

Sales and Merchandise Management

Lecture 2

Merchandising

'football merchandising' refers to the wide range of products sold by football clubs to its supporters. An American store manager when changing the department layout will often refer to having 're-merchandised' the floor. Additionally the term 'merchandising' is further confused, in fashion retailing, with 'visual merchandising', which is the function specifically concerned with the aesthetics of window and store presentation'.

Jackson T and Shaw D (2001) Mastering Fashion Buying and Merchandising. Hampshire: Palgrave

Also includes.....

Stock planning, management and control

- Spotting trends
- Analysis
- Relationship between stock and sales
- Use of technology such as EPOS systems etc

Question?

How does this link to sales?

Building the relationship.....

How does sports merchandise develop the relationship and create customer value?

Nike Interactive Window Display





[The Future.....](#)