

VMID

MONTHLY VM

ENGINE

FULL SERVICE

# ABOUT VM ID INC.



VM ID Inc. is a Visual Merchandising company based in Toronto, Ontario, supporting retail businesses with consultations, tools and training services, as well as a talent team for labour.

The main objectives are to support your business needs by easing your responsibility, promoting your business visually, enticing consumer shopping, and empowering you with the right decisions. This is through our new store opening roll-outs, retail revamps, as well as on-going monthly / seasonal flips.

Please see this service package of the services that are most beneficial and relevant for ONGOING VM SUPPORT.

# CONTENTS

This service package consists of VM ID's service offerings that are of particular benefit to your business / project. You may request to edit or add any service prior to approval. Each stage will be initiated after the approval of the previous stage.

There is a special bonus should you wish to book the entire recommended package.

**The stages below are placed in the recommended order of implementation:**

1. Seasonal + Monthly Consultations
2. Feature Swaps (apx every 6 weeks)
3. Seasonal resets

# CONSULTATIONS

MONTHLY + SEASONAL

## SERVICE

**Seasonal consultation**  
going over strategy for  
upcoming months

**Monthly consultations**  
to offer support in  
strategically dealing with  
winning and challenging  
sell-thrus via reports and  
calls

## PURPOSE

Seasonal consultations  
are to be proactive and  
capitalize on key dates  
for seamless  
coordination.

Monthly consultations are  
to promote the  
development of the  
visual merchandising and  
provide expert solutions  
without needing as much  
external labour in  
between swaps and flips.



# FEATURE SWAP

## RENDERINGS

### SERVICE

**Graphic mock-ups** will show the suggested designs / set-ups for the following key feature areas:

- Window displays
- Launch Zones
- Other key areas

### PURPOSE

Renderings help to visualize the set-up plans for approval purposes prior to initiating the sourcing phase.

They also help to guide the set-up plan or actual execution by team.



# FEATURE SWAP

## SOURCING

### SERVICE

**Personal shopping service** to provide a shopping list of suggested items to select from, based on the approved renderings.

The approved items for purchase will be procured and delivered to site.

### PURPOSE

Finding the most suitable fixtures, supplies and props to enhance and communicate the brand image for customers.

VMID QUOTE: RS\_1 QUOTE DATE: 18-Sep-17

SERVICE						
Service	Usage	Cost (\$)	App. Units	Total		
Sourcing fee	Researching, purchasing items		15	3	\$45	
				SERVICE TOTAL		\$45
ITEMS						
Photo	Item	Usage	Cost	Req. Qty.	Sub total	
	Trade Show's owned items	Recommended to send max. 12 or as many as possible		12	12	180
	Various ornate glassware	To house display beauty supplies	20	12	240	300
	Gold pedestal	Display products within together and add accent gold	40	4	160	160
					MATERIAL TOTAL	\$480

# FEATURE SWAP

*MERCHANDISING / STYLING EXECUTION*

## SERVICE

**Merchandiser(s)** from VM ID talent team to style, stage and merchandise the approved set-ups plans.

## PURPOSE

Utilize professional services for maximum premium execution and ease the responsibility from your internal team.



# SEASONAL RESET

## FLOORPLANS

### SERVICE

Using an existing floorplan, creating a **zone plan** to include category layout as well as display sections and new **fixture layout**.

### PURPOSE

These floorplans are for effective space planning:

The zone plan ensures that the categories are reset per season in a logical order for a smooth consumer journey.

The fixture layout ensures that the fixtures are maximizing the potential of the sales floor as well as directing customer navigation.



# SEASONAL RESET

*MERCHANDISING / STYLING EXECUTION*

## SERVICE

**Merchandiser(s)** from VM ID talent team to style, stage and finesse the products that were moved based on the new seasonal layouts.

## PURPOSE

Utilize professional services for maximum premium execution and ease the responsibility from your internal team.



# THANK YOU

FOR THE OPPORTUNITY TO ELEVATE YOUR BUSINESS!

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*\*Please note prices don't include HST or any pertaining travel expenses, and are valid for 30 days*