# RETAIL/MERCHANDISING

## What can I do with this major?

| AREAS | EMPLOYERS | STRATEGIES |
|---|---|---|
| **BUYING/PURCHASING**<br>Product Development<br>Planning and Allocation | Discount stores<br>Mass merchants<br>Grocery stores<br>Specialty stores (e.g., clothing, home furnishings, jewelry, books, electronics, etc.)<br>Department stores<br>Grocery stores<br>Pharmacy retailers | Obtain sales and retail experience through part-time jobs and internships.<br>Prepare to work under pressure in fast-paced environments.<br>Develop organizational skills and attention to detail to monitor inventory and compare products, prices and markets.<br>Acquire analytical and mathematical skills to operate within a budget and to evaluate sales data including competitors'.<br>Develop excellent interpersonal and communication skills for negotiating with vendors.<br>Be prepared to travel frequently in order to visit markets and search for new merchandise.<br>Expect to work with overseas suppliers. Knowledge of languages, customs and cultures will be helpful.<br>Develop a competitive drive with the understanding that a buyer's goal is to beat the sales and profit records of the previous year.<br>Be prepared to begin as a buyer trainee. Training periods can range from 1 to 5 years. |
| **SALES**<br>Industrial<br>Wholesale<br>Direct Marketing<br>Consumer Product<br>Financial Services<br>Services<br>Advertising<br>E-commerce<br>Customer Service | Profit and non-profit organizations<br>Product and service organizations<br>Manufacturers<br>Financial companies<br>Insurance companies<br>Print and electronic media outlets<br>Software and technology companies<br>Retail stores | Obtain a part-time job or internship in sales to gain experience, as these positions are often stepping stones to higher-level positions.<br>Demonstrate initiative, organization and problem-solving skills.<br>Enjoy working with people.<br>A commitment to customer satisfaction is imperative.<br>Learn to communicate effectively with a wide range of people. Take additional courses in interpersonal communication and public speaking.<br>Develop persuasion skills and extensive knowledge of merchandise for sale.<br>Cultivate a competitive drive to reach sales quotas and break sales records under pressure. |

# Merchandising Training Manual

J Spring

**Merchandising Training Manual:**

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