



RETAIL MASTER CLASS



OCCUPATIONAL CERTIFICATE:
VISUAL MERCHANDISER

99688



010 085 0918



www.zoneups.com



405 Cliff Ave, Waterkloofridge, Pretoria



BOOK NOW



2 Day Course



Classroom & Online Training



Certificate of Attendance

ABOUT THIS COURSE

This course prepares learners to operate as Visual Merchandisers by developing the knowledge and practical skills needed to plan, develop, display, maintain and evaluate merchandise displays in a retail or wholesale environment.

Learners will gain an understanding of visual merchandising concepts, layout planning, promotional displays, fixtures, props, signage, ticketing, display safety, housekeeping, stock presentation and evaluation of display impact.

The programme combines theory, practical skills and workplace experience to ensure learners are able to create attractive displays that capture the interest of the target market, support promotional activity and promote sales.



Target Audience

- Gas Practitioners
- Gas Installers
- System Installers
- Gas System Installers
- Medical Gas System
- Oxidant Gas System
- Speciality Gas System
- Gas Technicians
- Maintenance Technicians

PRICE

ONLINE TRAINING: Request a Quote

CLASSROOM: Request a Quote

(Includes snacks and beverages – only applicable to classroom bookings)

DAY ONE

OVERVIEW

SMART ZONE

Concept of Visual Merchandising

- Learners are introduced to the meaning and purpose of visual merchandising in the wholesale and retail environment. This includes visual merchandising terminology, retail sub-sectors, the role of the visual merchandiser, visual merchandising etiquette, the five P's of marketing and the impact of strategic tactics on display activities.

Principles of Visual Merchandising

- Learners gain an understanding of the key principles used to create effective displays. This includes focal points, groupings, scale, proportion, balance, line, shape, texture, colour, themes, lighting, ambience and aesthetics.

Fixtures, Props, Signage and Ticketing

- Learners are introduced to the types and uses of fixtures, props, signage and ticketing in visual merchandising. This section covers how display equipment supports product presentation, enhances promotional displays and communicates information to customers.

Visual Merchandising Layout Planning

- Learners develop knowledge of visual merchandising layout planning. This includes the purpose of layout plans, principles of communicating display plans, merchandising techniques, floor layouts, display areas, promotional spaces and the positioning of products within a retail store.

Implementing Visual Merchandising Plans

- Learners are introduced to the practical implementation of visual merchandising plans and action plans. This includes preparing the display area, adapting display plans to suit available space, organising resources, securing merchandise and following safety requirements.

Preparing Display Areas

- Learners gain an understanding of how to prepare a display or window area before setting up a new display. This includes identifying props, fixtures and display carriers, preparing signage, removing existing stock safely, dismantling existing displays and applying housekeeping standards.

Dressing the Display or Window

- Learners develop practical skills to dress and build a display or window. This includes adapting the visual merchandising plan to meet display requirements, arranging merchandise, applying visual merchandising principles and building displays in a way that minimises loss, damage and injury.

Promotional Activities and Displays

- Learners are introduced to promotional activities and promotional display methods. This includes types of promotions, types of promotional displays, positioning of promotional displays, promotional signage, ticketing and the impact of display positioning on customer attention and sales.

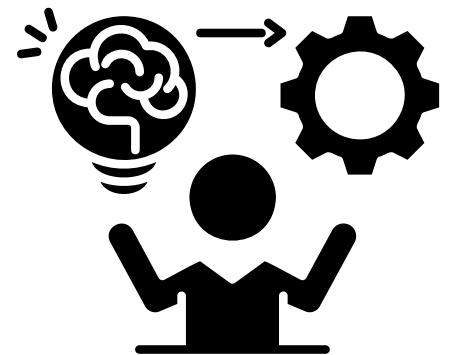
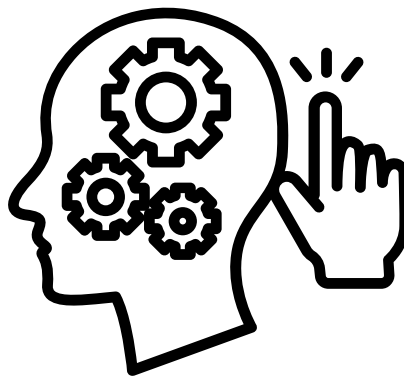
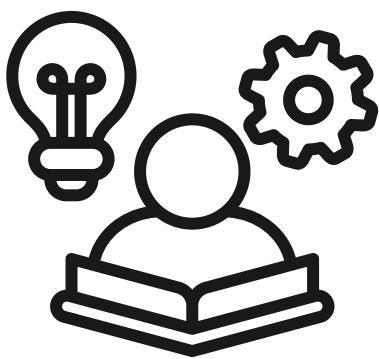
Maintaining Visual Merchandising Displays

- Learners gain knowledge of how to maintain visual merchandising displays after implementation. This includes replenishing stock sold from the display, replacing sold-out items, removing damaged stock, redressing displays and maintaining housekeeping standards.

FEATURES OF THIS COURSE

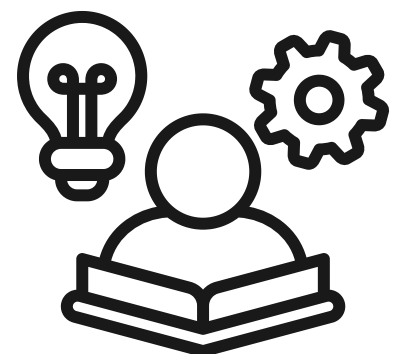
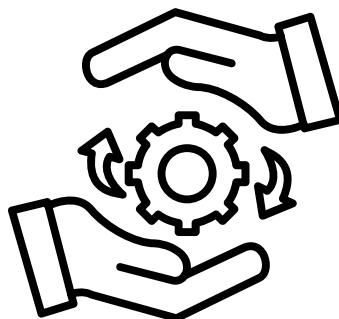
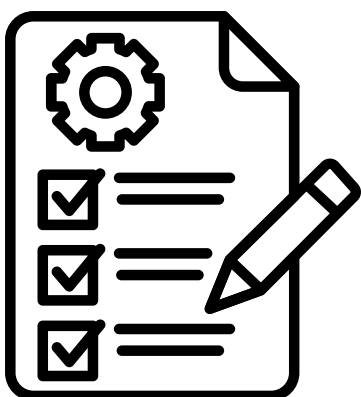
SMART ZONE

- QCTO-aligned occupational curriculum
- Combines theory, practical skills and workplace experience
- Industry-relevant commercial natural gas installation skills
- Focus on safe, legal and code-compliant gas systems
- Covers system design, installation, commissioning, maintenance and compliance
- Supports workplace readiness in commercial gas environments



BENEFITS OF THIS SHORT COURSE

- Gain practical chemical plant control knowledge and skills
- Understand process control systems, plant variables, and production schedules
- Improve ability to monitor plant operations and respond to deviations
- Learn how to apply quality control and meet product specifications
- Develop confidence in reporting, record keeping, and shift handover
- Enhance career opportunities in chemical, manufacturing, and process plant environments





SIGN UP NOW

SIGN UP NOW AND SECURE YOUR PLACE

1. Register Online- www.zoneups.com
2. Select the training you prefer and the date you would like to attend.
3. Fill in the registration form.
4. Choose your payment method and finalize the booking.

Request a Quotation

Accreditation



*South African
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Occupational Safety
And Health*



Services SETA



Fasset

Make the future count



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QCTO