

CHOOSE YOUR PROGRAM...

Duration

- 2 Hours 4 Hours 8 Hours
 1.5 Days 2 Days 3 Days

For

- CVM/AVM/RVMs Sales Staff
 Operations (HO) Non-VM's

Tentative Date: _____

Training Location: _____

Topics to be covered

- VM Basics and History
 Retail Basics
 Indian Retail Market
 Store Interiors/Exteriors
 VM-Science vs. Arts
 Materials and Prototypes (with Activity)
 Store Planning Basics
 Merchandise Presentation
 Color Blocking (with Activity)
 Brand Positioning with Image Mix
 Window Display Concept Creation (with Activity)
 Window Basics and Types
 Display Impact Check
 All about Mannequins
 Lighting
 Competition Benchmarking
 International Trends & Technology
 Preparing self for VM (tools and ways to work)
 SOP's (with Activity)
 Roles and Responsibilities

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