



## A Merchandise Planner is a Great job to have!

**Merchandise planners are in general those employees of a company who link everything a company buys with everything a company sells. Merchandise planner jobs exist in just about any category, but some of the more frequent one's are the retail sector and wholesale jobs. Merchandise planner is a really respected job in just about any country in the world, but in the US the average salary is slightly above \$60,000.**

Most retail companies involve their experienced merchandise planners in just about any transaction where goods are purchased. A merchandise planner has to have access to inventory records, and very often or even better almost always they are aware of what exactly is still in stock. They are the editors of all the guidelines a company decides to impose on their daily shelf stockers and they oversee the actual stocking activity in a company. In the old days everything that was still in stock was written down manually on forms, but the stockers of today put all the information in a mini computer that they take around in the store they work in. They evaluate what products need to be ordered and when. They decide whether a product makes enough profit to keep it on the shelves. [Merchandise planners](#) are also responsible for anything that leaves the warehouse of a company, no matter what the nature of the product is. They are very aware of everything that goes on in the company they work for and are usually able to independently take care of ordering goods or rough materials for production of goods. In order to place orders the Merchandise planner has to have immediate access to the computer system of the company he works for and be able to check what exactly was ordered at any time.

Merchandise planners have to be aware of the needs of the community they work in. They have to take into account what season it is when they decide what product and how much of it needs to be ordered. They have to be aware of any new trends that are conquering the market. They have to have a feel for business and need to be able to understand the market they work in.

Merchandise planners work closely together with some other professionals in a company. They work together with the accounting department to know at all times how much profit was made so far. Trendy companies work with a fashion consultant and this guy really is the merchandise planners' biggest friend. They have to be able to communicate openly with the people who work for them and they have to keep in mind that positive criticism can be a major tool here.

Entrepreneurial skills are definitely a must for all merchandise planners, but these skills become even more important if the goods that are being sold are not sold on time and half of it goes to waste. Most merchandise planners work for retail companies or retail stores.

One of the basic skills that are required for people in this position is definitely good old fashioned common sense. Buying a huge load of Christmas ornaments just three days before Christmas is way too late and useless. The money of the company would be tied up in products that are useless right now and it still needs to be seen that these ornaments are still in style next year. Having stockers put Valentine's candy on the shelves in the beginning of December does not make sense either.

Business owners are often very busy. Besides the fact that they have to direct their energy towards the daily operation of the business, keeping up with licenses, and the hiring and firing of staff, they have to make profit to stay in business. For many, hiring a [merchandise planner](#) can be of major importance and it can be the difference between making money and going broke.

Twenty first century merchandise planners have access to a great tool. SAS size optimization which is a computer software program helps them with their quest and makes success and profit a more realistically reachable goal.

Merchandise planners are more than just employees who tell others how to stock the shelves and what sales to organize. They are more than inventory planners. Merchandise planners are very often in charge of interdepartmental relationship. They have only one goal in mind. They want the business they work for to succeed, and they will do whatever it takes to make it happen. They encourage the different departments to work together as a team and that gives them a position of authority.



## Planning Career Feature

While doing inventory, the merchandise planner identifies problems that keep sales numbers down. He addresses the situation and talks to anybody involved in the purchase or selling area in order to find a way to solve this problem.

Overall, businesses require a university degree for their [merchandise planners](#). They have extensive knowledge about the whole process that goes on in the company. Their communication skills have to be superb. Irritating an

employee at the wrong moment could have the effect on the company such as causing a crucial employee to quit at the wrong time.

Merchandise planners are usually expected to come with a 4 year degree BA diploma. The level of their job is considered executive. He is in charge of checking prices and considers when it is necessary to buy and what. Merchandise planners are important to any company that hires them.

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