



## MERCHANDISING TECHNIQUES

### OVERVIEW

On completion of the training, participants will be more aware of the need for and benefits of effective merchandising and display, have a greater knowledge and skills base regarding merchandising and be more capable of applying the knowledge and skills in their relevant functions.

#### Duration: 1 Day

There is a classroom based training session in the morning, with the afternoon session given over to practical exercises in a store/co-op close to the training venue.

### SUMMARY CONTENT

#### Introduction to Merchandising:

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

#### Key principles and practices

#### Customers Elements:

- Customer behavioral 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  
Locating the products

**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

**Practical task is set out:**

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



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The ICOS Skillnet is funded by member companies and the Training Networks Programme, an initiative of Skillnets Ltd. funded from the National Training Fund through the Department of Education and Skills.