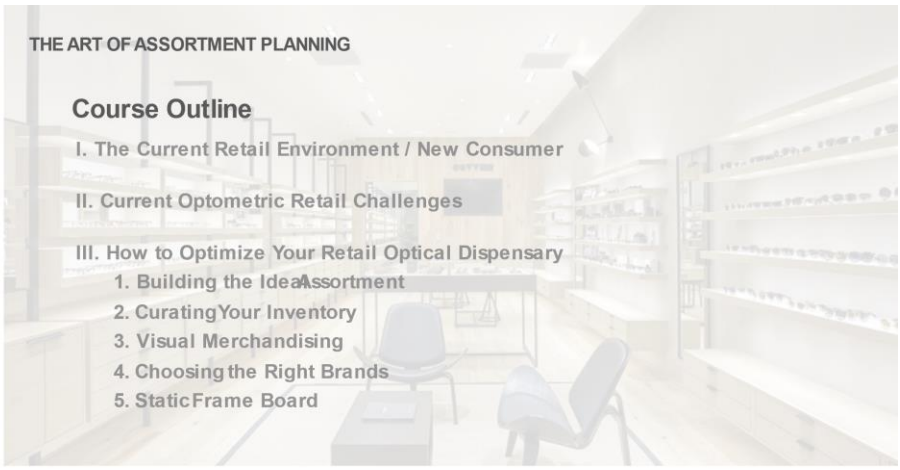
THE ART OF ASSORTMENT PLANNING
Course Outline
I. The Current Retail Environment / New Consumer
II. Current Optometric Retail Challenges
III. How to Optimize Your Retail Optical Dispensary
1. Building the Ideal Assortment
2. Curating Your Inventory
3. Visual Merchandising
4. Choosing the Right Brands
5. Static Frame Board