

Retail Service: Merchandising and Visual Merchandising

Description:

- A one-day training on fundamentals of Merchandising and Visual Merchandising.

Objective/s:

- Identify the steps involved in the 'Selling Process'
- Explain the Principles of Merchandising/Visual Merchandising
- Demonstrate skills in stock control
- Adopt security measures to prevent causes of stock losses

Topics/Course Outline:

- The Selling Process
- Improve Productivity Through Merchandise Display
- Control Stock for Productivity Improvement
- Reduce Loss to Improve Productivity

Methodology:

- Lecture-discussion, workshops, SLEs

No. Of Hours/Days:

- 1 day

Target Participants:

- Small and medium enterprises

Expected Outcome/s:

- Increased sales through improved merchandise display, selling techniques, proper stock control.

