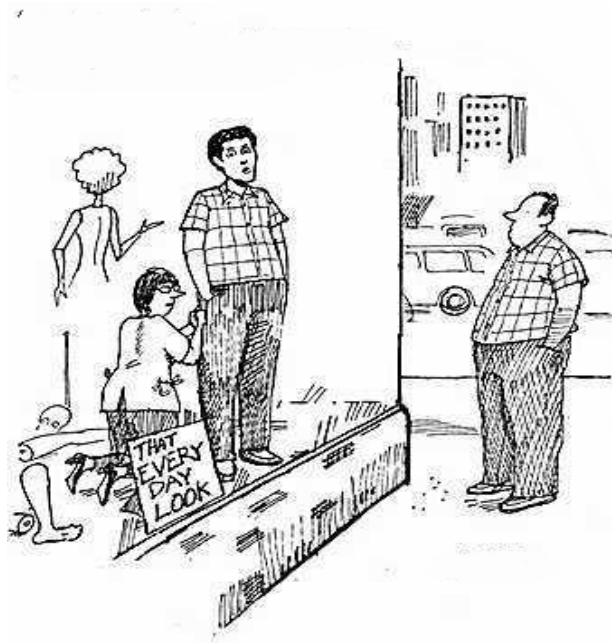


**RETAIL DISPLAY
PROJECT**
Title: Window Display



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Course: Business/ Retail

Firstly I had to choose the idea for the window display. I searched internet, looked in windows displays to other shops, heard to the advice of friends and decided to choose brandy. I selected the brandy, because I saw many examples in other window displays and much information about the brandy can be found on the Internet.

Secondly, I made a few pictures on similar windows displays in town for my story board.

In my story board I used different colour from light yellow to brown.

I chose these colours, because, when we hear the word of brandy, we mean the following colours: light yellow, amber, light brown and brown.

After the new oak barrels for 7-8 months, the alcohol becomes a light golden colour and filled with tannins.

After 4-5 years, this metamorphosis occurs. Brandy alcohol becomes soft, velvety and rich. This is reflected in the variety of flower and fruit colours, as well as in sweet vanilla flavour, which appear primarily due to the transformation of lignin extracted from the oak. This flavour is a feature of young brandies.

After 8-10 years of aging cognac alcohol becomes more gentle and harmonious. Inherent flavours much benefit in force, saturation, and persistence. Most important - a bouquet, which is clearly felt by the noble tone leather, tobacco and honey.

After 20 years, a bouquet of brandy alcohol becomes more intense and complex. To the shades of leather, tobacco and honey notes added candied orange, resins, mushrooms and undergrowth. You are so-called Rance (rancho) - the aroma of an old, slightly oxidized wine, a little reminiscent of the forest, and almonds. This is the main characteristic of the good old spirits, which with age have become stronger. Brandy gets pretty fiery colour. The natural decline in the inherent strength and reduces the burning sensation of alcohol. The older the brandy, the longer it persists aftertaste (up to several minutes).

(age.http://www.elitarium.ru/2006/09/01/konjak_istorija_proiskhozhdenie_i_klassifikacija.html)

I chose this style of writing (Mongolian Baiti 28), because it is well suited to the topic.

I chose these accessories: glass, barrel and bottle, because brandy is stored in barrels, then bottle it off and drink out of glass. I hope my accessories were noticeable.

Guidelines on completing window displays:

I prepared every thing for my window display:

- Bottle of brandy
- Candles
- Chocolate
- 2 glasses

Made my window display at home and take a few pictures how it is will look like. When I made window display I was mindful following factors:

- Balance and harmony
- Dominance
- Simplicity
- Accessibility

Health and Safety

Working with computers is an integral part of life. Providing you use computers sensibly, there is no evidence they do any long-term harm to health. If the computer is not used or set up efficiently then problems such as repetitive strain injuries, backache, headaches and skin rashes may occur.

- Adjust your chair and computer to find the most comfortable position for you to use the computer.
- Make sure you have enough workspace to take whatever documents or other equipment you need.
- Arrange your desk and computer to avoid glare, or bright reflections on the screen. This will be easiest if neither you nor the screen is directly facing windows or bright lights. Adjust curtains or blinds to prevent unwanted light.
- Make sure there is space under your desk to move your legs freely. Move any obstacles such as boxes or equipment.
- Avoid excess pressure from the edge of your seat on the backs of your legs and knees. A footrest may be helpful, particularly for smaller users.

Always carry scissors with the tapered end towards the floor; when passing to another person-- pass handle first.

In this project I made pictures, chose colour and completed first window display in my life. I think this is good experience for me in the future. Displays are very effective in attracting the passing public to enter the shop and make purchases. If the window display or display outside the shop is attractive it immediately gives the impression that the goods inside are of good quality.

