

An essential resource for both students of retail and merchandising and entrepreneurs interested in starting a business, this guide offers practical information on the merchandising industry. Topics include store location, layout and design, merchandise planning, control and pricing, and supply chain management. It also offers practical advice on factors critical to the success of any retail enterprise, mainly the effective use of color and lighting in visual merchandising. Written by established authors in the field, this book emphasizes the importance of accurate market research and includes case studies of actual businesses and self-assessment questions to reinforce learning.

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