



# Visual Merchandising for Organic Retailer

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Dr. Toralf Richter

# Consumer Behaviour: What does it influence?



- Kind of product presentation
- Shopping atmosphere
  - Sales persons
  - Personal feeling

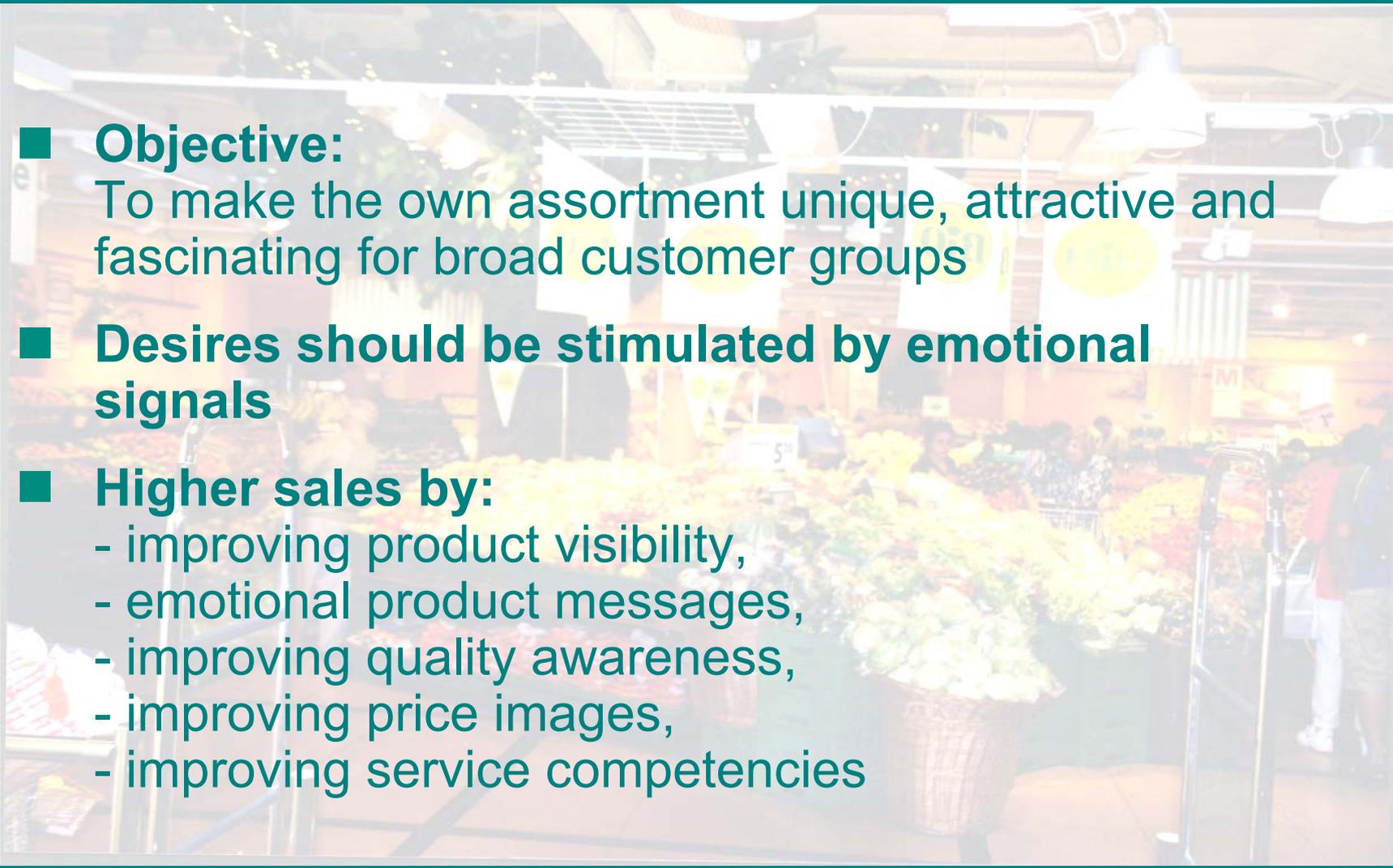
# Introduction

- 1. Conventional and organic supermarkets are seen as the most competitors for smaller organic retailers**
- 2. The most competitive areas for organic retailer are apart from the assortment structure**
  - the appropriate location**
  - price / quality /service image**

# Visual Merchandising

- **Visual:** To make competencies visible for customers
- **Merchandising:** All measures which support sales
- **Visual Merchandising:** To send visual and emotional loaded messages to customers which support pleasure of shopping activity
- A shop is like the page of a magazin: huge space filled with a lot of small letters
- Only by using paragraphs, headlines and strong pictures readers really enjoy to read the magazin

# Visual Merchandising

- 
- A photograph of a grocery store aisle, likely a produce section, with various fruits and vegetables on display. The image is semi-transparent, allowing text to be overlaid. The text is organized into three main bullet points, each starting with a dark green square. The first bullet point is 'Objective:', followed by a description. The second is 'Desires should be stimulated by emotional signals'. The third is 'Higher sales by:', followed by a list of five sub-points.
- **Objective:**  
To make the own assortment unique, attractive and fascinating for broad customer groups
  - **Desires should be stimulated by emotional signals**
  - **Higher sales by:**
    - improving product visibility,
    - emotional product messages,
    - improving quality awareness,
    - improving price images,
    - improving service competencies

# Challenges for organic retailers

Optimise quality perception indoor and outdoor

- To handle flood of available single items in context of limited space
- Customer oriented product presentation and product placement
- Competence of sales persons
- Personal customer - shop owner relation



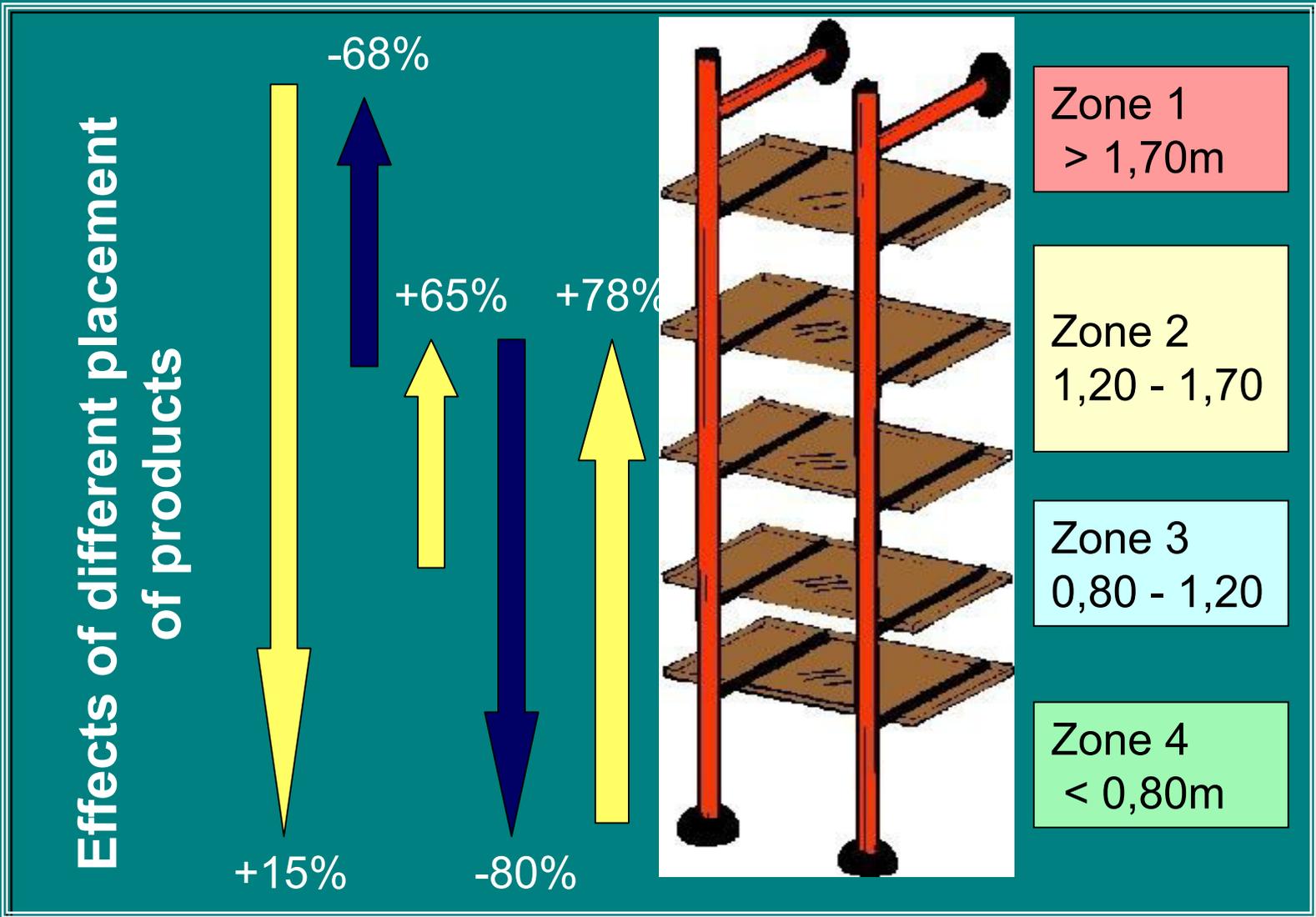
# Potential which can be used by VM

Increasing sales by 20 – 50%



- ✓ Increasing average customer sales
- ✓ Customer loyalty
- ✓ Attract new customers

# Stimulate impuls purchase activities

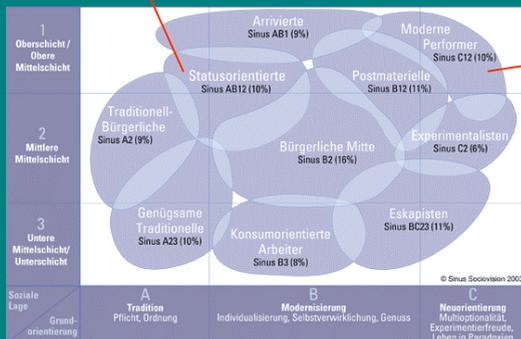


# Value upgraded product presentation

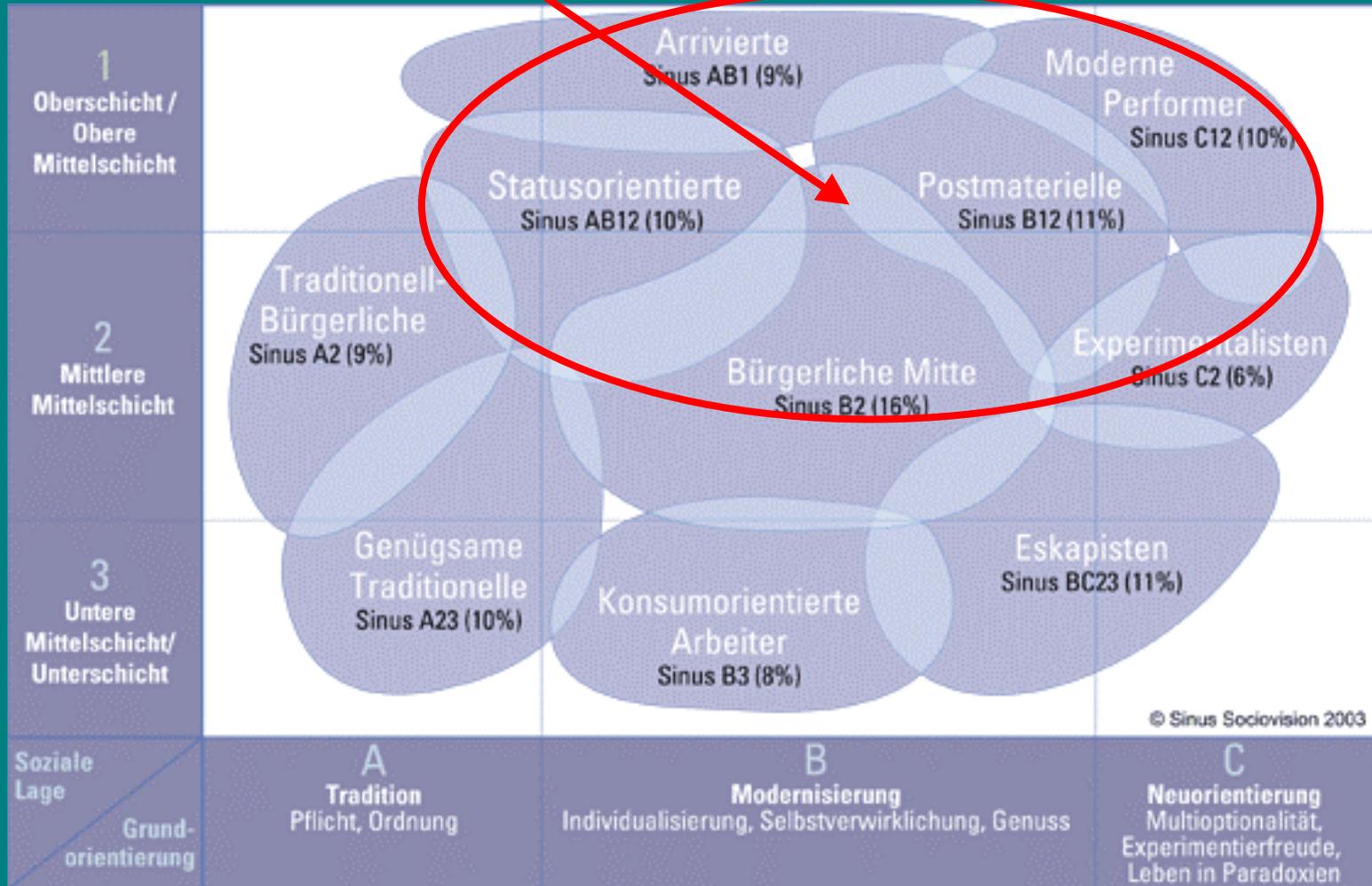


Whole Foods (USA)

# Specific shop facings attract different customer segments

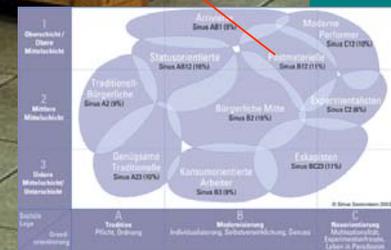


Potential customer groups for organic products



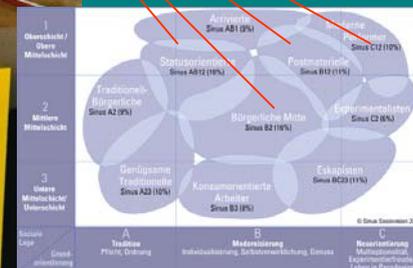


# Traditional and basic style attracts purists

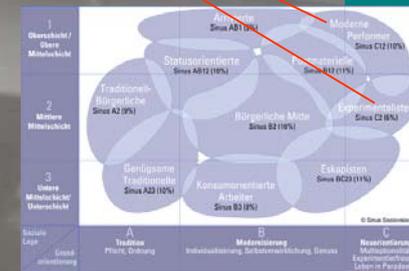




# Colourful attractive presentation style attracts a broad spectrum of quality oriented consumer groups



# Elegant but distanced presentation style attracts modern lifestyle oriented consumer groups



# Simple presentation style attracts altruistic consumer groups



**Bioladen Basel (Schweiz)**

# Important attributes for preferred shopping places

- Pleasant atmosphere
- Frequent special price offers
- Able to taste products
- Friendly sales people
- Shopping fast and effective
- Broad assortment
- No stress factors
- Extension offers
- Low distance to shop
- Enjoy shopping
- Sufficient parking areas



# Critical competition areas for organic retailers

- Price image: too expensive
- Less favoured locations
- Shopping slow and less effective
- Less shopping comfort
- Needed conventional items has to be bought on separate markets



# Potentials for organic retailers

- Mainly in fruits / vegetable area (unpacked sales) potential
- Better appearance of freshness
- Better care of assortment
- Broader organic assortment (e.g. exotic fruits, cheese, high quality bread)
- Better possibilities to position with regional messages
- Sales people are able to steer purchase activities
- More trustful in consumer's eyes



# Downloads to Visual Merchandising: [www.oekolandbau.de](http://www.oekolandbau.de)

**Bioprodukte  
im Naturkost-  
fachhandel**

Tipps für erfolgreiches  
Verkaufen

**Bio**  
nach  
EG-Öko-Verordnung

Achten Sie auf das Bio-Siegel.

*inklusive: CD-Rom mit Checklisten zur Beurteilung der Präsentation von Bioprodukten im eigenen Laden*

*Grapefruit „Ruby“  
2,29*

**Bioprodukte  
in der Bäckerei**

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**Bioprodukte  
im LEH**

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**Bioprodukte in  
der Metzgerei**

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