



## 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