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CASE STUDY ON PRODUCT PROMOTION METHODS IN RETAIL STORES

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Case Study on Product Promotion Methods in Retail

Stores

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Abstract

In retail stores such as supermarkets, it is expected that product sales will vary depending on the influence of the display, which the manufacturer does not intend. To address this issue, it is necessary to devise a promotion method in addition to the display method. Therefore, supermarkets put on POP displays to make the product appealing to customers. However, some stores have display shelves that are hard to put on as POP displays. We need to find a solution to this problem.