



## Retail Service: Merchandising and Visual Merchandising

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### Description:

- A one-day training on fundamentals of Merchandising which refers to the marketing of the right product, at the right price, in the right quantity, in the right place, at the right time and Visual Merchandising which includes all aspects of the total visual impact of the store and its merchandise.

### Objective/s:

- Identify the steps involved in the 'Selling Process'
- Explain the Principles of Merchandising/Visual Merchandising
- Demonstrate skills on how to prepare a stock card
- Formulate security measures to prevent causes of stock losses

### 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 Days:

- 1 day

### Target Participants:

- Small and medium enterprises

### Expected Outcome/s:

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