

WSQ Visual Merchandising Presentation (Handle Merchandise Display)

Course Overview

- Prepare to display merchandise
- Setup display
- Maintain display

Course Outline

- What is a product display
- Types of Fixtures and Display Units
- Point Of Sale Materials (POSM) & Product Labels
- Types of Promotions
- Planogram
- Guidelines and Principles of Display
- How to Handle and Maintain Merchandise Display
- Safety Considerations in Displaying Products

Methodology

Lectures and hand-on practical sessions, Group discussions and sharing, Individual and group presentations

Who Should Attend

Retail Assistant and Team Leader (except those in Fruits & Vegetables, Seafood, Skill-cutting, FF-All, Night Refill Fresh), Branch Executive, Branch Manager

Course Duration

2 Days / 16 Hours

Pre-requisites

NIL