

Merchandise Planning & Trade Practices

1. Overview

This programme is designed to equip participants with the knowledge and practical skills required to communicate effectively within a retail and wholesale environment, plan and implement effective merchandise layouts, and understand the principles of local and international trade. Participants will develop competencies that enhance customer service, improve product presentation, and support efficient business operations within the retail and wholesale sector.

2. Programme Outcome:

- Apply effective business communication techniques in a retail and wholesale environment
- Plan and implement merchandise layouts that maximise product visibility and sales
- Demonstrate an understanding of merchandising principles and store presentation
- Explain the principles of local and international trade
- Identify the role of retail and wholesale organisations within domestic and global markets
- Enhance customer service through effective communication and trade practices
- Apply workplace communication skills to improve operational efficiency
- Understand the impact of trade practices on retail and wholesale business operations

Qualification:

Certificate of Completion

Duration:

4-Months

Programme Type:

Category B – Workplace-Based Learning Programme

Programme ID:

PA0581

SAQA US:

8734, 8155, 8023

NQF Level:

5

Credits:

26

Entry Requirements:

Communication & Mathematical Literacy at NQF Level 4

Training Options:

Online - Each participant will receive access to an online portal, where all programme materials and resources are available. Training is delivered fully online, and participants will join scheduled Microsoft Teams sessions facilitated by a trainer. This mode provides flexibility and allows learners to participate from any location.

Blended - Blended learning combines both online and face-to-face training. Participants receive access to an online portal for online content, resources, and self-paced activities. They also attend scheduled in-person contact sessions with a facilitator, either at the client's premises or providers campus. This approach offers the flexibility of online learning with the added support of guided, interactive sessions.

Face-to-Face - Each participant will receive training resources, which contains all programme materials and resources. Training is delivered through onsite contact sessions, either at the client's premises or providers campus, where a facilitator conducts the sessions in a classroom environment.

Minimum Participants Required: (1) Online, (1) Blended & (1) Face-to-Face

3. Programme Content

- **(8734 US):** Managing business communications in retail/wholesale practices
- **(8155 US):** Plan Merchandise layout
- **(8023 US):** Applying basic principles of local and international trade

4. Topics

Module 1: Business Communication in Retail and Wholesale

- Principles of business communication
- Verbal and written communication skills
- Professional workplace communication
- Internal and external communication
- Communication with customers and suppliers
- Managing business correspondence
- Effective presentation skills

Module 2: Customer Service and Professional Relationships

- Customer communication techniques
- Handling customer enquiries and complaints
- Building positive workplace relationships
- Communication ethics and professionalism

Module 3: Merchandise Layout Planning

- Principles of visual merchandising
- Store layout planning
- Merchandise presentation techniques
- Product positioning strategies
- Traffic flow and customer behaviour
- Promotional displays
- Maintaining attractive retail displays

We trust that the above is in order and look forward to hearing from you for Implementation

Module 4: Local and International Trade

- Introduction to local trade
- Introduction to international trade
- Import and export concepts
- Trade regulations and compliance
- The role of wholesalers and retailers
- Supply chain fundamentals
- Global business environments

Module 5: Retail and Wholesale Business Operations

- Retail and wholesale business structures
- Inventory and merchandising management
- Customer satisfaction strategies
- Business communication in daily operations
- Continuous improvement in retail operations

5. Assessments

This programme includes a Portfolio of Evidence (POE) that must be submitted at the end of the programme. The POE include:

- **Knowledge Assessments:** To evaluate theoretical understanding
- **Practical Assignments:** Hands-on tasks related to course topics
- **Workplace Assignments and Logbook:** Application of skills in real-world settings

Successful participants will receive a certificate of completion.

6. Workplace-Based Learning Programme

This WLP is a fusion of academic learning and practical work. The learning is directly applied to the workplace by using client-based mentors and extensive workplace-based portfolio work and assignments. Apart from the obvious benefits of a workplace directed qualification, each WLP qualifies for recognition as a Category B Skills Programme in the Learning Matrix of the Amended BEE codes, which allows for the salaries of participants to be recognized as part of the Skills Development Expenditure.

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