



---

# Visual Merchandising Planner

---

Calendar and Planner for  
retailers of gifts and homewares

# Thank you

"It takes as much energy to wish as it does to plan"  
- Eleanor Roosevelt

We hope this planner helps to bring you inspiration  
with your visual planning.  
Daily and weekly to do lists will help keep your shop  
organised and running smoothly. It also contains a  
monthly planner and calendar to help create an  
inviting, on trend, visual display in your store for  
your customers to love and enjoy.

We wish you all the success,

The Allgifts Team xx

For more Visual Merchandising tips and tricks  
follow us on social media  
@allgiftsaustralia



# Who are we?

Allgifts Australia are family owned, wholesalers of aprons, tea towels, tableware and gifts.

We believe in lunches that morph into dinner with close family and friends.

We believe that cooking in style makes the food taste better, that a beautifully styled table makes the conversation happier.

We have been in operation for 35 years and based on 165 acres, North West of Melbourne.

Our design inspiration comes from our own animals, hobbies and love for the Australian landscape.

We are passionate about supplying quality products to our retailers. Nothing makes us happier than seeing our products do well for like minded small Aussie businesses.

---

You can view our range of products and register for a wholesale account at

[www.allgifts.com.au/account/register](http://www.allgifts.com.au/account/register)

---

Date

# Daily Planner

Today's Goals, Sales Targets

Today's Achievements, Feel Good Customer Stories, Reflections

Week

# Daily Shop Keeping

## Morning

---

---

---

SU	MO	TU	WE	TH	FR	SA

## Evening

---

---

---

SU	MO	TU	WE	TH	FR	SA

### Review/Insights

# Shop Keeping Tips

## Daily

- Restock best sellers
- Change music playlist - calming music creates a relaxing environment where people will more likely want to take their time browsing. Make sure the volume isn't too high or it could create an overwhelming experience
- Keep all tables, racks, and counters neat, tidy and well stocked
- Ensure add-on products (usually located near your counter) is well stocked and easy to see
- If you advertise an item on social media, ensure it is featured in a main display for easy access
- Ask your customers what they like about the products they are purchasing

## Weekly

- Check lighting throughout the store to ensure all displays are well lit and fully operating
- Each Fortnight or at least once a month you should change your main window, table displays and racks. Ensure they are cohesive and work together. You don't have to completely re-theme but a refresh and rearrange will do wonders
- Share your beautiful displays on social media. It will invite people to come in-store and see what else you have available
- Ensure signage is clear and consistent and all products are clearly priced
- Research new trends through magazines, websites and relevant social media accounts



Month

# Monthly Planner

LOCAL, STATE AND NATIONAL EVENTS

SEASON, THEME AND TRADITIONS

BEST SELLING PRODUCTS THIS TIME LAST YEAR

WINDOW AND ENTRANCE THEME

MAIN TABLE DISPLAY AND THEME

Priorities

SOCIAL MEDIA POST IDEAS AND THEME



January

# Monthly Planner

## Key dates and events for shop theme and social media posts

1 New Year's Day  
 Australian Open Tennis  
 Chinese New Year  
 26 Australia Day  
 Back To School Sales  
 Summer Sales  
 Fitness Season  
 Wedding Season  
 Term 1 Begins (SA, VIC, NSW, QLD, NT)

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

February

# Monthly Planner

## Key dates for shop theme and social media posts

14 Valentine's Day  
 29 Mardi Gras  
 AGHA Trade Fair, Sydney  
 Retail Week, Melbourne  
 Wedding Season  
 Music Festival Season  
 Term 1 Begins (ACT, WA, TAS)

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

March

# Monthly Planner

## Key dates for shop theme and social media posts

1 First Day of Autumn  
 Labour Day (WA)  
 Labour Day (VIC)  
 9 Eight Hours Day (TAS)  
 Australian F1 Grand Prix  
 17 St Patrick's Day  
 21 Harmony Day  
 28 Earth Hour (8.30pm-9.30pm)  
 Wedding Season

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

April

# Monthly Planner

## Key dates for shop theme and social media posts

1 April Fools Day  
Daylight Savings End  
Easter  
28 Pay It Forward Day  
25 Anzac Day  
Music Festival Season

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

May

# Monthly Planner

## Key dates for shop theme and social media posts

Labour Day (QLD)  
Mother's Day  
19 Click Frenzy

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

June

# Monthly Planner

## Key dates for shop theme and social media posts

1 First Day of Winter  
 Queen's Birthday  
 30 End of Financial Year  
 Stocktake & Winter Sales  
 Ski Season  
 Term 2 Ends (VIC, QLD, NT)

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

July

# Monthly Planner

## Key dates for shop theme and social media posts

1 Start of Financial Year  
 Winter Sales  
 Ski Season  
 Christmas in July  
 Term 2 Ends (SA, NSW, ACT, WA, TAS)  
 Term 3 Begins

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

August

# Monthly Planner

## Key dates for shop theme and social media posts

Melbourne Fashion Week  
AGHA Trade Show, Melbourne  
Winter Sales  
Ski Season

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						



September

# Monthly Planner

## Key dates for shop theme and social media posts

1 First Day of Spring  
 Father's Day  
 AFL & NRL Final Seasons  
 Spring Racing  
 Term 3 Ends

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

October

# Monthly Planner

## Key dates for shop theme and social media posts

Daylight Savings Begins  
Labour Day  
31 Halloween  
Christmas Season  
Wedding Season  
Spring Racing Carnival  
Term 4 Begins

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

November

# Monthly Planner

## Key dates for shop theme and social media posts

Melbourne Cup  
11 Remembrance Day  
Black Friday  
Cyber Monday  
Christmas Season  
Pre Summer Sales  
Wedding Season  
Cricket Season Starts

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

December

# Monthly Planner

## Key dates for shop theme and social media posts

1 First Day of Summer  
 24 Christmas Eve  
 25 Christmas Day  
 26 Boxing Day  
 31 New Years Eve  
 End of Year and Boxing Day Sales  
 Holiday Season begins  
 Wedding Season  
 Term 4 Ends

MO	TU	WE	TH	FR	SA	SU
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						
Refresh music playlist						

Display Theme

# Display Planner

To-do list

Notes

Review/Insights

Start Date

Deadline

Completed

## Visual Merchandising

# Facts and Tips

Our sense of sight is the most important source of information that we have, when it comes to assessing the environment around us. 83% of sensory input involves the visual system. - Source: Creativity Window ([creativitywindow.com](http://creativitywindow.com))

Well-designed displays can increase sales by over 500% - Source: Creativity Window ([creativitywindow.com](http://creativitywindow.com))

Red, yellow and orange trigger physical arousal, along with feelings of psychological stimulation - Source: Creative Market Blog ([creativemarket.com](http://creativemarket.com))

Compared to products with no signage, handwritten signs boost sales by approximately 70%, whereas professionally printed signs increase sales by 165%. - Source: The Balance ([thebalance.com](http://thebalance.com))

Wherever the eyes go, the feet will follow. So use color to catch the eyes of your customers and draw them to your displays.

A theme tells a story which creates an urge for your customers to buy. Certain themes generally accompany a new product launch.

Avoid clutter and chaos in displays. Instead, focus on spotlighting a single item or a few related items to create a coherent theme/story.

Display the new and more valuable products in the window or nearest the entrance to attract foot traffic. First impressions do make a difference. Keep it clean and tidy.