



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Pharmacy Product Display and Merchandising

Health Sciences and Social Services / Curative Health

Unit Standard 256484 · NQF Level 3 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips pharmacy staff with the skills to effectively display and merchandise products in a retail pharmacy setting. It covers visual merchandising principles, shelf management, and compliance with health regulations to enhance customer experience and drive sales.

Category	Health Sciences and Social Services
Subfield	Curative Health
Unit Standard	256484
Accreditation	SAQA Accredited · NQF Level 3 · 6 Credits
Duration	3 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Apply merchandising principles to arrange pharmacy products in a logical and attractive manner.
- Demonstrate compliance with legal and ethical requirements when displaying scheduled and non-scheduled medicines.
- Analyze product placement strategies to optimize sales and customer flow.
- Evaluate the effectiveness of displays using sales data and customer feedback.
- Implement stock rotation and expiry date checks to ensure product safety.
- Design promotional displays that align with marketing campaigns and seasonal trends.

WHO SHOULD ATTEND

- Pharmacy assistants, sales assistants, and retail staff working in community or hospital pharmacies who are responsible for product display and merchandising.

COURSE OUTLINE

Day 1: Fundamentals of Pharmacy Merchandising

- Introduction to pharmacy merchandising and its impact on sales
- Types of pharmacy products: OTC, prescription, health & beauty, and FMCG
- Planograms and shelf layout: principles and best practices
- Category management: grouping products for customer convenience
- Visual merchandising: signage, lighting, and point-of-purchase displays
- Stock rotation and expiry date management
- Regulatory considerations for pharmacy displays
- Customer psychology and shopping behaviour in a pharmacy

Day 2: Display Techniques and In-Store Execution

- Planogram implementation: reading and executing display plans
- Cross-merchandising: linking complementary products
- Impulse-buy displays: end caps, power wings, and checkout areas
- Promotional and seasonal displays: planning and execution
- Digital tools for merchandising: software and mobile apps
- Health and safety: weight limits, stability, and accessibility
- Hygiene and cleanliness standards for pharmacy displays
- Measuring display effectiveness: sales data and customer feedback

Day 3: Advanced Merchandising and Practical Integration

- Sales data analysis: using reports to refine displays
- Developing a merchandising plan: from concept to execution
- Troubleshooting display problems: out-of-stocks, overstocks, and damaged goods
- Ethical and legal considerations: prescription vs OTC separation, age-restricted products
- Customer experience: accessibility, signage clarity, and ease of shopping
- Trends in pharmacy merchandising: health-focused and sustainable displays
- Evaluation and continuous improvement of display strategies
- Case studies: successful pharmacy merchandising examples

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **6 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 17,900.00	R 17,900.00
1	In-House	R 23,300.00	R 23,300.00
1	On-Campus (Pretoria)	R 26,800.00	R 26,800.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	12 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	12 Aug 2026	On-Campus	Dubai, UAE
11 Aug 2026	13 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Mauritius
12 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
17 Aug 2026	19 Aug 2026	On-Campus	Shenzhen, China
17 Aug 2026	19 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

1. **Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 256484) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
2. **Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
3. **Apply by phone or WhatsApp:** call **+27 12 004 8389** or WhatsApp **+27 65 077 6310** and we will prepare your quotation and reserve your seats.
4. **Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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