Modern Retail Merchandising & O2O Strategy

Psychology of the physical space and the shift from "Transaction" to "Experience."

Day 1: Modern Merchandising & Sensory Experience

Module 1: The 2026 Retail Evolution

- From 2D to 3D Retail: Understanding why physical stores are becoming "Experience Centers" while transactions happen online.
- The "Ambient Shopper": Catering to Gen Z and Gen Alpha who shop continuously across social, mobile, and physical touchpoints.
- The Decompression Zone: Modern entrance strategies to lower shopper anxiety and increase "Dwell Time."

Module 2: Strategic Spatial Merchandising

- The Grid vs. The Loop: Selecting the right floor plan to control the "Shopper Path" and maximize product exposure.
- Power Walls & Focal Points: Using high-contrast lighting and "Statement Displays" to stop customers in their tracks.
- White Space Mastery: The 2026 "Minimalist Premium" aesthetic—why less is often more for high-ticket items.

Module 3: Sensory Branding & Visual Merchandising (Activity)

- The 5-Senses Framework: Using scent, sound, and lighting to trigger emotional buying (e.g., matching color temperature to seasonal emotions).
- AI-Assisted Planograms: Using AI tools to predict which shelf placements will drive the highest "Basket Size."
- Activity: A "Mock Display" challenge—Participants use props to design a window display that communicates a brand's ESG (Sustainability) values.

Day 2: The O2O (Online-to-Offline) Ecosystem

Module 4: Driving Offline Traffic via Digital Signals

- Geofencing & Proximity Marketing: Using Meta/Google Ads to trigger mobile notifications when a customer is within 500m of your store.
- The "Reserve Online, Pay In-Store" (ROPI) Model: reducing friction for the "High-Intent" buyer.
- Social Commerce Bridge: Using XHS and TikTok Shop "Store Only" vouchers to drive footfall.

Module 5: Unified Commerce & Fulfillment 3.0

- BOPIS & Curbside Pickup: Turning your physical store into a high-speed "Dark Store" fulfillment center.
- The 67% Rule: Strategies to ensure that 67% of "Pick-up" customers buy at least one more item when they walk in.
- Unified Loyalty: Syncing online reward points with in-store POS (Point of Sale) for a seamless "One-Customer" view.

Module 6: In-Store Digital Integration

- QR Bridges & Smart Mirrors: Linking physical products to online reviews, tutorials, and expanded size guides.
- Electronic Shelf Labels (ESL): Real-time price syncing between your website and the physical shelf.
- The Final Project: Designing a "Seamless Journey" for a specific product—from a social media "Hook" to an in-store "Closing."

Learning Outcomes

- **Hyper-Localization:** We focus on tailoring store assortments to regional Malaysian preferences rather than national averages.

- **Efficiency First:** AI-driven inventory management to reduce waste and prevent "Out-of-Stock" scenarios

- **Trust & Transparency:** Teaching how to use merchandising to showcase the ethics and origins of your products—a top priority for 2026 shoppers.

Investment:

Individual

RM2,899

Early Bird

RM2,200

BUNDLE (MIN.3 PAX)

RM1,988

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