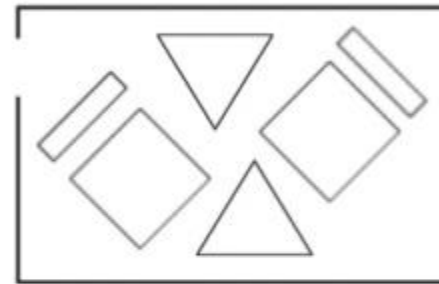


Additional Store Layouts

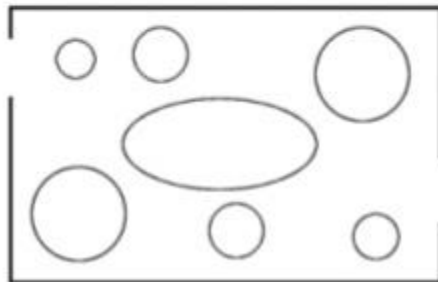
Layout Options



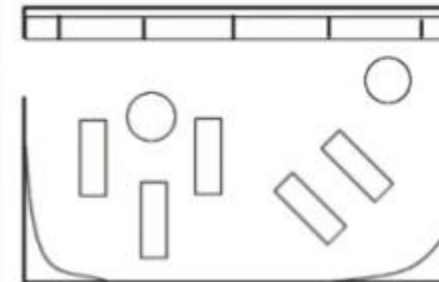
Straight Floor Plan



Geometric Floor Plan



Angular Floor Plan



Mixed Floor Plan



Store Interior Color



Color Knowledge Essentials





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Merchandising & Color Blocking

Merchandise Color Blocking

The Appeal

- Visual
- Variety
- Selections



Basics of Color Blocking

- Vertical Color Blocking

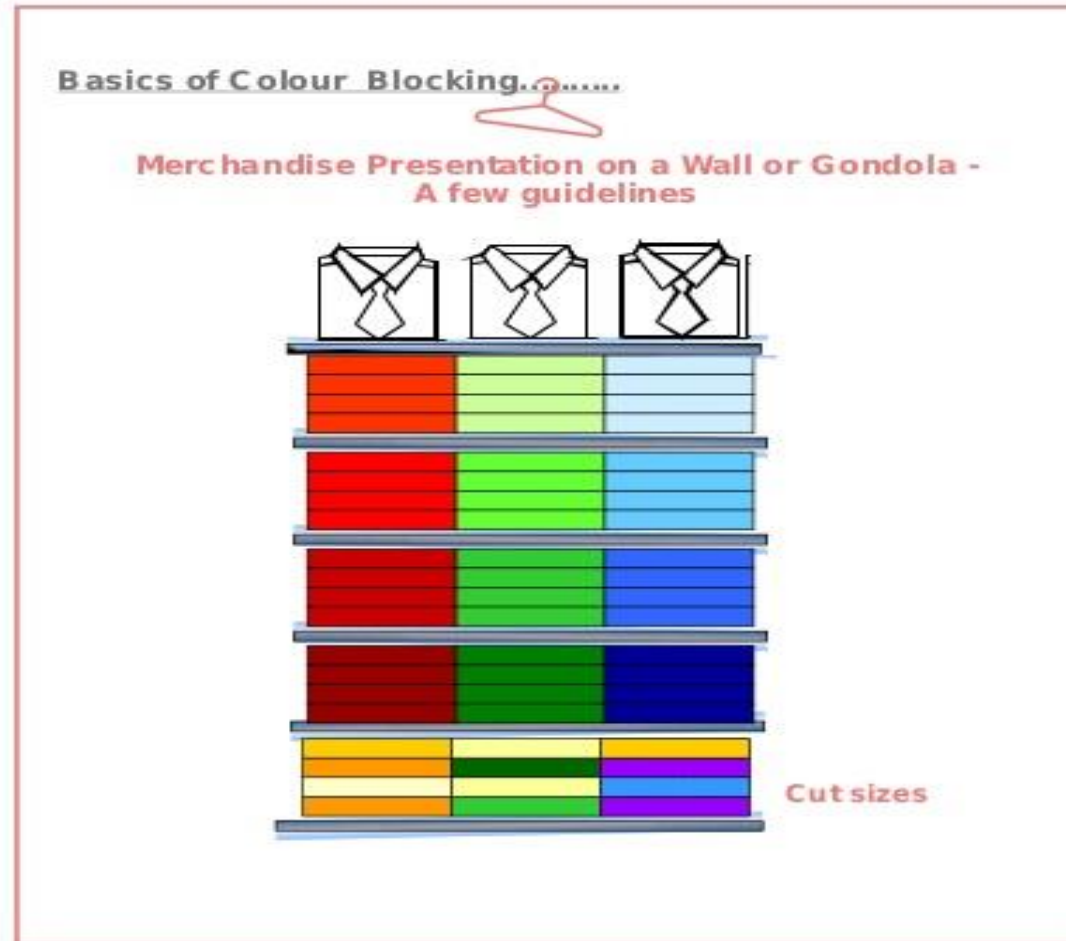
Bottom to Top

- Colors

Dark to Light

- Objects

Small to Large



Color Groupings - Sizes and Textures



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Color Block The Cooler

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Color Groupings – Like Colors Together



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Hazards!

- Unorganized



- Over Merchandised



Merchandise Repetition



EASY

- **Essential**
- **Aesthetic**
- **Simple**
- **You Can Do It!**





FIXTURES

DIY vs Professional





Flower Focus

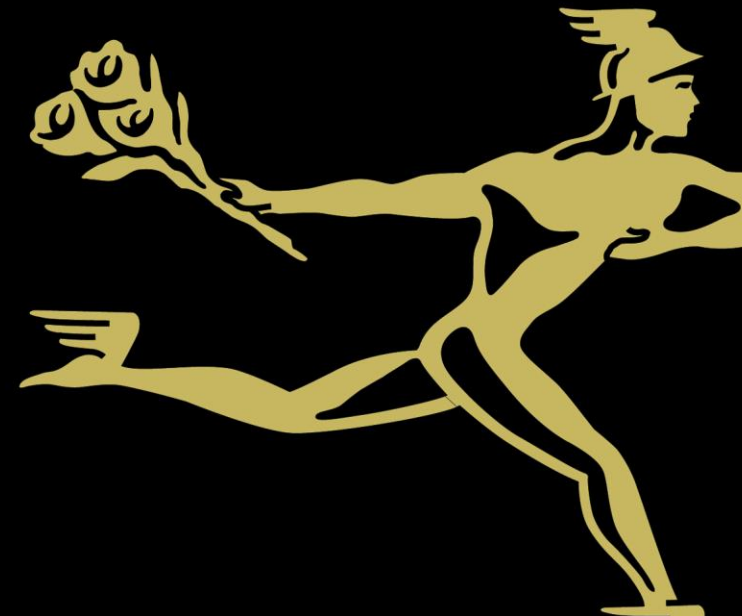
Handcrafted - Personal Touch - Service





Final Points

- Contact Keith White at jkeithonline@att.net
- Webinar available to view at FTDUniversity.com
- Handouts available at FTDi.com/FTDUniversity.com/webinarmaterials.htm





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