

11.14: Merchandise Management

Learning Objectives

- Define merchandise management



Merchandise Management involves understanding and evaluating the consumer's buying habits to effectively source, plan, display, and stock merchandise.

It is a process from beginning which involves a strategy where you work towards to an end with a performance evaluation. This process is cyclical in nature and involves individuals at every level of the retail organization. Being able to source, plan, display, and stock merchandise is key to effective retail management.

Practice Questions

<https://assessments.lumenlearning.co...sessments/9255>

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