

Executive Summary

The study was carried for a period of six weeks on the theme ‘ A Study on Effectiveness on Visual Merchandising at Brand factory Bangalore

Study is helpful in finding the impact of visual merchandising on consumer buying behavior and so finding to get insight on the attribute contributing consumer buying decision.

Today visual advancing expect a critical activity around here time of retail-industry. Visual Merchandisers are the specialists who are accountable for giving any brand. Visual Merchandising (VM) is the claim to fame of presentation whereby Visual merchandiser conceptualizes structures and realizes window and in-store appears for retail stores. This action shows the customers, makes need in conclusion adds to the selling method.

Advancing is where the Indian material and clothing industry, particularly, the little scale endeavors require attractive data and capacity. This inadequacy is best reflected in poor presentation/show and correspondence in various national and worldwide showcases.