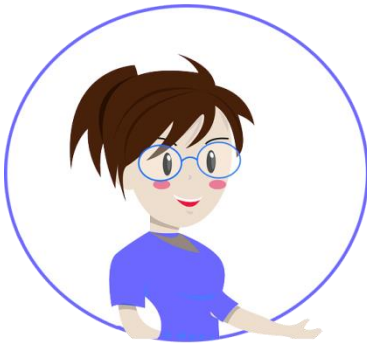


Merchandising

Aim

This unit standard is intended for those individuals who are responsible for merchandising in a wholesale/retail outlet. This workshop is not display window merchandising, but rather more about improving sales through the correct grouping of items and promotional display shelves

About this Course...



Is intended for those individuals who are responsible for displaying merchandise visually in a wholesale/retail outlet where there is some freedom to merchandise within the provided broad guidelines or parameters of their organisation.

Who Should Attend this Course?

This course will benefit all staff whose job involves merchandising.

Outcome

At the end of this workshop the delegates will be able to plan a visual display in a way that customers find attractive and appealing, increase sales, and prevent stock losses whilst merchandising.

SAQA US ID	NQF LEVEL	CREDITS	US TITLE
114907	3	15	Display merchandise visually in a wholesale and retail outlet

The unit standards above are an indication of the content of the workshop. Our workshop theories are designed to include the outcomes recommended by SAQA US IDs.

Duration: 1-Day

Content

The Visuals	<ul style="list-style-type: none"> • What is it that draws the eye? • Various methodologies to ensure that your wares are seen
Categorisation and Grouping	<ul style="list-style-type: none"> • Unpack merchandise • What are the theories?
Item Presentation Principles	<ul style="list-style-type: none"> • Ensuring that maximum sales are made, working with your best sellers, least sellers, loss leaders, high price and low price items
Physical Presentation Techniques	<ul style="list-style-type: none"> • Principal of display • Presenting merchandise to customers
The Nitty Gritty	<ul style="list-style-type: none"> • Removing packaging materials for display • Organisational policies • Arranging merchandise • Merchandising on different fixtures
Signage for Merchandise Displays	<ul style="list-style-type: none"> • The modern buyer, what they respond to • Visual merchandising • MARK Merchandise
Principle of Cross Merchandising	<ul style="list-style-type: none"> • Leveraging off other products
Accessories in Merchandising	<ul style="list-style-type: none"> • Accessorising the way of the future • Merchandising with preventing stock loss in mind
House Keeping Standards	<ul style="list-style-type: none"> • Good House Keeping is essential to merchandising
Merchandising – TOP SELLERS	<ul style="list-style-type: none"> • Identifying the items that you sell the most and promoting it
Recall	<ul style="list-style-type: none"> • Understanding recall