



VMID

The logo features the letters 'VMID' in a stylized font. The 'V', 'M', and 'I' are dark grey, while the 'D' is orange. The letters are positioned between two horizontal lines that extend across the width of the image. The 'V' and 'M' have small horizontal lines within their stems.

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.

QUOTE: RS_3

QUOTE DATE: 18-Sep-17

SERVICE					
Service	Scope	Cost (\$)	App. Weeks	Total	
Sourcing fee	Researching, purchasing items		15	5	\$45
				SERVICE TOTAL	
				\$45	
ITEMS					
Photo	Item	Usage	Cost	App. Qty.	Sub-total
	Transparent acrylic items	Recommended to send max. 12 or as many as possible		12	180
	Various ornate glassware	To house display security supplies	20	12	240
	Gold colored	Display products within baguettes and add accent gold	40	4	160
				MATERIAL TOTAL	
				\$440	

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

CASUAL

SEMI-FORMAL

SALE

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!

Ani Nersessian
647.282.2646
ani@vm-id.com

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