

# GIA Announces "Introduction to Merchandising" Course

Batches begin in Mumbai on March 20 & March 26, 2018

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Image - Jewellery courtesy - Mahesh Notandas Jewellers

GIA is pleased to offer "Introduction to Merchandising" – a four-day course covering the planning, development and implementation of a strategy to sell products that meet sales and profit targets. Participants will learn merchandising concepts and practices important for long term success in the jewellery industry.

**Introduction to Merchandising** will help participants develop an understanding of the Indian jewellery marketplace and its target markets, learn how to choose a market position and appropriately target customers, and understand relevant product assortment development, planning and marketing. Participants will also be taught the concepts of budgeting and forecasting, the development of category and price point plans, how to make manufacturing and buying decisions, the concept of inventory management, and how to use visual merchandising strategies to maximise the sales process.

GIA also offers **full-time courses** on diamonds, coloured stones, pearls, jewellery design and more. In addition, the Institute conducts corporate seminars on various topics across more than 60 cities in India.

Learn More About GIA Educational Programmes in India: [GIAindia.in](http://GIAindia.in) or email [eduindia@gia.edu](mailto:eduindia@gia.edu) or call 8005899350.