



Retail Display QQI Level 5 Visual Merchandising

Course Outline

Now that retail is opening again it is important for retailers to focus on maximising customer footfall to increase sales. Whether your business is large or small there are proven visual merchandising techniques that you can use to get your customers to stop, look and enter your store. Visual merchandising doesn't need to cost the earth if you have creatives on your team who are willing to think outside the box to create eye-catching displays that generate interest and desire to purchase from your store. Our retail training is very popular with small & medium retail outlets and in the charity sector. This is a practical course designed to get learners thinking creatively to enhance their store image by creating cost-effective, seasonal and eye-catching visual displays both in-store and through eye-catching window displays.

On completion of this course participants will be able to:

- Identify new opportunities to create eye-catching visual displays
- Appreciate the benefits of visual merchandising and attract new customers
- Recognise the effect of a range of treatments such as theme, background, pattern, texture, lighting on a visual display
- Explore the effective use and impact of colour in merchandising and display
- Distinguish different types of displays and choose the correct style to suit your retail environment
- Select a range of tools that will help you to create show-stopping displays
- Use accessories, props, fittings and re-purposed materials to display goods and for merchandising
- Create colourful, eye-catching thematic displays
- Construct displays with due regard for Health and Safety

Duration: 5 days

Course Pack: each learner will receive a course pack that will contain patterns, materials and instructions to use for interactive skill-building sessions.

Course Delivery: This course can be delivered online or face to face and is 100% instructor-led.

Assessment: Assignment - 30% & Project - 70%

QQI Certification: On successful completion of all course assessments participants will receive a QQI Certificate in Retail Display - 15 credits on the National Framework of Qualifications.

Customer Testimonial

"Very enjoyable course learned a lot that will be used outside of this course. I found the trainer very helpful, kind and took the time with us when we had questions. All in all, I am very happy with what I've learned in this course" (SVP 2019)

New Links Training Solutions Ltd

W: www.newlinkstraining.com **E:** info@newlinkstraining.com