



# Harrolds

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## Nature of Work Placement



## Situation



I was informed by my manager that Hunter wellington product sales were currently below last year's forecast.

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## Task

My task was to generate and discuss with the placement supervisor new and creative ideas to increase product sales.

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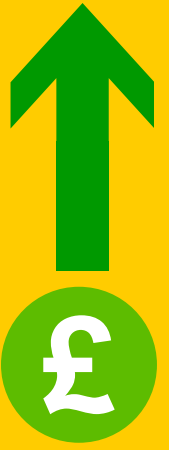
## Action



I designed a new stand showcasing different styles and designs of Hunter products for men, women and children.



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## Result

As a result of my visual and creative design of the Hunter wellingtons point of sales display - sales did increase.



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