August 2014

City & Guilds

600/3961/9 Level 3 Certificate in Retail Skills (Visual Merchandising)

OVERVIEW

• What does this qualification cover?

This qualification in provides an introduction to the retail sector for learners looking for work in the industry. It covers the following:

• Dress displays to attract customers
• Order and position signage
• Organise and monitor storage of stock
• Manage budgets for visual merchandising projects
• Evaluate the effectiveness of visual merchandising displays
• Manage staff to receive goods.

It covers the essential retail and visual merchandising skills that employers are looking for.

This is a Framework qualification.

• Who could take this qualification?

This qualification allows candidates to learn, develop and practise the skills required for employment and/or career progression as a visual merchandising specialist.

WHAT COULD THIS QUALIFICATION LEAD TO?

This qualification could lead to a wide range of retail jobs, including:

• Sales Assistant
• Supervisor
• Retail Manager
• Visual Merchandiser.
The learner could progress onto a Retail Apprenticeship at Level 3 or other qualifications such as:

- City & Guilds Level 3 Diploma in Retail Skills (Management) (7536)
- City & Guilds Level 3 & 4 Diplomas in Business Administration (5528)
- City & Guilds Level 3 & 4 Diplomas in Customer Service (5530)
- ILM qualifications in Leadership and Management

WHO SUPPORTS THIS QUALIFICATION?

This qualification is supported by

IMRG (Interactive Media in Retail Group) - industry association for e-retail in the UK