



ADVANCED MERCHANDISING TECHNIQUES

OBJECTIVES

On completion of this training participants will be more aware not only of the need for and benefits of effective merchandising and display, but also have an understanding of the knowledge and skills to become merchandising team leaders.

Duration: 2 Days

WHO SHOULD ATTEND?

This course is designed for staff that will be in a position to assist and/or lead in the development of better merchandising practices in stores.

ON COMPLETION

After attending this course, trainees will be able to work with their store management teams to improve day-to-day standards of product presentation, along with being able to plan and lead significant changes to merchandising. For example: seasonal changes, store layout changes, etc.

SUMMARY CONTENT

Introduction to Merchandising:

- Definition of merchandising
- How good merchandising works
- The effectiveness & benefits and demands of good merchandising

Customers Elements :

- Customer behavioural patterns while shopping
- Traffic flow
- Blocking, grouping and facings
- How best to present products

Theory of Merchandising:

- How our senses respond
- 5 R's of Retailing
- Merchandising in action
- Space Planning
- Sightline & Focal Points
- Traffic Flow
- Vertical Merchandising
- Feature Displays
- Importance of Pricing
- Setting Standards
- Merchandising - essential for business performance





The Customer:

Who is your customer?
Consumer demands & needs
Understanding Trends



Range/Identification of Product Categories :

Demand, Impulse, Seasonal, Specialist & Exclusive, Impulse and convenience lines

Window and special display areas:

Feature displays

House keeping:

Responsibility for setting and maintenance of standards
Cleaning/maintenance routines & waste management
Areas needing most care
Minimizing/dealing with damaged & obsolete stock



Strategic Planning for Merchandising:

Introduction to Category Management:

Prepare
Identify Priorities
Plan Strategy
Implementation
Maintenance
Monitoring to Improve & Enhance



Practical task:

This is set out approximately one week before the course delivery and is agreed between the site manager and the trainer.

Feedback

Course wrap up and feedback
Administration

