



INTERNATIONAL
INSTITUTE OF
GEMOLOGY
POWERED BY SRDC SINCE 1965



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

Detail understanding of Retail Process

Formats of Retailing

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

Store design experience

Inventory Management

Packaging and logo-creative designing

Developing ones personality to corporate styling

Sales Associates roles & responsibilities

Short questionnaire sessions

Practical project work and Role play

Program ID

IIG306 JRSM

Duration in Hours

20 Clock Hours

Program Length

10 Sessions

(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

Mor.: 10 am to 1 pm

Aft.: 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 20 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 an 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

2,500+

Successful Designers
Graduated

100%

Market Oriented
Practical Curriculum

- ☐ Globally recognized programs, certified by University of Mumbai
- ☐ Training by industry experts & faculties
- ☐ Industry/market visits such as field trips, museums, exhibitions & manufacturing units
- ☐ Comprehensive placement assistance
- ☐ Business guidance, start-ups advice & counselling
- ☐ In-depth knowledge about creative designing and manufacturing methods
- ☐ Up-to-date course curriculum in conjunction with the modern jewellery industry
- ☐ Industry/Market visits such as field trips, museums, exhibitions and manufacturing units
- ☐ Most effective placement assistance with industry renowned jewellery units
- ☐ JRSM study materials
- ☐ Hassle-free app-based learning
- ☐ 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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