



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 Merchandising Display Evaluation

Services / Wholesale and Retail

Unit Standard 258217 · NQF Level 3 · 12 Credits · 9 Days

COURSE OVERVIEW

This course equips learners with the skills to critically evaluate visually merchandised displays in retail environments. Participants will learn to assess display effectiveness against marketing objectives, identify areas for improvement, and recommend adjustments to enhance customer engagement and sales. The course ensures alignment with industry standards and organizational branding strategies.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	258217
Accreditation	SAQA Accredited · NQF Level 3 · 12 Credits
Duration	9 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Evaluate the effectiveness of a visually merchandised display against given criteria and marketing objectives.
- Analyze the impact of display elements (lighting, colour, signage, layout) on customer behaviour and sales.
- Apply principles of visual merchandising to identify strengths and weaknesses in a display.
- Recommend improvements to a display to enhance visual appeal and commercial performance.
- Demonstrate the ability to document and present evaluation findings in a professional report.
- Implement corrective actions based on evaluation results to optimize future displays.

WHO SHOULD ATTEND

- Retail managers, visual merchandisers, store planners, and marketing professionals responsible for creating or evaluating in-store displays.
- This course is also suitable for entrepreneurs and small business owners seeking to optimize their retail space.

COURSE OUTLINE

Day 1: Introduction to Visual Merchandising and Display Evaluation

- What is visual merchandising?
- Importance of display in retail strategy
- Principles of design: balance, focal point, harmony
- Types of displays: window, interior, point-of-sale
- Overview of display evaluation criteria

Day 2: Understanding Consumer Behaviour and Psychology

- Consumer decision-making process
- Visual perception and attention
- Colour psychology and its impact
- Lighting and mood creation
- Signage and messaging effectiveness

Day 3: Display Planning and Design Principles

- Elements of design: line, shape, texture, colour
- Principles of composition: unity, contrast, rhythm
- Display layout techniques: grid, free-flow, loop
- Budgeting and resource allocation
- Brand guidelines and visual identity

Day 4: Evaluating Display Effectiveness

- KPIs: dwell time, conversion, foot traffic
- Observation techniques: tracking, video analysis
- Customer feedback collection
- Checklist for display evaluation
- Common display mistakes and how to fix them

Day 5: Tools and Techniques for Display Evaluation

- Evaluation scorecards: design, functionality, sales impact
- Sales data analysis: before/after display changes
- A/B testing for displays
- Photography and documentation methods
- Reporting formats for stakeholders

Day 6: Advanced Display Strategies and Trends

- Seasonal display planning: holidays, events
- Interactive and digital displays
- Pop-up and experiential merchandising
- Omni-channel integration
- Sustainability in display design

Day 7: Practical Application: Evaluating Real Displays

- Site visit to retail store(s)
- Hands-on evaluation using scorecards
- Measuring customer interaction
- Team discussion and feedback session

- Documenting evaluation results

Day 8: Data Analysis and Improvement Recommendations

- Data interpretation: charts, graphs, trends
- Root cause analysis for display issues
- Creating an action plan
- Communicating recommendations effectively
- Cost-benefit analysis of changes

Day 9: Final Assessment and Course Wrap-Up

- Capstone project: evaluate a display and propose improvements
- Presentation to peers and trainer
- Peer feedback and discussion
- Course review and Q&A;
- Certification and next steps

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 **12 NQF credits** at **NQF Level 3**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 33,300.00	R 33,300.00
1	In-House	R 43,300.00	R 43,300.00
1	On-Campus (Pretoria)	R 50,000.00	R 50,000.00

UPCOMING SESSIONS

Start	End	Method	Venue
07 Aug 2026	19 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	20 Aug 2026	On-Campus	Pretoria, South Africa
11 Aug 2026	21 Aug 2026	On-Campus	Abu Dhabi, UAE
12 Aug 2026	24 Aug 2026	On-Campus	Durban, South Africa
12 Aug 2026	24 Aug 2026	On-Campus	Mauritius
13 Aug 2026	25 Aug 2026	On-Campus	Cape Town, South Africa
14 Aug 2026	26 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	27 Aug 2026	On-Campus	Abu Dhabi, UAE

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 258217) 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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