



# Visual Merchandising, Consulting & Training



[en.area-management.de](http://en.area-management.de)



# UNIQUE CONCEPTS FOR YOUR BRAND

**For 22 years**

We are an international agency for holistic visual merchandising, consulting, training & coaching.



## Our customers

For 22 years, numerous brands in industry and retail have relied on our many years of experience and expertise.



SOYACONCEPT

MORE & MORE



PILGRIM



BRAX  
FEEL GOOD



Schöffel

JOOP!



Skiny®

MAERZ  
MUENCHEN



DOUGLAS



JEANS  
fritz



Peek & Cloppenburg



OPTIKER BODE  
Gute Brille - Gutes Gefühl

SportScheck  
Wir machen Sport.



HANRO



KARSTADT  
SEIT 1881

UMDASCH  
SHOPFITTING

# 1. „ALL POWER TO THE P.O.S.!“

... this is the secret of AREA's success in retail.

With **targeted concepts** and professional product presentations by experienced staff, AREA creates the **perfect basis** for a long-term increase in sales and successful market positioning.

AREA is an international visual merchandise agency. The areas we manage achieve an average **increase in turnover of 25%**.

## Our services in the field of **visual merchandising**:

- visual merchandising
- window decoration
- special projects
- trade fair decoration

Book 2h test merchandising now:

[www.en.area-management.de/2h-merchandise](http://www.en.area-management.de/2h-merchandise)

**900+**

Retail spaces designed

**22+**

years of experience

visual merchandising



window decoration



special projects



trade fair decoration



## 2. CONSULTING, INDIVIDUALLY FOR YOUR COMPANY

Our services range from advice to conception and implementation.

#B2B

### What we are good at!

Our goal is your increase in sales and the **optimal positioning** in relation to the competitive environment.

In particular, it is about sustainability and authenticity as well as growth orientation.

Arrange an initial meeting now:

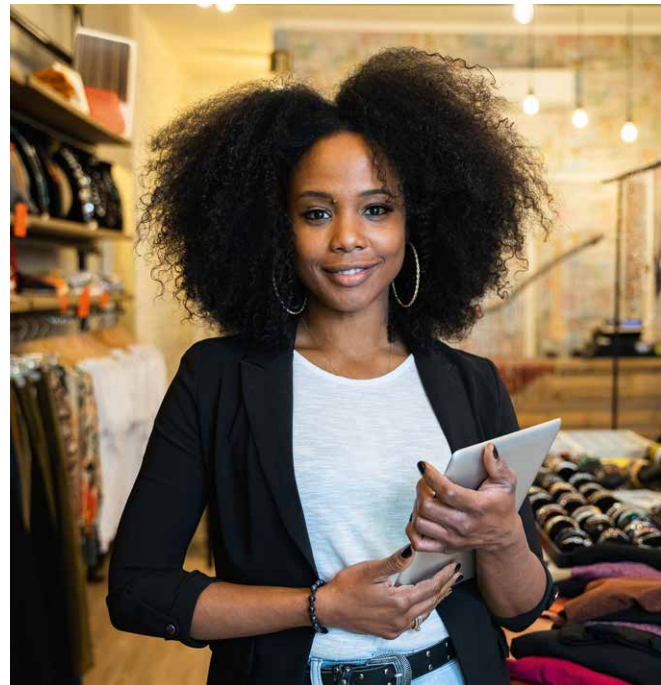
[www.en.area-management.de/initial-consultation](http://www.en.area-management.de/initial-consultation)

Scan QR code and directly to the online form reach.



### Our services in the field of consulting:

- visual merchandising guidelines
- sustainable P.O.S. furnishing
- Training and sales materials
- Shop & space design
- storecheck





# 3. TRAINING

We provide practical training because we work practically ourselves. We focus on people!

## Success on the floor!

“Sustain” + “ability” = Sustainability

A mixture of onsite & online training sessions ensures success.

Arrange an initial meeting now:

[www.en.area-management.de/initial-consultation](http://www.en.area-management.de/initial-consultation)

#B2B & #B2C

## Convincing instead of persuading.

We take your employees with us and change their perspective. Get to know us in a no-obligation initial meeting.



# 4. COACHING

This is where the areas of business, sales and personality come together.

We accompany you in the long term and support your development process.

**#B2B & #B2C**

## The 1st step to your coaching

You will find we are coaches who have a very clear focus on your issues and your success. Get to know us in a free initial consultation.

## Coaching that works!

We coach online or in person.

Coaching is an instrument for personal development, problem solving and clarification.

**Arrange an initial meeting now:**

[www.en.area-management.de/initial-consultation](http://www.en.area-management.de/initial-consultation)

Scan QR code and  
directly to the online  
form reach.



## What actually is coaching?

- opens paths for innovations and insights
- accompanies you in phases of change
- strengthens potential
- provides substantial support to individuals, organizations and companies– fördert die Lern- und Entwicklungsfähigkeit
- promotes the ability to learn and develop
- strengthens the community



# 5. FEEL GOOD @HOME

Our consultants for interior furnishing and design are your expert points of contact.

As part of a personal consultation, we first define the tasks with you and how your home should feel.

#B2C

## We assist you in creating a stylish home

We are at your side as experts and develop your personal feel-good concept for your four walls.

Our large network enables us to find the best for you for every style and design requirement.

Arrange a free introductory appointment:

[www.en.area-management.de/free-meeting](http://www.en.area-management.de/free-meeting)

### Our services in the field of feel good @home

- detailed needs analysis
- creation of room proposals
- Coordination of concept collages
- Suppliers & Craftsmen
- Organization: More than „building supervision“!
- affordable & fast procurement

Scan QR code and directly to the online form reach.







# 6. MAKE THE CHANGE!

Book your personal first appointment today by e-mail, phone or simply online with us!

## Your direct line to us.

Phone: +49 28 01 – 98 72 1-0

Mail: [info@areamanagement.de](mailto:info@areamanagement.de)

Web: [www.en.area-management.de](http://www.en.area-management.de)

## Contact for consulting, training or coaching

For us, it is important to give you a good feeling right from the start – therefore you can get to know us without obligation in a free initial consultation.

Arrange a free initial consultation:

[www.en.area-management.de/initial-consultation](http://www.en.area-management.de/initial-consultation)

## Contact for P.O.S. Visual Merchandising

Simply book a free two-hour test merchandising session with us online and bring more sales power to your P.O.S!

Book 2h test merchandising now:

[www.en.area-management.de/2h-merchandise](http://www.en.area-management.de/2h-merchandise)





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