

Careers in Retail

Merchandising

The choice of careers in retail is wide and varied. There are opportunities in shops of all sizes and product mix and behind the scenes in the warehouse, head office and support departments like human resources, merchandising, IT, purchasing and finance.

A Merchandiser can be located within a shop, head office or responsible for a region or group of shops.

The Merchandiser is responsible for selecting the right products for the shop and planning the location so the item has the maximum impact on the customer and they can't resist buying it! They will produce a Planogram which will be the guide that the shop will use to create the display or promotion

A merchandiser has to monitor past sales and forecast the future sales for a shop. They will liaise with the Buyer and may even plan the buying budget.

A Visual Merchandiser will be located in a shop or will visit a group of stores and will be responsible for creating the

internal and window displays and promotions. They will use their knowledge of current customer requirements and past sales to plan and produce the displays and promotions and maximise sales.

The Merchandiser will need to have analytical skills, looking at sales figures and the trends and patterns that emerge from them. They need to have flair and imagination and an awareness of purchasing behaviour. They will often be working to tight deadlines and under pressure.

The Merchandiser will have to present information to teams and managers in the shop so they need good communication and negotiation skills.



Routes to entry:

Most organisations look for a person with all round retail experience and PC skills. Some organisations offer graduate level entry. All applicants will need to be **innovative, enthusiastic and highly motivated and in addition demonstrate good communication and analytical skills.**

Useful links:

www.lsc.gov.uk
www.skillsmartretail.com
www.jobcentreplus.gov.uk
www.connexions-southcentral.org

Check out these sites for careers in retail.

www.retailrecruitment.net
www.retailmoves.com
www.camcity.co.uk
www.inretail.co.uk
www.retailcareers.co.uk
www.graduatetoretail.org
www.doctojob.com
www.thebigchoice.com

Freephone

Call the Retail Career line for advice and guidance on training and careers in retail on **0800 093 5001**

e-mail

contactus@skillsmartretail.com