

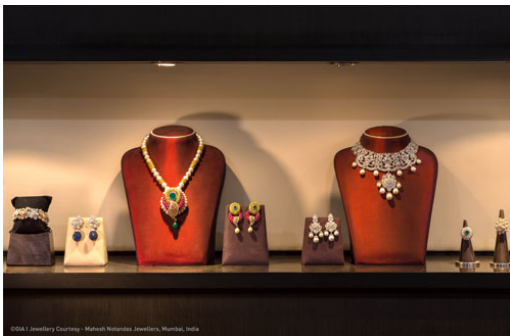


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NEWS

GIA to Commence "Introduction to Merchandising" Course

Feb 22, 2018



The Gemological Institute of America (GIA) has announced that it will soon be commencing a course "Introduction to Merchandising". Beginning in Mumbai on March 20 and March 26, 2018, the four-day course will cover "the planning, development and implementation of a strategy to sell products that meet sales and profit targets", GIA said. The institute added: "Participants will learn merchandising concepts and practices important for long term success in the jewellery industry."

The aim is to 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, GIA explained. "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 said.

Pic courtesy: GIA/Pic images: Mahesh Notandas

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