

MODULE TWO

PRODUCT MERCHANDISING





What you will learn in this module:

- What is product merchandising?
- Why should I merchandise the products?
- What is important to remember when I merchandise my products?

When you pay attention to detail the big picture will take care of itself....

Which do you prefer?



WHY?

1. INTRODUCTION

We buy with our eyes first. How often have you entered a shop due to what you saw in the window? Why should this be different for In-flight sales? The passengers want to see what you have to offer.

The presentation of the merchandise is critical to get the attention of the passengers and convert them into shoppers. The presentation will allow the passengers to see what you have on offer.

Imagine walking into a shop and all the products are in boxes. Will you want to buy from a shop like that? Imagine the amount of time it will take to find what you are looking for.

You can use product merchandising to assist you in your sales, if done effectively.

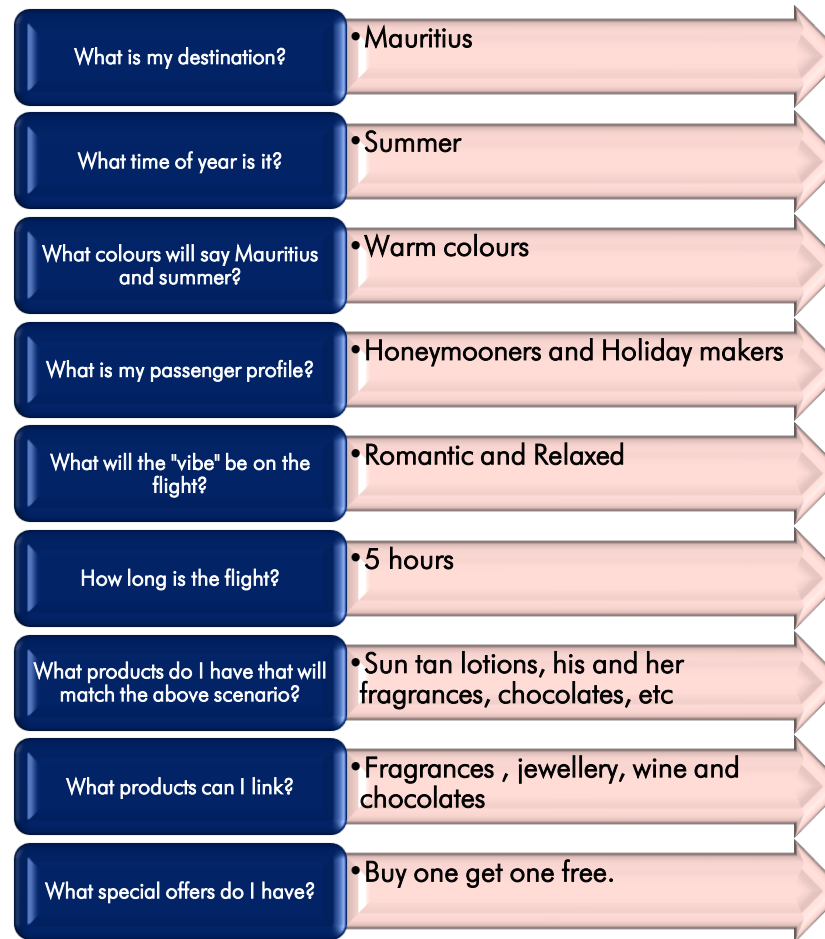
2. IMPORTANT ASPECTS

In product merchandising there are a couple of basics that will assist you to create an effective display.

2.1. What do I want to say?

Most displays end up confusing the buyer more than assist the buyer to buy. This happens when the person creating the display is not clear on what it is that they want to say.


Answers to the following questions will assist you in making the right merchandising decisions:




**"Success is doing ordinary things extraordinarily well."
Jim Rohn**


2.2. Color


The use of color can greatly enhance the message that you want to send. The merchandising is all about creating a mood for shopping. Color will help in achieving that.


 Red is the warmest of all colors. Red is the color most chosen by extroverts and one of the top picks of males. On the negative side red can mean temper or anger. Red roses symbolize passionate love. Ruby rings should be worn on the left hand. Red is the color of Mars. This planet is known as the


God of War.


 Pink is the color of universal love. Pink is a quiet color. Lovers of beauty favor pink. A pink carnation means "I will never forget you".

 People who prefer brown are often conventional and orderly. The negative meaning of brown can be a repressed personality or a lazy person. Brown is the color of the earth and is associated with the material side of life.

 Orange is a power color. It is one of the healing colors. It is said to increase the craving for food. It also stimulates enthusiasm and creativity. Orange means vitality with endurance. People who like orange are usually thoughtful and sincere. Lady luck's color is orange.

 It is no surprise that gold symbolizes wealth used wisely, but it is also the symbol of good health. People who favor the color gold are optimistic.

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★ Green is the color of nature, fertility, life. Grass green is the most restful color. Green symbolizes self-respect and wellbeing. Green is the color of balance. It also means learning, growth and harmony.

★ Blue is the coolest color - the color of the sky, ocean, sleep, twilight. A pure blue is the color of inspiration, sincerity and spirituality. Blue is often the chosen color by conservative people. Blue is the calming color. Blue is so soothing that is a good choice for pyjamas. Dark blue is the color of truth and moderation.

★ Purple has been used to symbolize magic and mystery, as well as royalty. Being the combination of red and blue, the warmest and coolest colors, purple is believed to be the ideal color. Most children love the color purple.

2.3. The Story



It is much easier to grab attention and keep interest when “telling” a story, rather than to have a pile of non-related items on display. The story you create should be linked to the answers to the questions in “what do you want to say?”

Example: A Christmas story will have a theme of gift giving in red, green and gold.

2.4. Dimensions

The fact that you are selling in limited space, that your passengers are sitting and that they are at quite a low eye level makes it



critical to create a display that will allow them to see as much as possible in their current position.

You want to “draw” their eyes into your display. To attract their attention you need to create some height in the middle and lower the levels as it moves outwards.

Tricks of the trade are that you use a darker color at the back and lighter colors in front and on the sides. The best shape is that of a pyramid. It can be flat at the back of the trolley; however the front and the sides will be in dimensions.

An example could be where you will place liquor at the back and then layer the pyramid around that to the front and the sides. It is important to remember the following:

- ❖ It needs to be attractive, neat, safe and interesting.
- ❖ There needs to be something different to catch the attention.
- ❖ The Brand labels must face outward.
- ❖ The product wrappings must be neat.
- ❖ The display must be at eye level.
- ❖ You can use paper or products to create different heights.
- ❖ Serviettes can be used as props on the display.
- ❖ Products at different price points should be displayed.
- ❖ It is not a good idea to display all the most expensive items...high risk for losses.



2.5. Keep it Simple

You do not want your display to look like a rummage sale. You want it to make a statement about your airline, the products you sell and yourself. The secret is...

...LESS IS MORE.

You have limited space and time, so use it to the maximum. Be clear on what you want to communicate and do it with style and simplicity. Carefully select the items that will give you maximum impact. The best display ever only had blue and silver on it, with 10 products only. That is why it is important to plan your product merchandising based on the questions you answered at the beginning of this module.

4. SUMMARY

Product merchandising is how you create an atmosphere that is conducive to buying. You need to entice the passengers to want to be part of the buying experience. You need to show the passengers that you understand their "mood" and potential needs through how you merchandise/display your products.

People seldom buy what they cannot see!!! So show them in a creative manner with the required flair. Remember the display will be "talking" about your airline, so make sure that it counts.

Do you have any queries?

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