

Effective product display is essential for retailers to attract customers and increase basket size. The Shopview course provides retail staff with the basic information they need to quickly grasp the key areas for improving the presentation of products within their store.

Placing and arranging merchandise

The first Shopview module covers topics including, maximising sales using effective store layout, the five golden rules of merchandising, attracting your target market, merchandising planograms and buying environments.

Merchandising principles and techniques

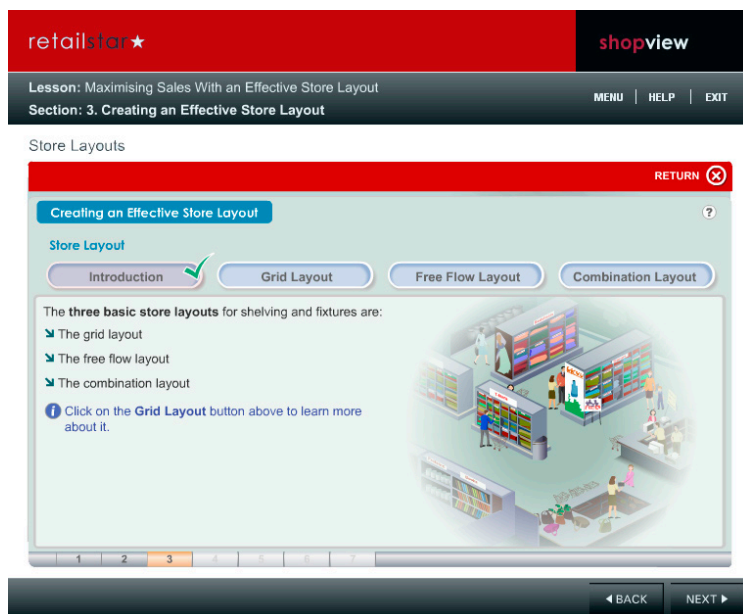
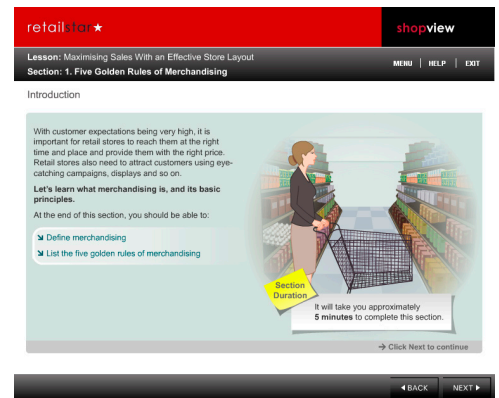
Learning module two presents the following topics: Key principles and techniques including window display and the seven steps to arranging and displaying merchandise.

Preparing, arranging and placing display labels

This module covers the following topics: Pricing and coding merchandise, price tickets, display tickets, laws and regulations for pricing and ticketing of merchandise.

Maintaining displays

The final Shopview module includes the following topics: Maintaining displays and stock rotation, cleaning and maintaining work areas, removal and disposal of waste material.



Benefits

- ✓ Improve merchandising opportunities
- ✓ Ensure effective price ticketing
- ✓ Create engaging store presentations
- ✓ Increase staff awareness and ownership
- ✓ Increase basket size