**BUF 2203 VISUAL MERCHANDISING**

**Professor Jackson**

**Chapter 1: Creative Thinking -- Getting Outside the Box**

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**Review Questions**

1. What is Judy Bell’s approach to thinking outside the box? Describe each step and give an example.

Thinking beyond the box, according to author Judy Bell, entails three basic actions that can venture ideas and develop investigating, revising, and improving on present theories and concepts. These three steps are: Look, Compare, and Innovate. To look is to observe your competitors, compare means to analyze the difference between your ideas and your competitors and understand what to do and what to avoid, and innovating is to design your own unique ideas. An example would be if you are trying to start your own photography business and you do your research and learn from professionals and practice to perfect your craft. Then you test out your skills and see what works for you and what doesn’t. And in the end you execute your business plan.

1. What is the SCAMPER model and how do some visual merchandisers use this model to solve problems? Give an example.

The Scamper Model consists of the following:

-Substitute

-Combine

-Adapt

-Modify, minify, magnify

-Put to other uses

-Eliminate

-Reverse or Rearrange

Visual Merchandisers use this model to solve problems because it’s a step-by-step procedure on how to display products for a business.

1. What is trend-spotting? Give examples that reflect the direction of trends.

Trend spotting is the capacity to recognize current and potential market trends so that you can implement them, remain at the forefront of them, and be aware of the next major thing. An example would be when influencers or content creators use TikTok trends to promote their business or brand and by the time the same trend has moved to Instagram it has already gotten old. So you always have to be ahead of the current pattern.

1. What is a flagship store? What makes it important in the field of visual merchandising?

The finest aspirations of a corporation's brand reputation are displayed in a flagship store. This is an important asset in the field of visual merchandising because you attract more customers with your brand.