

La révolution du merchandising

- Un secteur en transition pour répondre aux nouveaux modes de consommation.
- Un ouvrage axé sur les évolutions et les bonnes pratiques du secteur retail.
- Des acteurs au cœur du mouvement en cours, pour une nouvelle révolution du secteur.

Le merchandising est au seuil de sa 4^e révolution. Après le merchandising d'organisation (gestion des emplacements produits dans les linéaires), de séduction (amélioration de l'apparence des linéaires), de théâtralisation (mise en scène de l'offre dans les magasins) qui est encore en cours, se prépare le merchandising omni-canal, qui sera l'enjeu de ces prochaines années.

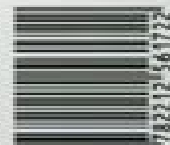
Vecteur essentiel de la transformation du secteur retail, le merchandising est de plus en plus sollicité pour répondre aux besoins liés au développement de l'offre multicanal, du big data, et pour améliorer avec la Supply Chain, la rentabilité des mètres carrés et stimuler les ventes tous canaux.

Associé chez Stanwell Consulting, **Philippe Lachaize** s'est spécialisé dans le conseil auprès de grand groupes de distribution (Carrefour, Auchan, System U, Fnac, BricoDépôt, Conforama, Leroy Merlin, Cdiscount, showroomprivé.com...). Ses domaines d'expertise sont le e-commerce, le merchandising, la stratégie Supply Chain, la transformation d'entreprise liée à l'omnicanal, le digital et le big data.

Marc Lemarignier a conduit des opérations de repositionnement stratégique et des projets de transformation dans des secteurs à fort contenu technologique. Associé chez Layline-consulting, il est spécialisé dans l'accompagnement des mutations liées aux ruptures technologiques. C'est à ce titre qu'il s'intéresse aux impacts du e-commerce et du big data dans l'univers de la distribution.

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La Reacutevolution Du Merchandising La Neacuteecessaire Transformation Du Secteur Retail

Marc Lemarignier,Philippe Lachaize



La Révolution Du Merchandising La Nécessaire Transformation Du Secteur Retail:

La révolution du merchandising Marc Lemarignier, Philippe Lachaize, 2015-05-07 Un secteur en transition pour répondre aux nouveaux modes de consommation Un ouvrage axé sur les évolutions et les bonnes pratiques du secteur retail Des acteurs au cœur du mouvement en cours pour une nouvelle révolution du secteur Le merchandising est au seuil de sa 4^e révolution Après le merchandising d'organisation gestion des emplacements produits dans les linéaires de séduction amélioration de l'apparence des linéaires de thématisation mise en scène de l'offre dans les magasins qui est encore en cours se prépare le merchandising omni canal qui sera l'enjeu de ces prochaines années Vecteur essentiel de la transformation du secteur retail le merchandising est de plus en plus sollicité pour répondre aux besoins liés au développement de l'offre multicanal du big data et pour améliorer avec la Supply Chain la rentabilité des magasins et stimuler les ventes tous canaux

The Enigmatic Realm of **La Reacutevolution Du Merchandising La Neacuteecessaire Transformation Du Secteur Retail**: Unleashing the Language is Inner Magic

In a fast-paced digital era where connections and knowledge intertwine, the enigmatic realm of language reveals its inherent magic. Its capacity to stir emotions, ignite contemplation, and catalyze profound transformations is nothing in short supply of extraordinary. Within the captivating pages of **La Reacutevolution Du Merchandising La Neacuteecessaire Transformation Du Secteur Retail** a literary masterpiece penned by a renowned author, readers attempt a transformative journey, unlocking the secrets and untapped potential embedded within each word. In this evaluation, we shall explore the book's core themes, assess its distinct writing style, and delve into its lasting effect on the hearts and minds of people who partake in its reading experience.

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