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**CUSTOMISED TRAINING PROGRAM
IN SITU VISUAL MERCHANDISING FOR**

(CLIENT)

PROPOSAL – 06.02.2025

INTRODUCTION

With the shifting consumer behaviours in the modern retail era, brand loyalty is coming to an end. The need to enhance the customer shopping experience has become an absolute necessity as it is crucial to win your customers every time they step into your stores. In addition, consumers are now highly stimulated and aggressively pursued. Any watered-down store experience would probably deter them from revisiting your brand again. Modern consumers crave experiences. The very idea of what a store is has changed completely. It has morphed from a place where people come to buy to a place where people come to discover.

Visual Merchandising is about presenting your products to customers in the most attractive way, with a focus on driving commercial performance and maximizing sales. Visual Merchandising can tell a story, to represent your brand's values and inspire your customers. It highly contributes to the first impression that customers get from your brand. As consumer tastes evolve and become more demanding, merchandisers must continually re-evaluate the role of contemporary Visual Merchandising strategies.

Maintaining an in-house visual merchandising team can be expensive. As such, many brands inadvertently rely on their sales floor employees to "play" visual merchandisers. Getting them trained is the most cost-effective option compared to having a fully-fledged team of in-house visual merchandisers. Regular training also minimises the impact of staff turnover and allows continuity in the brand identity.

Our courses are designed to enhance your retail staff store presentation skill sets. They span across different levels: from beginners to masters. Like any valuable skill-based training, it can't be done overnight. Our courses are hands-on and take place in the staff retail environment for the participants to integrate conceptual learning with direct application.

Trainer: Marie Elizabeth de Marcy Chelin

Benefits

Our courses will help improve the competencies of your employees in the following areas:

- Understanding the objectives of visual merchandising
- Understanding merchandising techniques & themes
- Learning how to set up attractive visual presentations in a retail store.

Operational constraints

Frontline staff cannot be kept away from their duties for too long without impacting on the shop operation: our modules have been designed to last no longer than 6 hours on 1 day.

Although this is not recommended, we understand that a participant may be needed for urgent operational issues. Our trainers understand that the customer comes first and will do their utmost to adapt to the circumstances.

TRAINING PROGRAM - MODULE 1

INTRODUCTION TO VISUAL MERCHANDISING – TIPS & PRINCIPLES

This course opens an understanding of the power and scope of Visual Merchandising in today's world of retailing. From customer lifestyles to fixtures and fittings, gain an overview of visual merchandising techniques.

1.1 Course Objectives

At the end of the course, participants will:

- Understand the basic concepts of window dressing and visual merchandising considering current trends in relation to their Brand and Products.

1.2 Course Contents

- Retail image
- Effective use of colour within window displays for shopping impact.
- Effective use of lighting within window display
- Effective use of graphics within window display
- Fixtures and Fittings
- Store façade, typography to suit brand Image
- Basic principles of window dressing and visual merchandising
- Store visual merchandising and product presentation methods.

** Participants are requested to have a **Carnet de Bord** to take Notes.*

1.3 Duration

This course is conducted in **1 session of 6 hours each** per batch.

The trainers will provide 1 follow-up session within two months of completion of course to ensure notions learnt are being implemented correctly. A WhatsApp group may be created if the brand has several outlets to promote individual initiatives and capitalise more widely on feedback given.

DELIVERY

Training sessions will be delivered as per agreed schedule. Delivery methods vary depending on course objectives and will include:

ASSESSMENT

Wherever our training programmes include a follow-up clause, our trainers will provide the participants with continuous performance coaching as may be agreed.

Assessment (optional): a written assessment may be held at the end of technical trainings.

Evaluations & Monitoring:

Evaluations are conducted as follows:

1. Continuous direct feedback and review during delivery of training.
2. An online evaluation questionnaire is completed by participants at the end of the course. A summary copy together with all feedbacks obtained for the participants and inputs from trainers is handed over to management.

Batch Size

1 batch of X participants from Client (Up to 12 participants overall).

7.4 Duration and training calendar

Upon approval, the exact dates and times will be agreed with the trainer.

7.5 Venue requirements

Training will take place in classroom at The Training Lab - **MIPS TRAINING AND KNOWLEDGE HUB LTD**

The courses may be monitored at any time by the Human Resources Development Council (HRDC) officers and, as such, they should be granted access to the training site.

Participants will be required to sign the attendance sheet for each course and should be present on training site as per training schedule. Each participant needs to bring a logbook to write down instructions, main recommendations as well as follow ups to be made.

7.6 Certificate of Attendance

Each participant having successfully attended all sessions of the respective training will be awarded a Certificate of Attendance.

HRDC Grant Refund

Our courses are HRDC approved. Provided your company has been contributing to the HRDC Training Levy for at least one year, you will be able to claim 70- 75% refund to the HRDC for the training fees paid. Be aware that only employees who have been on your payroll for a minimum of 3 months are eligible for refund. If you are not already familiar with HRDC training grant system, we would strongly recommend that you visit www.hrdc.mu.