



## Jewellery Retail Sales Management

**Jewellery Retail Sales Management** - One of the key functions of retail business is selling, with the potential to make or break the company. Attaining maximum profit is the ultimate goal for any business organization, thus understanding your customer behavior is an integral part of any retailing. This course offers a specialized understanding of the retail jewellery industry and conditions you to proficiency.

## WHAT YOU WILL LEARN?

Introduction to the retail jewellery merchandising industry with the 4 P's

Historical roots and diversity

Detail understanding of Retail Sales Process

Metals and assaying

Brand Identity and Brand Positioning

Product development with their pricing and promotional strategies

Understanding the Target Consumer

Understanding your customer in detail, consumer behaviour & buying pattern

Briefing on the visual merchandising

Store management techniques that helps boost retail sales

Inventory Management

Pricing and valuation

Packaging and logo-creative designing

Personality development and soft skills

Sales Associates roles & responsibilities

Short questionnaire sessions

Practical project work and Role plays

*Program ID*

**IIG306 JRSM**

*Duration in Hours*

20 Clock Hours

*Program Length*

2 Weeks

(May vary based on holidays and other scheduled breaks)

*What You Earn?*

Jewellery Retail Sales  
Management Certificate

*Who Should Pursue?*

Jewellery Designers  
Jewellery Merchandiser  
Retailers / Wholesalers  
Auctioneers / Researcher  
Jewellery Business Owner  
Jewellery Production Manager

*Batch Timings*

Morning: 10 am to 1 pm

Afternoon: 2 pm to 5 pm

*Mode of Learning*

Offline - Online

*Campus*

Mumbai, Surat, Kolkata,  
Bengaluru

## ABOUT INTERNATIONAL INSTITUTE OF GEMOLOGY (IIG)

International Institute of Gemology (IIG) was established in the year 1965. We have educated more than 1,00,000 skilled professionals over the 5 decades of being in the industry. With over 25 specialized courses spread across Gems and Jewellery education array, we have the experienced professors conducting them.

Being an institute that believes in excellence, we offer programs of gems and jewellery education in not just Indian, but international languages too. Some of our programs are also recognized by the University of Mumbai. Every program holds global credibility.

It is our constant endeavor to develop individuals with a global vision who have a passion for gems and are visioned to turn that passion into expertise. In an industry built on a standard template, we believe in delivering tailored solutions for each of our students.



### Since 1965

Imparting Excellence  
in G&J Education

### 5,000+

Successful Designers  
Graduated

### 100%

Market Oriented  
Practical Curriculum

### 3D Design

Latest Licensed  
Software



- ☐ Globally recognized programs, certified by University of Mumbai
- ☐ Hands on training by industry experts & experienced faculties
- ☐ Most successful placement assistance with industry renowned Jewellery Houses
- ☐ Business/startup advisory as well as professional advise on Jewellery Business Consultancy
- ☐ Flexibility in duration, learn at your pace, one on one focus
- ☐ In-depth knowledge about creative designing and jewellery manufacturing methods
- ☐ Understanding jewellery design concepts, rendering, coloring, budgeting etc.
- ☐ Industry/Market visits such as field trips, museums, exhibitions, factories and manufacturing units
- ☐ Excellent opportunities for networking to boost your reputation as a skilled jewellery designer
- ☐ JRSM study materials
- ☐ Free lifetime guidance and mentoring
- ☐ IIG alumni club membership



If you're considering studies at the International Institute of Gemology, we'd love to hear from you online or meet you on campus.

#### OFFICE HOURS

Monday - Friday: 09:00 - 17:30  
Saturday: 09:00 - 14:00

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