

Creative Brief: Logo Design for **Intelligent Merchandising**

Intelligent Merchandising is a service company that ensures the client's product is continually stocked on retail shelves. (please see "before after" pic included with this project)

Many retail stores do not have the adequate staff to keep their shelves neat and fully stocked – this is where Intelligent Merchandising provides value to the retail store.

Service agents visit stores regularly:

- 1) Re-arrange product in proper location
- 2) Fold clothing and ensure clothes are in proper size order
- 3) Pull product from stock room and replenish store shelves

Intelligent Merchandising

By having shelves stocked and product organized on shelves, Intelligent Merchandising helps improve retail sales and sell-through at the retail store. Stores recognize better sales growth.

By analyzing sales data, Intelligent Merchandising services only the stores that require the most help. Many other companies visit all stores and cannot properly service all stores. Intelligent Merchandise has a "focus" on the store which will provide the most benefit to the retailer – saving money for the retailer, and improving overall sales.