



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

Visual Merchandise Display Impact Analysis

Services / Wholesale and Retail

Unit Standard 258216 · NQF Level 4 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips retail professionals with the skills to critically evaluate and optimise visual merchandise displays. Participants will learn to assess display impact on customer behaviour, sales performance, and brand alignment, enabling data-driven decisions to enhance store profitability.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	258216
Accreditation	SAQA Accredited · NQF Level 4 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse the impact of a visual merchandise display on customer traffic and dwell time
- Evaluate display effectiveness using key performance indicators such as conversion rate and average transaction value
- Apply principles of visual merchandising to assess alignment with brand identity and marketing objectives
- Design improvements to displays based on impact analysis and consumer behaviour insights
- Demonstrate the ability to compile a display impact report with actionable recommendations

WHO SHOULD ATTEND

- Retail managers, visual merchandisers, store planners, and marketing professionals responsible for in-store display strategies and sales performance analysis.

COURSE OUTLINE

Day 1: Visual Merchandise Display Impact Analysis

- Introduction to visual merchandise display impact analysis
- Key performance indicators (KPIs) for display effectiveness
- Data collection methods: observation, sales data, customer feedback
- Analysis techniques: sales lift, dwell time, conversion rates
- Interpreting results and making data-driven recommendations
- Reporting and communicating findings to stakeholders
- Case studies of successful display impact analysis
- Ethical considerations and best practices

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 **4 NQF credits** at **NQF Level 4**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 12,800.00	R 12,800.00
1	In-House	R 16,600.00	R 16,600.00
1	On-Campus (Pretoria)	R 19,200.00	R 19,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
23 Jun 2026	23 Jun 2026	On-Campus	Nairobi, Kenya
24 Jun 2026	24 Jun 2026	On-Campus	Mbabane, Eswatini
25 Jun 2026	25 Jun 2026	On-Campus	Mombasa, Kenya
25 Jun 2026	25 Jun 2026	On-Campus	Windhoek, Namibia
26 Jun 2026	26 Jun 2026	In-House	—
29 Jun 2026	29 Jun 2026	On-Campus	Nairobi, Kenya
30 Jun 2026	30 Jun 2026	On-Campus	Mbabane, Eswatini
01 Jul 2026	01 Jul 2026	On-Campus	Mombasa, Kenya

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 258216) 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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