

VISUAL MERCHANDISING

Your annual check up

Every so often, when you've been in business for some time, it is beneficial to step outside and have a look at your business with fresh eyes. Like a car that regularly needs a service, your business could do with a little 'health check' too.

It is recommended that you perform this 'health check' at 6 and 12 monthly intervals to make sure your business doesn't become stagnant.

You may be surprised to find that sometimes the changes that you may need to do are often very simple and easy, provided you are consistent! For example, it is not economically viable to re-fit out your entire shop every couple of years, however, it is very cost-effective to repaint a wall every 5 years and change the window display every 4-6 weeks.

There are mini guides that can be downloaded that provide a basic checklist to help guide you through your own self-assessment of your shop's presentation.

These checklists cover, the Shop Front, the shop window, the shop layout, the instore displays and the ambience and mood of your shop.

Download these checklists [here...](#)



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