



Job Description

Merchandiser

About the job:

As a Merchandiser, your primary responsibility is to ensure that products are effectively presented and promoted to maximize sales and profitability. You will collaborate with various teams, including marketing, sales, and product development, to implement merchandising strategies that enhance the overall customer experience and drive business objectives.

KRA's:

1. Monitor and manage inventory levels to prevent stockouts or overstock situations.
2. Conduct regular audits to track inventory accuracy and address discrepancies.
3. Stay informed about industry trends, customer preferences, and competitive products.
4. Analyze market data and customer feedback to recommend adjustments to the merchandising strategy.
5. Collaborate with the marketing team to align merchandising efforts with promotional campaigns.
6. Develop and execute planograms to optimize product placement and increase sales.
7. Work closely with the sales team to understand customer needs and tailor merchandising strategies accordingly.
8. Collaborate with marketing and sales teams to plan and execute promotional events.
9. Monitor pricing strategies to ensure competitiveness and profitability.
10. Generate and analyze reports on sales performance, inventory levels, and other key performance indicators.
11. Provide insights and recommendations to improve merchandising effectiveness.
12. Co-ordinate with vendors for buying and selling.

Requirements:

1. Bachelor's degree in Business, Marketing, or a related field.
2. Proven experience in merchandising, retail, or a related field.
3. Strong analytical and problem-solving skills.
4. Excellent communication and interpersonal skills.
5. Proficient in using merchandising software and tools.
6. Creative mindset with an eye for detail.