



The Matrix Merchandising Philosophy

The only means by which the value of display merchandising can be measured is sales increases.

The only force behind sales increases or decreases is the retail customer.

Retail customers buy those products which appeal to their sense of utility--people buy things they can use.

That sense of utility can be swayed up or down by price, position, understanding of the product, availability of the product, and/or ease of purchase.

As the sense of utility increases, the perceived value of the product increases.

People buy the things that they perceive as good values.

Any single factor affecting the sense of utility can therefore push sales higher or lower.

Display merchandising must therefore positively effect those factors that are within its realm; position, consumer understanding of the product, availability of the product, and ease of purchase.

If display merchandising negatively impacts any factor of utility, the net value of the merchandising is negative.

If the net value of merchandising is negative, there is no reason to execute display merchandising.

If there is no reason to execute display merchandising, we will not have jobs.

We want jobs.

Therefore, in order for us to retain our jobs, it is the responsibility of every one of us to merchandise effectively, to communicate with the stores the importance of what we are doing, to return information completely and on time to interested parties, and to monitor the performance of the products that we have serviced.