



Accredited Africa Training Institute for Capacity Development

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

Tel: +27 12 004 8389 · Mobile: +27 65 077 6310

Email: apply@aaticd.co.za · Website: www.aaticd.co.za

COURSE BROCHURE

Merchandising and Display of Products and Services

Services / Wholesale and Retail

Unit Standard 259897 · NQF Level 3 · 6 Credits · 3 Days

COURSE OVERVIEW

This course equips learners with the skills to effectively merchandise and display products, services, and related goods in a retail or service environment. Participants will learn to plan, set up, and maintain visually appealing displays that drive sales and enhance customer experience. The course covers key principles of visual merchandising, stock management, and promotional display techniques.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	259897
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 the principles of merchandising and display to arrange products and services effectively.
- Demonstrate the ability to plan and set up displays that align with organisational objectives and customer needs.
- Evaluate display effectiveness and make adjustments to optimise sales and customer engagement.
- Implement stock rotation and replenishment procedures to maintain display integrity.
- Use promotional materials and signage to enhance product visibility and brand messaging.
- Analyse customer traffic patterns and product placement to improve store layout and product accessibility.

WHO SHOULD ATTEND

- This course is designed for retail staff, visual merchandisers, store managers, and anyone responsible for product display and merchandising in a commercial setting.
- It is also suitable for entrepreneurs or small business owners looking to improve their in-store presentation.

COURSE OUTLINE

Day 1: Fundamentals of Merchandising and Display

- Introduction to merchandising and display concepts
- Principles of visual merchandising: balance, focal point, colour, lighting
- Types of displays: window, interior, point-of-purchase, end-cap
- Store layout strategies: grid, racetrack, free-flow
- Consumer psychology and buying behaviour
- Product grouping and cross-merchandising basics
- Housekeeping and maintenance of displays
- Health and safety considerations in display setup

Day 2: Planning and Executing Effective Displays

- Planning a display: objectives, budget, timeline
- Planograms and their role in consistent merchandising
- Selecting display fixtures: shelving, racks, mannequins, tables
- Signage and pricing strategies
- Colour schemes and lighting for impact
- Seasonal and promotional displays
- Stock rotation and replenishment principles
- Measuring display performance: sales data, customer feedback

Day 3: Advanced Merchandising Strategies and Practical Integration

- Cross-merchandising and complementary product placement
- Upselling and add-on sales through display
- Visual merchandising for different retail formats: boutique, supermarket, department store
- Cultural considerations in display design
- Handling display challenges: limited space, high-traffic areas
- Technology in merchandising: digital signage, interactive displays
- Ethics and sustainability in merchandising
- Presenting a merchandising plan

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	Abu Dhabi, UAE
10 Aug 2026	12 Aug 2026	On-Campus	Cape Town, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Durban, South Africa
11 Aug 2026	13 Aug 2026	On-Campus	Dubai, UAE
12 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
12 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	19 Aug 2026	On-Campus	Durban, South Africa
17 Aug 2026	19 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 259897) 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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