



Merchandising

By continually monitoring the performance of stock and forecasting new trends, merchandising teams make sure that the right products appear in the right place, at the right time, at the right price and in the right quantities.



Like all areas of retail, merchandisers aim to maximise profit and do so by keeping a close eye on sales figures and customer opinion, watching how products perform from head office. They liaise closely with buying and store operations teams to make sure the stock is properly monitored and available, stopping underperforming lines and increasing the stock of those products that are proving popular.

By analysing information and sales figures, merchandisers can devise strategies like dropping the prices of certain products to boost sales or working with the marketing and PR team to plan promotions.

This is a job for those with excellent project management and organisational skills who are proficient at maths and can juggle many different things at once without feeling the pressure. Highly rewarding when the work is successful, many merchandisers move between merchandising and buying roles as the two are so closely linked.

What can you earn?

Merchandisers earn in the region of £20,000 to £40,000 a year. Senior merchandisers in larger retail companies earn in excess of £50-60,000.

Routes in (click for links):

Retail Apprenticeships (England, Wales, NI) Modern Apprenticeships (Scotland)
Diploma in Retail Business (England from 2010)
Job websites (UK): in-retail, Total Jobs, retailcareers, jobsinretail, RetailChoice
National Skills Academy for Retail skills shops (England)
Graduate recruitment schemes (UK)
Search for retail merchandising courses at universities and colleges