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1.       What are the three basic elements of communication?

The three basic elements of communication are:

* Styling: How we observe and interact reflects our mindset and expressing.
* Intent: Our facial expression and body language reflect the fundamental nature of communication
* Content: What is being displayed: facts, narratives, views, and so on.

2.      The retail strategy that promotes in-store interaction is called what? Provide AT LEAST two examples of this strategy below.

The retail strategy called “Branding” is what promotes in-store interaction. Branding is a strategic tool for distinguishing and marketing a company image using product creation, advertisement, and promotions. One example of branding is when a company sponsors a well known celebrity to promote their company using social media where they have a mass following and will be able to get attention from their target audience. Another example is when a company creates new products that are better quality and describes how it can solve the problems of their customers.

 3.      List and define the three components of retailing below.

Color: the color coordination of all the products being displayed

Space: the right amount of space in between the products and how it’s all placed

Lighting: the right amount or setting of light on the products to make it look appealing

 4.      In your own words explain the benefits of an effective visual merchandising display.

Visual merchandising display is an important skill to master because the first thing that will grab a customer’s attention is the way products are displayed. It’s important to showcase the company’s brand image by the way you set up a visual display of the products and you do this by catering to the target audience to understand what will engage them into the business by the way the visual display is portrayed. The more effective a visual merchandising display is, the more customers you will attract, thus driving in more sales.

5.      Provide an explain of non-store selling.

An example of non-store selling is e-commerce. This is when customers shop and purchase online to be delivered to their homes or purchase on line and pick up their items in the store. It’s a great way for customers who find it more convenient to shop online rather than in person based on distance, time and social interaction.