

ALLGIFTS *Australia*



Visual Merchandising

Introduction to Allgifts
Australia and tips for visual
merchandising

If we haven't had the pleasure of meeting you, we look forward to soon. For now, here is a bit about who we are and what we do, some tips on how to sell our products and a guide for general visual merchandising.



Ex racehorse, Forest in retirement



Valerie the Suffolk

We are a family owned and operated business, located 30 minutes north west of Melbourne, situated on 165 acres. We have been operating for over 35 years mainly wholesaling tea towels, aprons, napkins and giftware. Our range is unique, all designed in Australia and strongly influenced and inspired by our family farm, animals and hobbies.



4 TIPS TO GETTING CUSTOMERS IN AND BUYING

01 selling Allgifts products

Displaying tips and ideas

02 signage

different types of signage and how to make it effective

03 catch the eye

how to stop the walker-by and get them spending

04 play on emotion

tips and tricks to spark emotion and help customers connect with your shop



WHAT SELLS ALL GIFTS PRODUCTS

The way you display our products can really make a difference to how quickly they sell.

- Tea towels - our tea towels can be carded for hang sell for an additional 50 cents and contain an image with the full design on the header card.
- Aprons - we suggest where possible to display the full apron design. A mannequin works well or why not wear one yourself?
- Bundles - people love bundles as it takes the thinking out of gift giving. Bundle an apron with a matching tea towel, pot holder and oven glove for your display and customers can instantly see that the matching designs make gorgeous gifts.



- We offer complimentary rotating, timber display stands for our tea towels when you purchase 6 each of 16 different designs.
- Theme your tea towel displays - we have a large range of designs including Australian flora and fauna, farm animals and lifestyle designs just to name a few.
- Creating a theme with your store design helps tell a story which customers love to see. Display our aprons with cooking utensils, our flora tea towels with gardening tools or plants/seed packs. Our car range of aprons and tea towels are extremely popular with bbq utensils.
- Be creative - we have some fun, quirky and bright designs so be bold with your store design and people will be drawn in.

02

SIGNAGE

Signage is an important tool to guide your customers into and through your shop but if not done correctly it can create confusion and cause your customer to walk right past. So what are the different types of signage and how to use them the right way?

- Exterior logo or shop name - have somewhere on the outside of your shop where passersby can visibly see who you are. It must be seen from the street, on foot and also if you have street frontage, by car. It should be clean, clear and professional.
- Opening hours and contact details - should not be too large and doesn't need prime real estate. The door is a great place for it to be seen. Why not promote your social media here too!

TIP 1

Go outside and pretend to be a customer. Ask yourself questions such as what do you see, how do you feel, where do my eyes go first. Do this inside and out and from all angles. Take notes!

TIP 2

Keep it simple. Don't overwhelm with too much signage. It must have a point.



- Interior signage - use interior signage to connect with your customer and inform them. This includes sharing news and events, product information, where they are made, price, what they are made from ect. Keep the signage consistent and neat to avoid taking the focus from the product itself and to avoid overwhelming your customers.

TIP 3

Signage needs to fit in with your brand. Be consistent with font and colours and make sure it is always kept clean if people touch it or if using chalk ect.

TIP 4

Let it be seen. You have established your signage has a purpose so ensure it is seen and correctly placed for its purpose. Eye level is best.

03 CATCH THE EYE

Didn't catch the eye of that walker-by today? No problems, change things up and catch them tomorrow. Don't be afraid to change things up regularly. You should change your window display every week and interior displays should be changed at least every fortnight.

- Exterior eye catcher - ok so maybe an orchestra out the front of your shop is not your thing or perhaps a bit out of budget? Why not add some tasteful pot plants or flowers in buckets. Who doesn't love nature? You can mix this up by changing the plants or flowers to match the seasons.
- If nature doesn't draw someone in perhaps you could catch the animal lover by leaving a dog bowl with water out the front and somewhere to tie dogs up in the shade.



- Inside eye catcher - Utilise props such as mannequins to show the full potential of what your products look like.
- A table near the entrance which is visible from the street with tasters or testers is a great way to catch peoples attention. Especially if it smells nice you can play on peoples senses to draw them in.

TIP 1

Avoid clutter out the front of your shop. Sale racks should be neat and tidy if you have one on the footpath or at the front of your shop.

TIP 2

To create a fresh look, try rotating different products for your displays.

TIP 3

Get creative with your displays. Tell a story with your products and don't be afraid to use quirky props.

TIP 4

Focus rotating stock on the front third of the shop as this is the high traffic area.

01 PLAY ON EMOTION

The scene you set in your store can really effect someones emotions. If you create a calming, comfortable space people will be encouraged to stay longer and spend more time browsing. This helps to start conversation and find out what your buyer really wants.

- Lighting - good lighting is important. If you don't have a lot of natural light in your store then consider lamps or invest in good quality ceiling lights.
- Comfortable seating is another great way to encourage people to stay in your store. If you don't have a shop where it is appropriate to have seating in store then consider a bench seat out the front (where council permits).
- Where appropriate offer extra service such as gift wrapping to complete the buyer experience.

TIP 1

Use on trend colour palettes and try to keep the tones warmer in winter and cooler in summer. You could also try an autumn window display to give that moody feel as people walk by.

TIP 2

Show people who you are on social media. They will feel like they know you before they have even stepped foot in the door.



- Social media - is an extremely powerful tool to help customers or potential customers connect with you. Instagram stories are a fabulous tool to notify people of any changes, updates or new additions to your store.
- Change with the seasons - create warm spaces in winter and cool spaces in summer.

TIP 3

Window displays should tell a story. Ask yourself what mood you want to create when selecting items to feature.

TIP 4

Marketing is an important tool to stay connected to your customers. Sign customers up to your email newsletter to receive specials and stay in touch. Make the communications relevant and to the point.



TELL YOUR
PRODUCTS STORY.
IF YOU DON'T KNOW
IT, LEARN IT.
CUSTOMERS LOVE
TO CONNECT WITH
A PRODUCT AND
KNOW ITS
BACKGROUND.

Allgifts Australia

THE ALLGIFTS TEAM

On our family farm where our head office and warehouse is based.





We hope this guide has been helpful and that it has shown you a bit more about who we are. We are constantly adding new designs to our range and the best way to stay informed is to follow us on instagram and facebook.

Create an online wholesale account where you can also subscribe to our email list.

Wishing you all the retail success!

Thank You

WE WOULD LOVE TO STAY
CONNECTED WITH YOU ON
INSTAGRAM AND
FACEBOOK

You can follow along @allgiftsaustralia and stay up to date with new product and design release. You can also click below for wholesale registration to view pricing and products through our website.

WHOLESALE REGISTRATION



www.allgifts.com.au
03 9746 1500
sales@allgifts.com.au