

EXECUTIVE SUMMARY

K-mart is struggling to meet the evolving needs of its multicultural target audience in the mass retail merchandising industry. Rather than comparing with larger, more successful retailer, it is recommended that Kmart focus on maintaining and building relationships with its current target audience, creating a more positive brand image, and serving as the solitary resource for merchandising demands.

The main objective of this study is to identify different visual merchandising elements which are implemented to attract the customers. Store focus is to bring brand to life through everything they do. Stores teams and associates are energized and excited to show their members what they mean to say 'shopping is fun again'. A successful retailing business requires that a distinct and consistent to be created in the customers mind that permeates all product and service offerings. Visual Merchandising can help create that positive customer image that leads to successful sales. It not only communicates the stores image, but also reinforce the store advertising efforts and encourages impulse buying by the customers.

Visual merchandising is a major factor often overlooked in the success or failure of a retail store. It is second only to effective customer relation. Visual merchandising can be defined as everything that customer sees, both exterior and interior, that creates a positive image of a business and results in attention, interest, desire and action on the part of the customer.