

Atharva Institute of Management Studies

Activity / Event report

Name of event	: FACULTY SPEAKS, Episode 18
Date(s) of conduction	: 8 December 2021
No. of participants	: 17
Student coordinator/ committee	: Sneha Kamalpuria (MMS)
Resource person	: Prof. Devika Talreja
Designation	: Assistant Professor
Contact no.	:
Email ID	:

DESCRIPTION

Objectives:

- Visual Merchandising.

Key Takeaways:

- A good display is equivalent to an advertisement. It acts like a silent salesperson.
- Objectives of Visual merchandising:
 - Creates brand awareness.
 - Drive brand image and sales.
 - Create comfortable, exciting and enjoyable shopping environment.
 - Enhance product appearance.
 - Provide information to customers.
 - Generate additional sales through impulse buying.
 - Support sales staff as a silent sales tool.
- Fixtures in visual merchandising:
 - Stacking
 - Window display

- Mannequins
- Signages
- Props
- An acceptable means of arranging merchandise on a gondola is by color.
- Your store checklist:
 - Is the store window set-up done in proper way?
 - Is the focal point created?
 - Is equal importance given to all products?
 - Flooring of the store is clean?
 - Glazing is clean?
 - Shelves are clean?
 - Is the merchandise placed according to the plan?
 - Are my empty cartons lying on floor?
 - Check the effect on sale of every display done.
 - Merchandise grouping appropriately done.
 - Few words from Dr. R.G. Ratnawat, Director, AIMS.
 - Few words from Dr. Harshita Kumar, Director, AIMS.

FLYER OF THE EVENT

Flyer Designed by: Piyush Chaudhary (MMS)

GLIMPSES


DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



The screenshot shows a Google Meet interface on a Mac. The main presentation area displays the text "VISUAL MERCHANDISING" in a large, stylized font. Each letter of "VISUAL" is filled with a different image related to retail and merchandising, such as clothing, shelves, and store interiors. Below "VISUAL", the word "MERCHANDISING" is written in a clean, sans-serif font. The meeting controls at the bottom include a red "REC" button, a status bar indicating "Devika Talreja is presenting", and various icons for mute, video, chat, and screen sharing. The macOS dock at the very bottom shows icons for Spotlight, Launchpad, Safari, Messages, Mail, Photos, WhatsApp, Calendar (showing Dec 8), Apple TV, Music, Podcasts, App Store, System Settings, Chrome, Word, Excel, PowerPoint, and a trash can. The top of the screen shows the Chrome browser tabs and the system menu bar with the date "Wed 8 Dec 10:02 AM".


DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



The screenshot shows a Google Meet interface on a Mac. The main presentation slide features a silhouette of a woman with shopping bags and the following text: "When walking into a typical retail store, you'll likely notice tidy, curated product displays that visually highlight items for sale. Those products aren't arranged that way by accident—the merchant is using visual merchandising best practices to help the products sell themselves." The participant grid on the right includes Dr. Harshita Kumar, Devika Talreja (highlighted), Dr. Komal Ahuja, Ganesh Apte, Bincy Baby, Vaibhav. Patil, Deepak Asarpota, Sandeep Rasal, Sandeep Rasal, Ansha Gupta, 5 others, and You. The system tray at the bottom shows various application icons.


DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



Chrome File Edit View History Bookmarks Profiles Tab Window Help 100% Wed 8 Dec 10:06 AM

meet.google.com/zsq-kvrq-pfd

REC Devika Talreja is presenting

TOPIC

- Objectives of Visual Merchandising
- Fixtures Used for display
- Tools & Feature area for display
- Methods of Display
- Pointers to a better display

Participants: Dr. Harshita Kumar, Devika Talreja, Dr. Komal Ahuja, Ganesh Apte, Bincy Baby, Vaibhav Patil, Dr. R.G. Ratnawat, Sandeep Rasal, shubhi lall, Ansha Gupta, 6 others, You

10:06 AM | zsq-kvrq-pfd

System tray icons: Calendar (8 DEC), Apple TV, Music, Podcasts, App Store, Settings, Chrome (1), Word, Excel, PowerPoint, Trash


DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



Chrome File Edit View History Bookmarks Profiles Tab Window Help 100% Wed 8 Dec 10:16 AM


Inbox (43) - paperpresentation Meet - zsq-kvrq-pfd

meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1

Apps Gmail YouTube Maps Translate Reading List

REC Devika Talreja is presenting

Stacking is mostly used in Hypermarkets/Supermarkets



Dr. Harshita Kumar	Devika Talreja	Dr Komal Ahuja
Ganesh Apte	Bincy Baby	Vaibhav. Patil
Dr R.G. Ratnawat	Deepak Asarpota	shubhi lall
Sandeep Rasal	6 others	You

10:16 AM | zsq-kvrq-pfd

Microphone, Video, Chat, Hand, Share, More, End Call

Spotlight, Launchpad, Safari, Messages, Mail, Photos, App Store, Calendar (DEC 8), Apple TV, Music, Podcasts, App Store, Settings (1), Chrome, Word, Excel, PowerPoint, Trash


DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



Anthropologie always finds original fixtures, sometimes transforming objects like the bench below into display material.

10:19 AM | zsq-kvrq-pfd

Dr. Harshita Kumar, Devika Talreja, Dr. Komal Ahuja, Ganesh Apte, Bincy Baby, Vaibhav. Patil, Dr. R.G. Ratnawat, Deepak Asarpota, Shubhi lall, Sandeep Rasal, 6 others, You

Chrome, File, Edit, View, History, Bookmarks, Profiles, Tab, Window, Help, 100%, Wed 8 Dec 10:19 AM, meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1, Apps, Gmail, YouTube, Maps, Translate, Reading List, REC, Devika Talreja is presenting

Harvy
DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



The screenshot shows a Google Meet interface on a Mac. The browser address bar displays the URL `meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1`. The presentation slide features a photograph of a window display with three handbags on the left and a text box on the right that reads: "An average customer will look at the window for only 7-11 seconds". The participant grid on the right includes Dr. Harshita Kumar, Devika Talreja (highlighted), Dr. Komal Ahuja, Ganesh Apte, Bincy Baby, Vaibhav. Patil, Dr. R.G. Rathawat, Deepak Asarpota, shubhi lall, Sandeep Rasal, 6 others, and You. The system tray at the bottom shows the date as December 8th and various application icons.


DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.



Chrome File Edit View History Bookmarks Profiles Tab Window Help 100% Wed 8 Dec 10:33 AM

meet.google.com/zsq-kvrq-pfd?pli=1&authuser=1

REC Devika Talreja is presenting

Props are-

- a fabulous way to bring your merchandise to life
- enable you to take your product story to the next level.

10:33 AM | zsq-kvrq-pfd

Dr. Harshita Kumar, Devika Talreja, Dr. Komal Ahuja, Ganesh Apte, Bincy Baby, Vaibhav. Patil, Dr. R.G. Ratnawat, Pallavi Rane - Va..., shubhi lall, Sandeep Rasal, 6 others, You

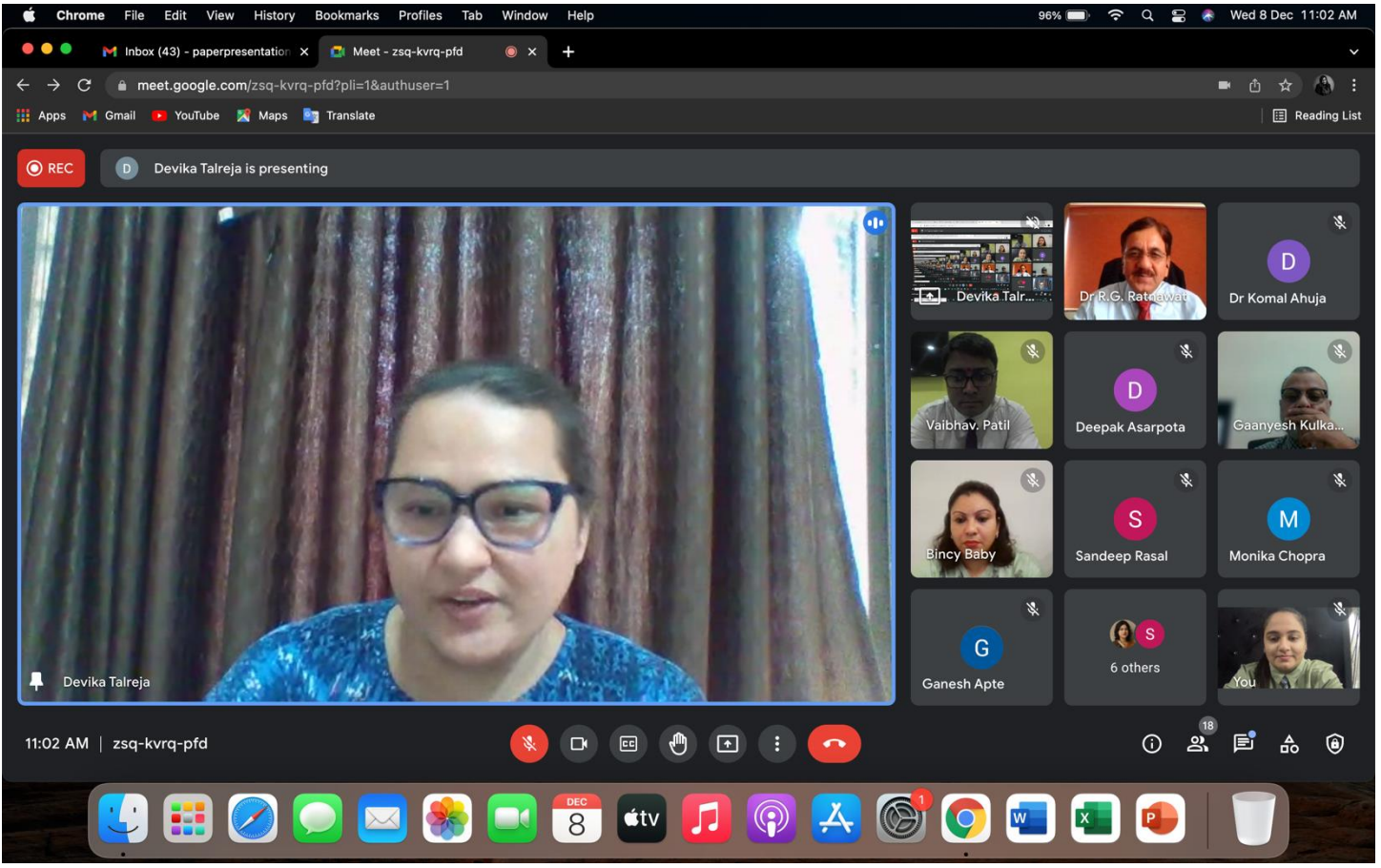

DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.






DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.





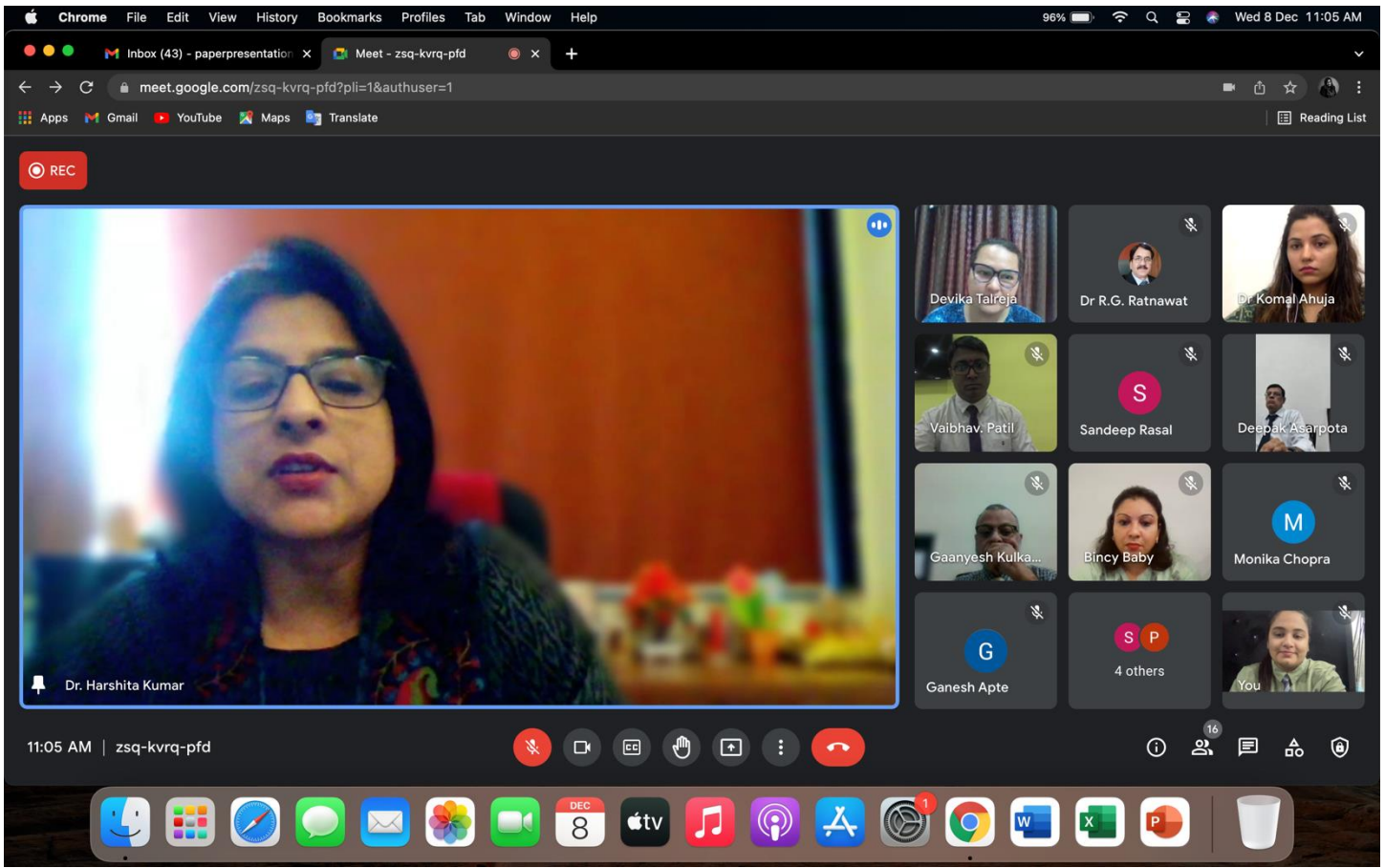

DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.






DIRECTOR
Atharva Institute of Management Studies
MUMBAI-95.





EVENT REPORT PREPARED BY: SNEHA KAMALPURIA, STUDENT, MMS DIVISION B.

Verified by: Dr. Shubhi Lall Agarwal, Director, IQAC, AIMS.

Submitted to: Dr. R.G. Ratnawat, Director, Atharva Institute of Management Studies.

This video was recorded on the Email ID paperpresentation@atharvacoe.ac.in

Live session was initiated by Sneha Kamalpuria.


 DIRECTOR
 Atharva Institute of Management Studies
 MUMBAI-95.

