

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 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:

- Up to **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 **20** listings for retail shops and up to **5** listings for shops providing services)

WHAT SUPPORT CAN I GET?

80% funding support (capped at S\$4000)

Sign up with any of our visual merchandising vendors:

- Font Creative Pte Ltd
- Promode Design and Marketing Pte Ltd

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

1 LEARN

Work with your visual merchandising vendor to develop your:

- Product photo-taking skills
- Copywriting skills
- Product placement skills
- Skills to identify best-selling products and/or services

2 PLAN

- Obtain guidance from your visual merchandising vendor 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

You can look forward to one-on-one guidance from your visual merchandising vendor, and the whole process will take about 30 manhours over a duration of 3–6 months.

Ready to take the first step? Find out more:



Scan the QR code to fill up a form and reach out to our Heartlands Go Digital Ambassadors.

Call 6741 3429

Operating hours: Mon – Fri, 9am – 6pm

An initiative by:

Enterprise Singapore

In support of:

SG:DIGITAL

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：

- 协助制作最多**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（零售业者可刊登高达**20**个产品，服务业者可刊登最多**5**项服务）

我能获得什么支持？

80% 的资助（最高为S\$4000）

与我们的视觉营销供应商注册：

- Font Creative Pte Ltd
- Promode Design and Marketing Pte Ltd

流程

1 学习

与视觉营销供应商合作，一起提升您的：

- 产品拍摄技术
- 产品介绍写作能力
- 产品摆设技能
- 识别最畅销产品和服务的技能

2 规划

- 视觉营销供应商为您提供有关新店面设计的指导
- 制定产品摆设策略
- 制作电子材料（如：产品照、产品文案）及其他营销资料

3 执行

- 迎接新店面！
- 开始使用营销材料与资料

视觉营销供应商将会为您提供一对一的指导。整个过程会在**3至6个月**内完成，并整体占大约**30工**时。

您准备好踏出第一步了吗？欲知详情：



扫描 QR 码填写表格以联系邻里企业数码化大使。

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

协助推动：

SG: DIGITAL

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