



**WE MERCHANDISE YOUR IDEAS!**





## **WHAT IS MERCHANDISING?**

Merchandising is a group of techniques elaborated jointly by dealers, suppliers, and employees, in order to enhance the in-store visibility. Furthermore, merchandising is considered rightfully as the fifth component of the " 4P " of marketing. Merchandising has become the creative and artistic part of marketing. The goal of merchandising is to maximize the display and rotation of products on sale, in order to answer consumers' needs and expectations.

## **THE IMAGINE PROGRAM IS INTENDED TO?**

All large retail store chains dealers:

- Who lack a structured merchandising program;
- Who have problems implementing and executing the in-store marketing directives;
- Who are looking for standardization of display and posting;
- Who wish to control internal and external merchandising operations.

TECHNOLOGY

MERCHANDISING



## **DEFINITION OF THE IMAGINE PROGRAM**

IMAGINE: A unique merchandising concept in place since 2008 in across Canada. The merchandising program is adapted to the head office requirements and, consequently, answers the suppliers' expectations. This business model is fully granted by the suppliers' contribution, with no further costs to the dealers. The IMAGINE concept ultimately provides a national standardization of stores.



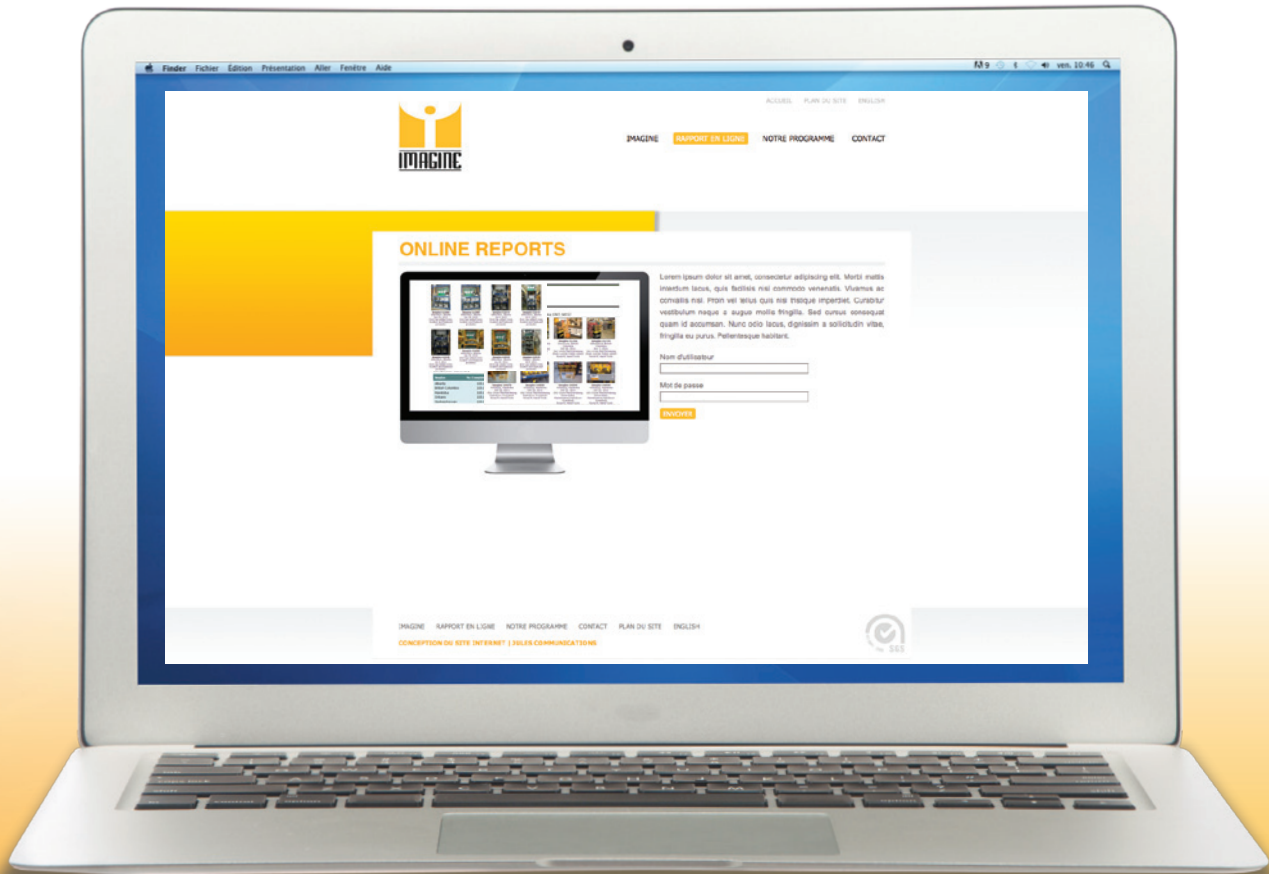
### **TOP QUALITY COMMUNICATION TECHNOLOGY:**

IMAGINE provides a 24h/day, 7days/week Web report system.

- Specific tasks elaboration, by including attachments such as product lists, planograms, tasks and photos.
- Direct delivery of these tasks to the representatives on site, who can complete them on their cell phone or computer.
- Accessibility to visit summaries, comments as well as photos of the job done.

# IMAGINE

# WEB REPORT ACCESSIBLE 24/7



# COMMUNICATION



## **YOUR BENEFITS:**

- **The control on the execution of the marketing directives on a national basis**
- **The standardization and integrity of the marketing programs**
- **A direct and positive impact on sales**
- **The improvement of the in-store visual aspect**
- **An incomparable quickness of merchandising execution**
- **A team exclusively dedicated to members**
- **An instant reaction capacity to the unexpected**
- **A unique and more efficient communication channel**
- **The development of controlled and private brands**
- **The improvement of the in-store shopping experience for consumers**

**IMAGINE**



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