

Chapter 7 Competencies

After successfully completing this chapter, the reader will be able to:

- Explain the purposes of visual merchandising as they relate to customer satisfaction and profitability.
- Describe areas of the spa that can be focal points for visual display.
- Explain the role that lighting plays in visual merchandising.
- Prepare skin, body, and beauty products for display.
- Describe various types of written display materials and their purposes.
- Describe types of fixtures used to display apparel and explain how each is used.
- Prepare apparel for display.
- Explain how to display books and CDs to maximize sales potential.
- Describe display techniques for gifts and accessories.
- List steps for keeping the retail area fresh and appealing to customers.