

HEARTLANDS GO DIGITAL

Enhanced Visual Merchandising

WHAT IS VISUAL MERCHANDISING?

It is presenting, arranging, and displaying your products in such a way that attracts and encourages customers to purchase them.

HOW CAN I IMPROVE?



STOREFRONT REVAMP

Refresh your store layout and design to improve workflow, product visibility and attract more customers. Get funding on basic storefront components:

- **Aesthetic** components (e.g. lighting, flooring, store signage, etc)
- Shop **fixtures** and **props** (e.g. retail wall systems, display racks and shelves)



CAPABILITY BUILDING

Develop your:

- Product placement skills to improve your customers' shopping experience
- Product photo-taking and copywriting skills to boost marketing and sales



CREATION OF MARKETING MATERIALS

Get support in developing materials to do online/offline marketing and promotion for your business:

- **At least two (2)** marketing collateral (e.g. poster, infographic) to perform online and/or offline marketing and promotions
- Photo-taking of products and copywriting of product descriptions (up to **5 SKU/listings**)

WHAT SUPPORT CAN I GET?

70% funding support (capped at S\$8,400)

Sign up with our visual merchandising vendor:

- Font Creative Pte Ltd (Retailers Market)

HOW DOES IT WORK AND HOW LONG DOES THE PROCESS TAKE?

1 LEARN

Work with your visual merchandising vendor through 3 in-shop trainings to develop your:

- Product photo-taking skills
- Copywriting skills
- SKU analysis and product placement skills

2 PLAN

- Obtain guidance from the consultant on your new shopfront design
- Devise a product placement strategy
- Produce digital assets (e.g. product photos, product descriptions) and other marketing collateral

3 IMPLEMENT

- See your redesigned shopfront come to life
- Develop and start using your various marketing collateral
- Achieve at least one of the outcomes:
 - Improve shop layout and streamline workflow by at least 20%
 - Increase customer servicing area by at least 20%
 - Improve product visibility by at least 20%
 - Increase likelihood of customers remembering your brand and product by at least 10%

You can look forward to one-to-one guidance from the appointed visual merchandising partner, conducted at your shop based on your availability. Consultation and training will take about 8-12 hours, and renovation works will take two to six months, depending on the extensiveness of makeover involved.

Ready to take the first step? Find out more:



Scan the QR code to connect with Heartland Enterprise Centre Singapore.

Call 6741 3429

Operating hours: Mon – Fri, 9am – 6pm

An initiative by:

Enterprise Singapore

In partnership with:



In support of:



Updated as of July 2023

邻里企业数字化计划

视觉营销-升级版

什么是视觉营销？

通过不同的方式介绍、排序及展示您的产品，从而更好地吸引及鼓励顾客购买。

我能如何进步？



店面改造

更新店面布局与设计，从而提高工作效率，产品可见率，与更好地吸引顾客。

获得基本店面改造的资助：

- 店面设计与**审美特点**（如：灯光、地板、店牌等）
- 店面**固定装置与道具**（如：零售墙系统、展示架与货架）



能力发展

提升您的：

- 产品摆设能力从而提升顾客购物体验
- 产品拍摄与产品介绍写作能力从而更好地进行营销与提高销售业绩



制作营销相关材料

在制作营销材料这方面获得相应的帮助，让您的商店可推出线上/线下营销活动与推销：

- 协助制作至少**两份**营销材料（如：海报、信息图），以便您的商店推出线上/线下营销活动与推销
- 协助您进行产品拍摄与编写产品说明（零售参与者可刊登高达**5个**SKU/产品）

我能获得什么支持？

70% 的资助
(以\$8,400为限)

向我们的视觉营销伙伴注册：

- Font Creative Pte Ltd
(Retailers Market)

流程

1 学习

与视觉营销供应商合作，通过3个店内培训课程，一起提升您的：

- 产品拍摄技术
- 文案写作能力
- SKU分析与产品置入技能

2 规划

- 顾问为您提供有关新店面设计的指导
- 制定产品置入策略
- 起草电子材料（如：产品照、产品文案）及其他营销资料

3 执行

- 取得至少一项成果，以加强客户体验
 - 改善店铺布局，使工作流程加强至少20%
 - 将客户服务区域增加至少20%
 - 改善产品摆设，将产品知名度提高至少20%
 - 将品牌或产品认知度提高至少10%

您将会获得与指定视觉营销伙伴的一对一指导。整个咨询与培训会需要大约8-12个小时。装修工程会在2至6个月内完成，因视改造范围而定。

您准备好踏出第一步了吗？欲知详情：



扫描二维码，与新加坡邻里企业中心联系。

请拨 6741 3429

营业时间：周一至周五，上午9:00点至傍晚6:00点

主办机构：

Enterprise
Singapore

合作机构：



响应：



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