



VISUAL MERCHANDISING

Cafés and Restaurants

Cafés and Restaurants are the fastest growing sector in retail. With so much competition, it's important to give your customers a reason to return to you.

KNOW YOUR CUSTOMER

Identify your customer – get to know the type of people who eat at your establishment, and align your visual merchandising to their expectations.



COLOURS AND DECORS

Ensure the colours, décor and furniture match your customers' expectations as well as your image.



SIGNAGE

Your exterior sign should clearly communicate your name and what is on offer. Inside, all displayed items should be easily identified, with clear ticketing detailing the product and price. Menu boards should be clear and concise – avoid including too much information, which can cause clutter. On all signage be sure to check spelling, and most of all, make sure the design and language used matches your image.



CLEANLINESS

An important part of the café and dining experience is the cleanliness of the shop, so ensure a strict cleaning roster is adhered to. Also regularly check the condition of the walls and floors, and make any necessary updates or repairs as soon as possible.



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