



Merchandising **Course Outline**

The course is a Level One course and as such aims to provide the essential foundation knowledge and skills in merchandising in order for the Merchandiser to meet industry requirements. The course will focus on developing the participant's techniques and methods for improving merchandising skills and customer satisfaction.

Course Overview:

The course is based upon the participant learning the following;

- The basics merchandising role and practise
- Merchandising industry knowledge
- Customer service

The programme is given as a one day course plus homework. The seminars are built upon interaction and as such the participants are expected to actively participate in discussions, case studies and mini-presentations. The homework will be in the form of written reports on these case studies.

Learning Objectives

The main learning objectives of the course are deepening the participant's knowledge and skills within the area. After completion of the course you should be able to;

- Demonstrate knowledge of the role and task of merchandisers
- Demonstrate knowledge of the industry in Botswana
- Provide customer service

The main topics are:

• Introduction to merchandising

- Demonstrate knowledge in what the merchandising role entails
- Describe the importance of merchandising
- Describe the role of merchandising in the company
- Demonstrate knowledge in merchandising strategies
- Practice merchandising strategies
- Demonstrate knowledge in different strategies for different product ranges and types
- Explain the importance of learning company product information
- Demonstrate knowledge in the main brands stocked by the company





• **Industry knowledge**

- Demonstrate knowledge in wholesale and retail
- Demonstrate knowledge of the economic value of the industry
- Demonstrate knowledge in important industry concepts

• **Customer service**

- Demonstrate knowledge in customer service standards
- Describe different types of customer communication
- Explain the importance of resolving customer problems
- Practice different methods for solving customer problems

Certification

On the successful completion of the course, the participant will be provided a certificate of achievement.

Progression pathways/continuing education

After completion of the course the participants will be able to work as a merchandiser and enrol in Merchandising – Level 2.

