



CUMBERLAND
CITY COUNCIL

Small Business Month

Boost Your Business Sales Season Strategies

29 October 2020

CUMBERLAND CITY

SMALL BUSINESS

MONTH 2020

IN PARTNERSHIP WITH



Cumberland
business chamber

Supported by the



Small Business Month
1 - 31 October 2020



WESTERN SYDNEY
BUSINESS CENTRE



Boost Your Business Sales Season Strategies

Facilitator: Helder Guerreiro
Economic Development Coordinator,
Cumberland City Council





Boost Your Business Sales Season Strategies

Schedule

- **Carol Bagaric**
Designer & Expert on Visual Merchandising
- **Graham Fitzpatrick**
Business Advisor, Advertising & Marketing Guru
- **Rami Ykmour**
Founder of Rashays
- **Panel Discussion / Q & A**

Retail Revamp 2020



carol b.
RETAIL REVAMP



Welcome

Today's Workshop

Overview

- Importance of visual merchandising
- Key elements on creating an attractive shop front & window display
- Tips & Tricks on how to make it happen
- Plus top tips on your Website presentation

Take the time to reflect on your store...

Visual Merchandising

Your shop front, is often the last thing you may be thinking about, but it is the very first thing a customer sees!



What is Visual Merchandising?





Why is Visual Merchandising important?

- Develops, maintains and increases sales
- Provides a competitive advantage
- Customers expect and respond to good visual display

But most importantly...

Display = DOLLARS

**Be strategic with how you
treat your retail space!**

VM TIP #1

‘Activate & Exaggerate’

External

Key Considerations;

- Primary & Secondary Signage
- Open or Closed? A Frames, Flags & Bunting
- Greenery / External Product Displays



 **LIVING**
ON ETON

Homeware & Giftware
In Home Styling

 **LIVING**
ON ETON

**Gift
Vouchers**

 **LIVING**
ON ETON

LIVING
ON ETON

Trading Hours
Monday - Friday
9.00am - 5.30pm
Saturday
9.00am - 12.00pm
Sunday
By Appointment

Ph: 8539 7744
www.livingoneton.com.au

VM TIP #2

‘Working your Windows’

Window Merchandising

- *On average you have approximately **4 - 6 seconds** to capture a customers attention via a window display*
- *Depending on how well a window is merchandised will **determine** if the customer enters the store*
- *A window is the **first impression** for a customer of a store, it gives them a taste of what is to expect once inside*





GULD CHEMIST
APEX GLASS
9558 6250

CHEMIST

Decorative swirl graphic

Window Merchandising

3 easy steps...

- *Merchandise a ‘Product Story’*
- *Merchandise a ‘Colour Story’*
- *Use a ‘Visual Merchandising Technique’*



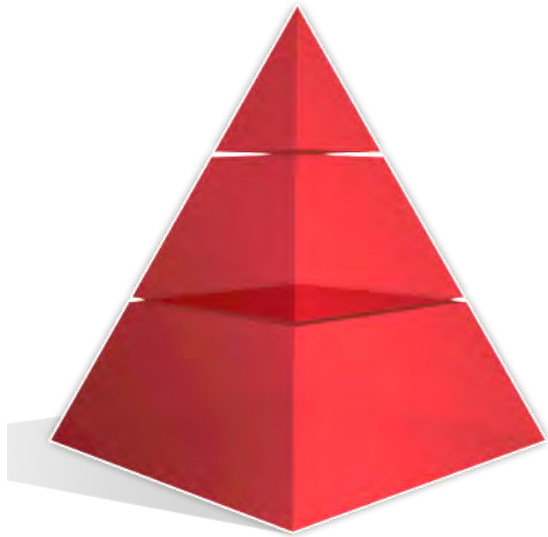
14th February

MYER

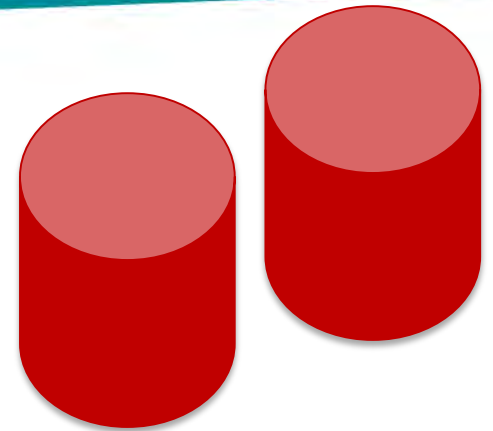


Window Merchandising

Step 3: VM Technique



Triangle – Pyramid



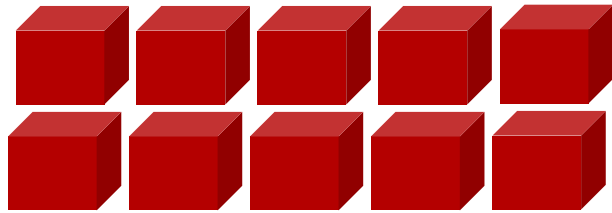
Circular



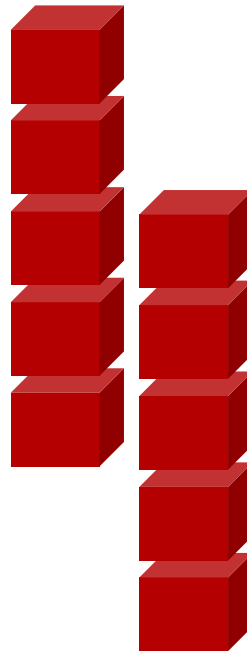
Square

Window Merchandising

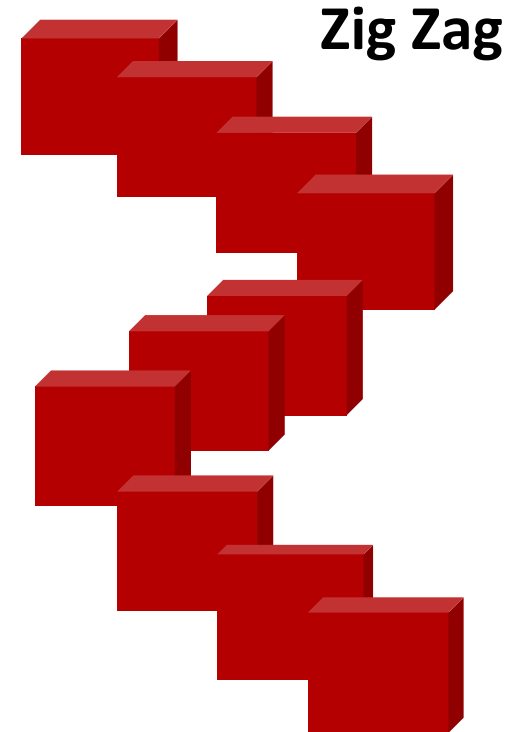
Step 3: VM Technique



Horizontal



Vertical



Zig Zag



Step 3 – VM Technique

*Horizontal &
Repetition
& Pyramid*



Before & After



VM TIP #3

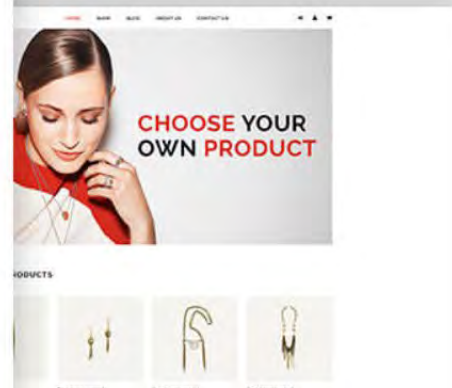
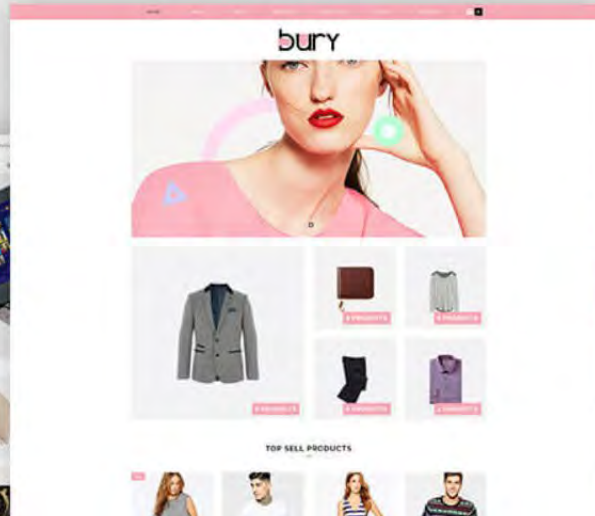
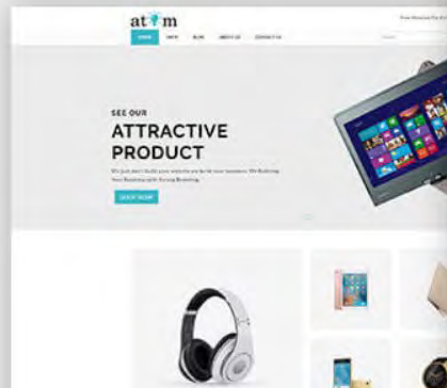
‘From bricks to clicks...’

Website tips & tricks

- Ensure your business name & logo is present
- Use good quality images
- Keep content short and sweet, remember to spell check
- Keep your website free of clutter – less is more
- Invite customer to engage with your website, sign up to offers, subscribe, click on social media links etc.

Consider...

- Shopify, WIX and other ecommerce online platforms for access to professional website templates



Thank you!

The background features a series of concentric circles in light gray, some solid and some dashed, creating a ripple effect. A large blue speech bubble is centered on the page, containing the main text.

Boost your Business Sales Season Strategies

Cumberland City Council Small Business Month

The background of the slide features several thin, curved lines in a light gray color, some solid and some dashed, creating a sense of motion and depth. A blue rectangular box with a speech bubble tail at the bottom is positioned on the left side.

Sales Season Strategies: Introduction

Maximising the Sales Season Using the Four P's of the Marketing Mix

Sales Season Strategies: Introduction

The Sales Season is.....

- The best opportunity to make up lost ground
- The best time to reach out and build rapport with past and present customers
- Increases the opportunity to find new customers

As a Marketer and Sales Manager

“ I love Sales Season”.

The background of the slide features several thin, curved lines in shades of gray, some solid and some dashed, creating a modern, abstract design.

Sales Season Strategies: This year's Sales Season Preview

2020 has been crazy

- Yes, it has been a tough year
- Yes, unemployment is sitting at 6.8%
- Yes, retail took a large hit due to the Pandemic
- Yes, there is a lack of confidence in the marketplace



Sales Season Strategies: This year's Sales Season Preview

But, there are a lot positives for this year's Sales Season:

- Traditional Christmas Holiday Plans have changed
- Households are spending less on Eating Out and other Leisure activities

And for those that love statistics:

- Australian retail turnover rose 7.1% in August 2020 compared with August 2019
- Online sales rose 7.0% in seasonally adjusted month-on-month terms in August 2020

– ABS, August 2020

Sales Season
Strategies:
The Marketing
Mix

The Four P's for this year's Sales Season



The four P's of Marketing this Sales Season

Number 1 – **PRODUCT**

Normally the focus is on things like Brand – Services – Packaging

This Sales Season you need to think about:

- Current Trends
- Making things easy
- Helping shoppers make decisions
- Quality Products that mean something
- Bundles
- Secure Supply Chains

The four P's of Marketing this Sales Season

Number 2 – **PRICE**

This Sales Season you need to think about:

- Discounts – But don't use percentages – “*they mean nothing*”
- Add Ons and Bonus Offers
- Price Increases
- Payment Terms
- Delivery Costs

The four P's of Marketing this Sales Season

Number 3 – **PLACE**

**Normally the focus is on things like Market – Channels
– Distribution**

This Sales Season you need to think about:

- Where you will place Sale Items in store, online?
- Notifying staff of Sales Promotions
- Delivery Methods – *Postage? Courier? Parcel Service?*

The four P's of Marketing this Sales Season

Number 4 – **PROMOTION**

**Normally the focus is on things like Advertising –
Publicity – Sales Promotion**

This Sales Season you need to think about:

- Where your clients shop?
- What problems that may be facing this Sales Season?
- What solutions your products solve?
- Demonstrate the Product or Service
- Be exciting and engaging

Sales Season
Strategies:
Final Advice

Sell, Sell, Sell!



To Close

- Your Feedback is valuable. You will be sent a quick post event survey to be returned to Cumberland City Council
- You can request a free one-on-one Business Connect advisory session with me by sending the request to Natalie at Cumberland City Council



**THANK
YOU!**



Boost Your Business Sales Season Strategies

Rami Ykmour

Founder of Rashays











RASHAYS





CUMBERLAND
CITY COUNCIL

Panel Discussion Q & A



CUMBERLAND
CITY COUNCIL

Cumberland Business Support Program

Visit www.cumberland.nsw.gov.au/business for more details

Contact Natalie Yu, Business Engagement Coordinator
natalie.yu@cumberland.nsw.gov.au



CUMBERLAND
CITY COUNCIL

THANK YOU