

EXECUTIVE SUMMARY

The study was carried for a period of six weeks on “A Study of Visual Merchandising with reference to Brand Factory.”

Study was helpful in finding the impact of Visual Merchandising on the firm. Visual merchandising is an important aspect of a retail store's success or failure that is frequently ignored. It comes in second only to good customer service. Visual merchandising is described as everything a customer sees, both outside and inside, that generates a positive image of a business and leads to the customer's attention, interest, desire, and action.

This study's findings can be summarised as follows:

Visual merchandising begins with the store design, which should represent the products in the store as well as the window displays.

The goal is to provide consumers with a welcoming, friendly, and approachable environment.

It is critical to forecast future retail trends. The majority of clients are pleased with the lighting.

Visual merchandisers should use a lighting system that meets the psychological needs of their customers.

Sophisticated Visual Merchandising necessitates the use of practical lighting in conjunction with display themes.

Because they are a terrific way to promote various sorts of merchandise, store window displays are the most crucial instrument for attracting customers into the business.

The majority of customers base their purchasing or shopping decisions on the shop's ambiance and visual display.