

Individual
Term/Research
Paper

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Prof. Robert Woods

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The Merchandising Support Associate



The Merchandising Support Associate, also known as a Front of House Associate, is responsible for providing a great shopping experience and driving sales and profit through customer service, accurate pricing and signing, arranging and maintaining attractive visual presentation in windows, on ledges, shelves, and fashion panels throughout the store, and ensuring proper sales floor merchandising as well as accurate merchandise movement throughout the building. Operational duties include but are not limited to floor moves, replenishment, inventory; shortage control, stockroom organization, merchandising, set up and removal of signs for promotional events/sales, completing price changing activities, and ringing point of sale transactions.

Macy's uses a scheduling plan that allows our associates to participate in the creation of their work schedules by managing availability and identifying preferences. Additionally, during key events and peak selling times, Macy's may offer additional shifts to our associates, which they may pick up using the self-scheduling tool.

As it is my first job, I think it is a good way to start. I want to improve my English and my way of speaking with people, I know that in that job I will learn many things so that I can continue to climb little by little.

Lizeth Pilamunga
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Jackson Height, NY 11372
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Lizethsislema5@gmail.com

Jeff Gennette
Manager of Macy's
13650 Roosevelt Ave
Flushing, NY 11354

Dear, Jeff Gennette

I would like to apply to Retail Merchandising Support Associate. I was made aware of the opportunity through the company's web site, as I searched for Sales Associate that would allow me to utilize my training in retail merchandising while continuing to grow as professional in this field.

I am currently student in Business and Technology of Fashion this is my third year at New York City College of Technology. My academic program at the university strongly emphasizes preparation to enter into the professional workplace. I exercise a high-attention to detail to maintain accuracy and consistency in my personal performance, collaborative teamwork and on-time completion of all projects. Moreover, I offer collaboration abilities, leadership skills and scheduling flexibility. My goal is to contribute planning and coordination expertise to help improve overall organizational efficiency.

I am eager to learn about new technologies currently being developed in the workplace, and I feel that there is no better place to work in Retail Merchandising Support Associate in Macy's. I believe my decision-making and collaboration talents will prove to be an invaluable asset to your organization. I would like to schedule an interview to learn more about the position and explore the ways in which I can positively impact Macy's team.

I am very grateful you are considering my application for your Retail Merchandising Support Associate. If you have any questions, you can contact me at (929)337-4885. You can also reach me at my email at lizethsislema5@gmail.com. Thank you for your consideration.
Sincerely,

Lizeth Pilamunga

Lizeth Pilamunga

Cell: (929)337-4885

E-mail: lizethsislema5@gmail.com

OBJECTIVE

Seeking a position as a Retail Merchandising Support Associate, where I can utilize my knowledge and skills to contribute to the success of prospective employer, improving buying experience and elevating company profile with target market.

EDUCATION

New York City College of Technology

Bachelor in Business and Technology of Fashion

New York, NY

January 2019 - Present

- Overall GPA: 3.4
- Relevant Coursework: Marketing Research | Foundation of Marketing | Financial Management | Visual Merchandising | Advertising.

Newcomers High School

High School Diploma

Long Island City, NY

June 2018

WORK EXPERIENCE

82nd Street Academy

Child care assistant

New York, NY

March 2018-August 2018

- Help children with homework
- Help children keep good hygiene.
- Supervised and monitored the safety of children.
- Assisted to serve meals.

SKILLS

- Planning and Coordination
- Knowledge of computer
- Working as a teamwork
- Resourceful and able to adapt quickly
- Fluent in Spanish

REFERENCES

Laura Palmer
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Exterior displays

1. Traditional outside window or main mall entrance windows from a department store or large specialty store



Mayc's

Queens Center

90-15 Queens

Blvd, Queens,

NY 11373

Macy's department stores have dimensional lettering that is effective in creating a strong focal point. What does not help this entry is that the glass is totally black and you cannot see the mannequins that are placed near them. These mannequins are important as they help shoppers see which one are the trending garments, which can be coordinated with accessories and shoes. They could apply more visible glass so that the product they want to sell can be seen. What I would recommend is that they use neon light or some projected image and that being a clothing store what they need is to show the product. This entrance should have accent lighting as it plays two important roles, by focusing the mannequins and also draws attention to the lighting display on the wall. This entry needs more electronic devices where they show the products where they show models wearing those clothes.

2. Display from a chain or small fashion specialty store.



Foot Locker

Bay Plaza
Shopping Center

2100 Bartow
Ave, Bronx, NY
10475



This entry has the samples of the shoes that are on an individual shelf of vertical and horizontal side most of these shoes are on trend, the way they are displayed is eye-catching. It has a digital display where it shows the material of the shoes and how it is made. In the middle of one of the showcases you can see a large glass box and inside it is the latest tennis model that is the most popular; it is an ingenious idea as people are surprised and decide to enter. They wear shoes of different brands and colors, depending on the season the colors of the shoes vary. They display this variety of colors at the store entrance in the main display case by adding bold colors that customers can easily find. It is easier for customers to find what they are looking for if it is something they already saw before entering. Using diagonal lines could help the store as this creates different moods.

3. Display from an appliance or electronics store



Best Buy

Queens
Place Mall

8801 Queens Blvd,
Queens, NY 11373

The place where this store is located has a structure with a V, it is a very simple entrance since, being an electronics store, it does not have any product that it shows in the display case, it must show more light at the entrance or projected images that can generate more view to the products offered by the store. The store has a very low display as it does not have anything that attracts attention; it seems that the place is closed or empty. Or by having a spacious hallway before the entrance, you could add graphics on the floor; this would help give it an unexpected accent.

4. Display from a gift shop



3D innovation -
Customized &
Personalized
Gifts, Memorials
& Awards

Queens Center

90-15 Queens Blvd, Queens,
NY 11373

It is a kiosk where personalized gifts are made. The kiosk has a circular shape, it is an independent permanent unit located in high traffic in Queens Center Mall, it takes up very little space but it is striking since they have all the products they offer with all kinds of messages, shapes and colors in which I want your gift offering customers some innovation and technology in their gifts. The colors they use to project the glass are blue and the interior is white to emphasize the photograph or the message you need. The boards give a different view to reinforce the product. Tables tend to stimulate a taste for what is displayed on them. It is easier to appreciate the product that you can touch and admire and decide which one is the best for you. This kiosk wants to maximize brand awareness and drive impulse purchases. It is an experience for the customer since seeing so many models it is difficult to decide on the correct one. One of the concerns is safety, since by not having a display case; these elements must be carefully insured for any accident. Another drawback of this Kiosk is that the furnishing scheme provided by the supplier can obscure the identity of the store's brand.

Interior displays

1. Fashion display with mannequin



Macy's

151 W 34th

St, New

York, NY

10001

These mannequins display garments that are in keeping with the design. The flat grams used here are very good as they show the garments with which it could be combined so that the consumer chooses more than one piece. This store being a department store tends to have more high traffic shoppers. Coordinating sets of polo shirt with shorts. There is good coordination of ensembles, workmanship, style, and color points. The outfits are coordinated with the manufacturing step. Show off the classic look and trend style of the outfit. Creating unrelated items helps a lot. The only thing that these mannequins are missing, are some accessories that can further help the outfit. They should have used taller mannequins as it would make the garment shown look more refined and elegant.

2. Fashion display without mannequin



3.

JC PENNEY

Queens Center

**Queens Center, 90-
15 Queens Blvd,
Queens, NY 11373**

Fashion items for the home. This place presents the latest gastronomic trends with the necessary utensils to cook and serve a meal. This helps the consumer to have decorative and functional domestic coordinates that they could have in their homes. This environment helps the consumer to create an environment for their kitchen with a complete set of dishes. The use of vertical lines also helps to create a message of strength, dignity and height. This place has good signage and lighting that makes everything look perfect for your home. Some of these products have a triangular base which helps to have height variation, optical and visual balance. The use of multiple products helps in this place since the more the better, arranging multiples in rows from front to back in tables. There is a good use of the product in its presentation on small surfaces, such as the use of small pedestals to display the product.

4. End of aisle supermarket display



Target

Queens Place

Mall

*8801 Queens Blvd, Queens, NY
11373*

This Target grocery store offers a friendly environment, easy-to-understand floor plans and shelf layouts, has informative pricing, has innovative products or services, many of these products may be consumer-driven changes, and many of these products are in the back so that the product has more visibility which helps to increase the sales of the product. The back of the supermarket features a quick warm-up with in-and-out service for hungry consumers. Many of these products are generally deeply discounted products, as you can see in the image. This section is among the huge shelves filled with various types of products. These products provide a competitive advantage to manufacturers.

5. Point of purchase impulse display



FOREVER 21

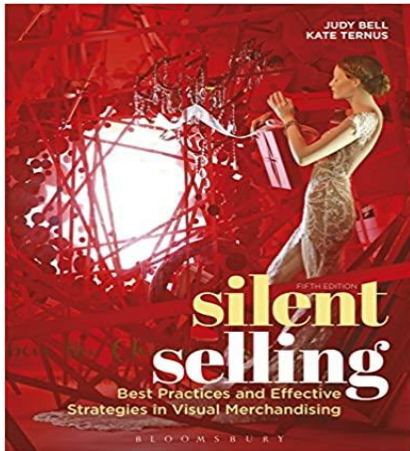
Queens Center

Queens Center, 90-15 Queens Blvd, Queens, NY 11373

A point of purchase is the ad that is placed next to merchandise promoting the store. These items are located in the checkout area, where buyers make their final purchasing decisions. Being a clothing store, it has its point of purchase next to the cash register so that customers who stand in line to pay take into account some accessories such as socks, skin care, hair bands among other things. Using bright colors, they are all different items that you can wear with the outfits you are paying for. This venue focuses on the in-store customer experience by drawing attention to particular brands and displaying special offers for consumers. This material that shows the FOREVER 21 store at the point of sale helps to highlight the product by attracting the attention of customers as it is full of merchandise that helps the customer to complement their outfit with what they sell throughout the store. These products are on a long shelf where people line up to pay while they wait to continue buying more products that interest them. This is like a standalone vendor-branded display that helps the store display merchandise inside. The store has done a great job promoting the small products that it offers. This is the ideal method to capture the attention of shoppers and persuade them to put the product in their cart without any further thought.

Reference

Judy T. (2017). "Silent selling: Best Practice and Effective Strategies in Visual Merchandising , 5th Edition" Bloomsbury



✓ "All photos were taken by me"