To,

The Hiring Manager

05.04.2024

Subject: Application for the post of “Visual Merchandiser”

As a Retail Assistant with Primark, I oversaw the merchandising part of the baby boy section in the kid’s department. From ordering to analysis, the sales forecast with the customer purchase pattern and the demographic, which formed an essential tool to merchandise to increase the sales.

Working with the season, planogram, space, and colours made the work more fruitful and productive. Mannequins and signages played a vital role in pulling the customer into the section and discovering what the section spoke.

As a Team Leader with TkMaxx, merchandising is based on head office set rules in relation to the season, events, store layout, stock, and the demographic. The equipment and the brands are a totally different kind of merchandising which involves working around the brands and the events.

I believe as a merchandiser I do have the knack, view and passion that has helped me grow from a retail assistant to team leader. I now am looking forward to progress into a career spanning merchandising.

Given my experience, skillset, and the drive to be a passionate visual merchandiser, hope you find me suitable for this role and provide me an opportunity to be interviewed.

Thank you for taking out time to go through my profile. Looking forward to hearing from you.

Yours Sincerely,

Vidhya Selvaraj

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