



# RAMA UNIVERSITY

[www.ramauniversity.ac.in](http://www.ramauniversity.ac.in)

## E-Content BCH-604 : Retailing Management

### Lecture 25

Prepared by:- Mr. Raj Kumar, Assistant Professor, Faculty of commerce and management, Rama University Kanpur

# Signage and graphics



# What is a Signage ?

- Any visual representation which gives information to the customers about a store, any office, building, street, park and so on is called a signage.
- Signage helps the customers to easily reach their desired destination or locate a building by simply following the instructions displayed on it.





# Role of Signage and Graphics in Retail Industry

- A customer can easily locate the store with the help of a signage. It is the signboard which actually **attracts the customers into the store.**
- Signboard gives all necessary **information** about the store.
- The signboards are an effective **medium of communication** between the retailer and the customer.
- A signage goes a long way in influencing the customer's **buying decision.**