



EXTRA INFORMATION

A full apprenticeship can be completed within 12-18 months, dependent upon individual skills and units of study.

Merchandising product to consumers and enticing them to buy is essential to a successful operation, focussing upon fundamental skills for purchase, presentation and sale.

What is it?

A Retail focused work-based apprenticeship will provide your business teams the opportunity to develop individuals' product knowledge and presentation and how to deal with customers to forward sell under the expert guidance of a Seafood Training Academy partner.

Participants will be able to practise the diverse range of practical skills, understand trends and take inspiration from effective promotion required in the modern training environment of the Humber Seafood Institute or undertake the assessment in your own workplace, practising with all types of fish to learn and understand the principles of fish mongering and retail display.

The apprenticeship programme provides opportunities to complete a range of units to meet individual and business needs.

What are the benefits?

This apprenticeship programme allows you to put this understanding into effect in a controlled environment and then utilise within the business operation.