



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 Role in Retail Organisations

Services / Wholesale and Retail

Unit Standard 258221 · NQF Level 3 · 4 Credits · 1 Day

COURSE OVERVIEW

This course equips learners with a comprehensive understanding of visual merchandising and its strategic role within retail organisations. Participants will explore how visual merchandising influences consumer behaviour, reinforces brand identity, and drives sales. The course aims to develop skills to plan, implement, and evaluate visual merchandising strategies that align with organisational objectives.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	258221
Accreditation	SAQA Accredited · NQF Level 3 · 4 Credits
Duration	1 day
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Explain the purpose and importance of visual merchandising in a retail organisation.
- Analyse the relationship between visual merchandising and consumer buying behaviour.
- Apply visual merchandising principles to plan effective store layouts and displays.
- Evaluate the impact of visual merchandising on brand image and sales performance.
- Implement visual merchandising strategies that align with organisational goals.
- Demonstrate the ability to assess and improve existing visual merchandising practices.

WHO SHOULD ATTEND

- This course is designed for retail managers, visual merchandisers, marketing professionals, and entrepreneurs seeking to enhance their knowledge of visual merchandising's impact on retail success.

COURSE OUTLINE

Day 1: Fundamentals of Visual Merchandising in Retail

- Definition and scope of visual merchandising.
- The impact of visual merchandising on customer behaviour and sales.
- Key elements: colour, lighting, signage, and layout.
- Types of displays: window, interior, point-of-purchase.
- Visual merchandising and brand identity.
- Role of visual merchandiser within retail teams.
- Basic principles of composition and focal points.
- Overview of seasonal and promotional planning.

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 3**.

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
10 Aug 2026	10 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	11 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	12 Aug 2026	On-Campus	Pretoria, South Africa
13 Aug 2026	13 Aug 2026	On-Campus	Abu Dhabi, UAE
14 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
14 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	17 Aug 2026	On-Campus	Harare, Zimbabwe
17 Aug 2026	17 Aug 2026	On-Campus	Dubai, 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 258221) 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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