



Merchandising is the heartbeat of retailing. It is the practice and process of displaying and selling products to customers. Merchandisers use this marketing function to influence their customer's desire or intent to reach their sales goals. Merchandising is used in both physical and online stores.

To increase sales, the merchandise must be exciting and hold customers' attention, be easy to understand, and encourage shoppers to buy. Therefore, the presentation of the merchandise is a critical factor in the selling power of a store and has a significant effect on the store image. The store layout and design therefore needs to be affect the customer's senses, provide a comfortable environment that enhances the merchandise and entices shoppers to browse and buy. This course will teach the participants about all of the many different factors that need to be considered when displaying merchandise and what techniques to use to do so optimally.

As inventory is sold, new stock needs to be purchased, displayed, and sold once again. Merchandise management is the analysis, planning, acquisition, handling, and control of the merchandise investments or a retail operation.

Correct Health and Safety procedures, like in any other industry, need to be adhered to in this environment as well and the course discusses how to identify, assess and protect from risks in the workplace.

This one-day course will teach participants about:

- Merchandising planning
- Merchandising display
- Merchandising management and presentation
- Health and Safety within Merchandising

Course Overview

You will spend this session getting to know the course objectives and you will also have an opportunity to identify your personal learning objectives.

Merchandising Planning

In this session, participants will be given an introduction to what merchandise planning entails with regards to store planning, floor planning and in-store marketing. As well as covering such topics as: Critical elements for a successful store, store image and productivity, store design and merchandising, positives and negatives of a shopping and ways a product can be promoted in-store.

Merchandising Display

In this session, participants will be taught about retail displays and all the considerations that should be taken into account when planning a retail display, such as: shelf health, eye level position, market leading brands, block merchandising, format merchandising, vertical merchandising, horizontal merchandising, cross merchandising, dummy packing, facing up, colour breaking and product flow.

Merchandising Management and Presentation

In this session, participants will learn what is meant by merchandising management, looking specifically at - analysis, planning, acquisition, handling and control. Also covered in this session are the topics of merchandising presentation as well as fixture types.

Health and Safety within Merchandising

In this session, participants will be given an in-depth look at the hazards and risks within merchandising. They will also be taught how to identify hazards, and finally taught how to carry out a risk assessment. This session will also have a group activity, where participants will carry out a risk assessment within a supermarket, looking particularly at:

- Safe lifting
- Ladder safety
- Loading dock safety
- Safe storage practices
- Packing and unpacking
- Safety attitude

Course Wrap-Up

At the end of the day, participants will have an opportunity to ask questions and fill out a personal action plan.

