

RETAIL/MERCHANDISING

What can I do with this major?

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

Merchandising Training Manual

O García



Merchandising Training Manual:

Cargill Wayne G. Broehl,1992 It is difficult to imagine how the evolution of an industry through the perspective of one of its giants could be better told Tarrant Business **The Merchandiser's Sales Girl Training Manual** ,1937* **Training Retail Salespeople** William Boyd Logan,1968 Distributive Education Instructional Materials Ohio State University. Center for Vocational and Technical Education,1972 Field Visual Merchandising Strategy Paul J. Russell,2015-01-03 The retail sales floor has become a battlefield each brand is fighting for the same customer and wants to ensure their merchandise is on the sales floor sized folded hung and presented properly Field Visual Merchandising Strategy is a comprehensive guide to developing and executing a national field merchandising strategy covering key areas such as developing a strategy how to go about selecting the right merchandising service organization team training merchandising standards planograms and launching the strategy Ideal for retail marketers visual merchandisers merchandising managers and brand managers Field Visual Merchandising Strategy uses examples and case studies from a range of shops from fashion emporia to small outlets to provide real world insight on how strategic visual merchandising works **Distributive Education from AIM, 1967-1971** United States. Office of Education,1972 **Resources in education** ,1984-11 **Domestic Commerce Series** ,1950 **Merchandising Music** William A. Mills,1946 **Market Research Sources** United States. Bureau of Foreign and Domestic Commerce,1950

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