

1**Shop Fittings & Store Design****1.1**

Shop fitting

- 1.1.1 Flooring & Floor-cleaning equipment
- 1.1.2 Surface materials
- 1.1.3 Wall coverings
- 1.1.4 Ceiling systems
- 1.1.5 Building materials
- 1.1.6 Armatures

1.2

Store design

- 1.2.1 General planning and services
- 1.2.2 Shop architecture and store design
- 1.2.3 Shop planning
- 1.2.4 Project management

1.3

Shop furnishings

- 1.3.1 Seating
- 1.3.2 Merchandise presentation tables
- 1.3.3 Mirrors and mirror systems
- 1.3.4 Garment display racks, display stands
- 1.3.5 Fitting rooms
- 1.3.6 Sales containers
- 1.3.7 Sales counters
- 1.3.8 Showcases, display cases
- 1.3.9 Wall systems
- 1.3.10 Shelf systems
- 1.3.11 Heavy-duty shelving
- 1.3.12 Packaging equipment
- 1.3.13 Indoor playrooms
- 1.3.14 Free standing fixtures

1.4

Shopping trolleys and baskets

- 1.4.1 Shopping trolleys
- 1.4.2 Shopping baskets
- 1.4.3 Shopping trolley parking boxes
- 1.4.4 Cleaning of shopping trolleys
- 1.4.5 Castors and wheels for shopping trolleys
- 1.4.6 Shopping trolley conveyors
- 1.4.7 Accessories for shopping trolley

2**Visual Merchandising****2.1**

Mannequins, dummies and accessories

2.1.1 Mannequins

2.1.2 Dummies

2.1.3 Mannequins accessories

2.1.4 Body frames

2.1.5 Special mannequins

2.2

Hangers

2.3

Visual merchandising solutions

2.3.1 Visual merchandising design

2.3.2 Visual merchandising fitting

2.3.3 Visual merchandising furnishings

2.4

Visual merchandising decorating and equipment

2.5

Visual merchandising services

2.6

Visual merchandising software

3**Retail Lighting****3.1**

Lights

3.1.1 Exterior lighting

3.1.2 Lights for accent lighting

3.1.3 Lights for general or ambient lighting

3.1.4 Facade lighting

3.2

Lamps

3.2.1 Operating equipment for lamps

3.2.2 Halogen lamps

3.2.3 High-pressure lamps

3.2.4 Fluorescent lamps

3.2.5 LED lamps

3.3

Lighting planning and lighting systems

3.4

Lighting control systems

3.5

Lighting decorating and accessories

4**Smart Retail Technology****4.1** Omnichannel/E-commerce solutions

- 4.1.1 Online shop systems/platforms
- 4.1.2 Online marketing solutions
- 4.1.3 Web analytics, web controlling
- 4.1.4 Email marketing solutions
- 4.1.5 Social media scanning
- 4.1.6 Search engine optimization
- 4.1.7 Trust marks for online shops
- 4.1.8 Click & collect solutions
- 4.1.9 Omnichannel integration

4.2 Payment systems/POS software/POS hardware

- 4.2.1 Card terminals, EFT terminals
- 4.2.2 Background operation, network operation, processing
- 4.2.3 Contactless payment systems, NFC solutions
- 4.2.4 Mobile payment solutions
- 4.2.5 Online payment solutions
- 4.2.6 Chip cards, chip & pin systems
- 4.2.7 Biometric payment systems
- 4.2.8 SEPA solutions
- 4.2.9 EPOS software
- 4.2.10 Self-checkout/ Self-scanning software
- 4.2.11 Software for POS communication
- 4.2.12 EPOS hardware
- 4.2.13 Self-checkout, self-scanning systems
- 4.2.14 Cash management solutions
- 4.2.15 Thin client solutions
- 4.2.16 POS screens, touchscreens
- 4.2.17 Back office PCs and servers
- 4.2.18 Cash drawers
- 4.2.19 Keyboards
- 4.2.20 POS printers, coupon printers
- 4.2.21 Scanning solutions
- 4.2.22 Reverse vending systems
- 4.2.23 Display printing systems

4.3 ERP, merchandise management

- 4.3.1 Merchandise systems, ERP solutions
- 4.3.2 Stock management software
- 4.3.3 Merchandise planning, forecasting

4.3.4 Space management software, category management

4.3.5 Workflow management solutions

4.4 Supply chain management

- 4.4.1 EDI solutions
- 4.4.2 Supplier management
- 4.4.3 Web-based portals, extranet systems
- 4.4.4 E-procurement solutions
- 4.4.5 Fleet management
- 4.4.6 Terms and conditions management
- 4.4.7 Tracking & tracing
- 4.4.8 Warehouse management
- 4.4.9 Picking and packing systems EDI

4.5 Mobile solutions

- 4.5.1 Hand-held devices, mobile computers
- 4.5.2 Tablet PCs
- 4.5.3 Software for mobile devices
- 4.5.4 Mobile couponing
- 4.5.5 Mobile marketing solutions
- 4.5.6 Smartphone apps
- 4.5.7 Location-based services
- 4.5.8 Beacon technology solutions

4.6 Business analytics

- 4.6.1 Analysis tools for customer data, CRM software
- 4.6.2 Big data management
- 4.6.3 Customer frequency analysis
- 4.6.4 Facial recognition
- 4.6.5 Management information systems
- 4.6.6 Price optimization software
- 4.6.7 Auditing / financial controlling, theft management
- 4.6.8 Loss prevention software

4.7 Customer guidance systems**4.8** Price labelling

- 4.8.1 Electronic shelf labels
- 4.8.2 Labels and price tags
- 4.8.3 Label printers
- 4.8.4 Manual labelling systems
- 4.8.5 Price and labelling machines and systems

Retail Marketing

5.1 Digital marketing solutions

- 5.1.1 Integrated digital signage solutions
- 5.1.2 Content management for digital POS media
- 5.1.3 LCD/LED/plasma systems
- 5.1.4 Digital POS displays
- 5.1.5 Interactive display solutions
- 5.1.6 Virtual shelves
- 5.1.7 Instore audio solutions
- 5.1.8 Instore TV
- 5.1.9 POS kiosk systems
- 5.1.10 Loyalty management solutions

5.2 POS/POP marketing

- 5.2.1 Acrylic and plastic
- 5.2.2 Paperboard, corrugated paperboard
- 5.2.3 Thematic displays
- 5.2.4 Permanent or temporary displays
- 5.2.5 Promotional equipment

- 5.2.6 POS/POP marketing services
- 5.2.7 POS/POP market research
- 5.2.8 Mobile outlets
- 5.2.9 3D display
- 5.2.10 Graphic decoration elements
- 5.2.11 Lighting box
- 5.2.12 Illuminated signs and accessories
- 5.2.13 Illuminated decorations and accessories
- 5.2.14 Plastic films, adhesive lettering
- 5.2.15 Poster printing, large-format printing
- 5.2.16 Outdoor advertising
- 5.2.17 Shopping bags
- 5.2.18 Danglers