

Name \_\_\_\_\_

## MARKETING - VISUAL MERCHANDISING QUESTIONNAIRE

Think of a store – one that you go to frequently. Picture it in your mind. After writing the name of a store, answer the questions that follow.

Name of Store: \_\_\_\_\_

1. Where is the store located?
  
2. What image does the store sign project?
  
3. What does the store's entrance look like?
  
4. What is the quality and sophistication of the window displays?
  
5. What type of merchandise is displayed in the windows?
  
6. How is the store laid out?
  
7. How are the fixtures, walls, and floors treated?
  
8. What is the lighting like?
  
9. What is the quality of the interior displays?
  
10. What types of customer services are available?