

Merchandising Controlling Trends

Merchandise planning and control systems can play a key role in increasing profitability, but how do we cut through the hype of trends? It's not just about products and presentation anymore; mainstream merchants are focused on creating remarkable experiences for customers with increasingly high expectations. A merchandising controller needs to understand key metrics that underpin "the best in breed" merchandising.

A merchandising controller assesses not only the merchandise performance, but also the buyer's performance. The following 5 merchandising trends retailers and merchandisers should boot up, integrating them into their retail plan. This is necessary to provide control and maintain high performance results.

Customers expect in-store experiences

Retailers can bring round consumers to visit their stores by presenting an experience they can't find through on-line shopping. This means bringing the perks of on-line shopping to the physical world by creating unique experiences in stores that can't be replicated online. A recent report unveiled that 90% of consumers feel that their Smartphone is the easiest way for them to make a shopping list before entering a retail store, 22% said they always prepare a shopping list before going to a physical retailer, and 39% responded that they did so "often". Retailers can use this competitive edge by offering mobile-friendly sites or apps which make the browsing and purchasing experience effortless and enjoyable thereby initiating a more positive customer service experience, offering retailers new "digital retail merchandising" opportunities.

Hyper-Personalized Offerings

With the oodles of retail sales statistics collected by retailers online and via mobile, many consumers now expect businesses to gratify to their tastes explicitly. Targeted approaches mean that consumers don't have to browse through products they aren't interested in, and can spend more time spotting the things they covet. Retailers can use tags to organize their online offerings and then offer potential customers products similar to those that they have purchased or showed interest in previously.

Virtual Reality

Virtual reality is captivating as a way to allow retail customers to engulf themselves in the experience of owning a particular product or becoming enchanted with a brand without leaving the store. VR offers a way to let customers venture before they buy with products that can't easily be tried out in the store, or to endure or associate with brands in ways they otherwise couldn't. The concept is already a pearl of great price. Toms, the footwear brand famous for its "one to one" program that donates one pair of shoes for every pair it sells, they render their customers with headsets allowing viewers to watch in virtual reality as children in Peru receive their donations. "The North Face: Nepal" enables customers to experience winter in Nepal.

Interactive Retail Merchandising Displays

Interactive retail merchandising is an exquisite trend in retail right now. Many dominant brands, such as Dr. Scholl's, Rebecca Minkoff, and Bauble Bar are investing in interactive displays and kiosks that help customers find what they want, estimate inventory levels, try out products and even be

tailored for customized products right on the sales floor. This vogue has stolen the show because they express to a distinguished customer's need to touch, smell, taste, hear, and see products before they purchase them. Interactive displays aren't just for the big box's that can afford to invest in high tech. Even smaller retailers and brands can take advantage of this curve simply by allowing customer interaction with products, whether that means removing a sample product from its packaging or vouchsafe a free trial sample.

Mobile Payment and Checkout

Mobile payment wallets suchlike Apple Pay allows customers to quickly pay for purchases using their phones. What does payment and checkout have to do with retail merchandising? It's about making the buying process more seamless to compete with online and mobile competition. Embracing this technology is an incredible way to magnetize and bolster up millennial and other tech-savvy consumers; these customers presume retailers to harmonize pronto to newfangled technologies and accept new forms of payment. They also want to win bounties for using these methods – whether it's by ordering ahead and skipping the line at Starbucks, or taking perks of cash back offers from their credit card carrier. Retailers can nexus their own loyalty programs into mobile payment systems, endowing loyalty points.