

Ans 9

## Sales Display -

Display is the act of putting things for view or on view.

Sales display means "arranging systematically customer's".

Sales display acts as advertising point of purchase. In fact, display is the silent salesman that calls the prospective buyer's attention to the product and hopefully make him to purchase.

### Objective of sales display

1. To present the products or services to the potential buyers

2. To give an idea about every detail of the product such as variety, quality, size, colour, design etc.

3. To stimulate the customer to purchase

4. To assist the customers to see and examine the goods before they actually buy them.