



WHOLESALE AND RETAIL TRADE

This sector focuses on the selling of goods and services directly to consumers and businesses, emphasizing customer engagement and supply chain management

KEY AREAS

Inventory management, sales strategies, customer service, e-commerce, and digital marketing

Popular Careers

E-commerce merchandising specialist, Omni-channel retail strategist, E-commerce Automation Specialist, Smart Inventory Analyst, Data-Driven Merchandising Expert, Omnichannel Retail Specialist

Skills needed

Communication, sales techniques, inventory management, digital marketing, and customer service

Why it matters

Retail and wholesale are key economic drivers, connecting producers and consumers and adapting to digital and physical store integration

Future look

With the rise of e-commerce, augmented reality shopping, and AI-powered customer insights, the sector continues to evolve with technology



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E-COMMERCE MERCHANDISING SPECIALIST



Focuses on optimizing online product presentation and promotion to drive sales and enhance the shopping experience on e-commerce platforms. They ensure that the right products are highlighted effectively to maximize conversions.

Working conditions

Work in e-commerce companies, with flexible hours, using product management and digital marketing tools.

Tasks

Optimize product presentation, manage promotions, analyze sales data and improve customer experience on digital platforms.

Skills

Knowledge in digital marketing, data analysis, UX design, inventory management and communication skills

Education

Degree in marketing, business or design, e-commerce training, and proficiency with tools such as Google Analytics or Shopify.

Opportunities

High demand in retail companies, marketplaces, e-commerce startups and digital marketing agencies.

OMNI-CHANNEL RETAIL STRATEGIST



Creates and implements strategies that integrate various shopping channels, such as online, in-store, and mobile, to provide a seamless customer experience. They analyze customer data and sales trends to optimize inventory management and product offerings across different channels, collaborate with IT and marketing teams to enhance the digital shopping experience and ensure consistency in branding and messaging.

Working conditions

Collaborate with marketing, IT and sales teams, in corporate or retail environments, managing multi-channel strategies and technology.

Skills

Knowledge in data analytics, channel management, customer experience, branding, and digital commerce technologies.

Education

Bachelor's degree in business, marketing or technology, omnichannel commerce background, and retail or data analytics experience.

Tasks

They design strategies to integrate sales channels, analyze customer data, optimize inventories and ensure brand consistency.

Opportunities

Highly sought after in large retailers, e-commerce companies, and consulting firms specializing in digital transformation.