

STORE MANAGEMENT DEVELOPMENT PROGRAM

MARKETING & MERCHANDISING



Marketing & Merchandising Module:

The **Marketing & Merchandising Module** is a comprehensive study of all marketing programs and initiatives from start to finish and the importance these programs play within the industry and community. This module also provides you with an interactive understanding of the merchandising and shelf management philosophy which augments Liquor Marts customer service, inventory management, sales goals and premiumization.

Objectives:

- Understand best practices for store readiness.
- Understand the customer's experience when they come to our Liquor Marts.
- Review the Sampling Program and complete a sampling schedule.
- Understand and complete an impact program planogram.
- Learn about the shelf management philosophies for wine/spirits/beer and refreshment beverages.
- Understand the cold box layouts and set up.
- Learn about the merchandising and placement of categories based on profitability.
- Practice shelf management skills.