

QUALIFIED IMPROVEMENT PROPERTY

By Richard Gacek, Gacek Design Group

The Art of Merchandising

What is Merchandising?
Merriam - Webster

defines merchandising as: "the activity of trying to sell goods or services by advertising them or displaying them attractively; **Richard Gacek** to display those products in such a way that it draws so much interest and appeal from consumers, that they make a purchase." Today, capturing the attention of your target au-



dience and standing out from your competition is challenging. You need a merchandising

tial stages of a development, we play an instrumental role in evaluating and red-lining

for maximum function; and scale of furniture is important to ensure positive traffic flow throughout the space.

Create Value.

Merchandising is a key element of a successful marketing strategy. It provides an impactful impression, a long shelf life, and the most effective use of marketing dollars. It also has a direct correlation to the consumer's perception of a product. Choosing the right materials, furnishings, finishes, and fabrics gives the impression of what to expect; it's a tangible way to demonstrate the company's capabilities.

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Define the Space.

For a commercial interior designer, like Gacek Design Group, the art of merchandising begins at the inception of a schematic plan. At the ini-

plans. Designers bring a distinct viewpoint to the table, and are considerate of sight lines and space flow to ensure a positive first impression. Room layouts and material specifications are carefully considered

Partnering with a commercial interior designer can elevate the experience, build value, and manage expectations. A limited furnished space or a cheap version can damage reputations and ultimately cost you transactions. Some may think, "Are they financially solid?" or "I expected better quality than this." Rely on the expertise of an interior designer, who follows trends and styles in color palettes and textiles; and regularly collaborates with manufacturers to create an interior design with an emotional connection and a differentiated experience.

Be Specific and Memorable.

It's not enough to broadly reach targets like Millennials or Baby Boomers. Although this is a start to a good strategy, today's consumers are looking for a more personalized experience. At Gacek Design Group, we rely on research for demographic, psychographic, and geographic data to guide us through a merchandising story which always results in a welcoming experience. For developers, once you sell the consumer with your lifestyle-driven amenities, it's important to continue to create an impression with a merchandised model, whether for purchase or for lease. Since most consumers cannot visualize a space, a merchandised model shows off those lifestyle preferences and how they will live in the space. As a commercial designer, we understand how to efficiently plan and showcase spaces to highlight their functionality, evoke an emotion, and illustrate a better life. And with an enormous amount of competition in the marketplace, it is our belief that the more you appeal to the consumer on an emotional level, the more likely they are to create a memory.

Why Merchandise?

The art of merchandising is more than just placing typical elements into a room. Experiential design is in style, with personalization taking the lead. Innovative tactics to connect with consumers are trending; such as the integration of room-by-room technology use as well as rooms that highlight specific interests rather than a focus on gender.

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