

Introduction to Retailing

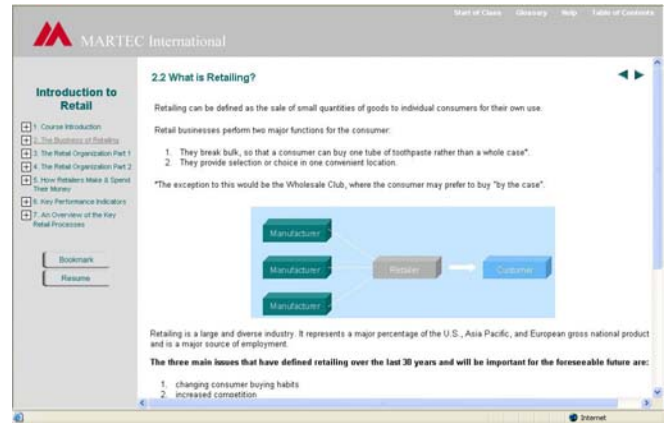
Target Audience

This program is designed for sales, marketing and related professional services people who need a detailed understanding of the retail industry and how it works. It will be particularly valuable to sales and marketing organizations using a solution selling approach.

Objectives of the Program

The objective of this program is to help your organization sell more successfully to retailers. By the end of the program, students will be able to do the following:

- Identify the key business concerns of retailers
- Explain the differences between retail segments
- Understand the responsibilities of each department and senior executives in the company
- Appreciate where and how retailers make and spend their money
- Define the key performance indicators used by retailers
- Describe the key processes in a retail business.
- Use this information to sell more successfully.



The Solution

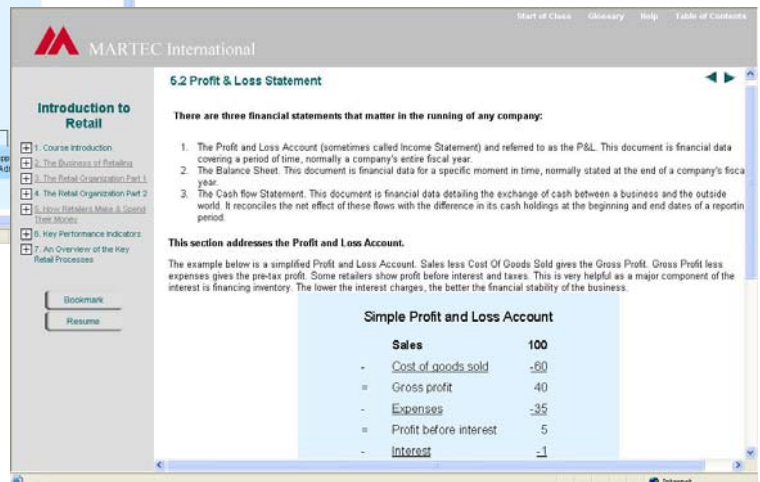
Introduction to Retailing is a self-paced web-based training program. All the student needs to run the program is access to a PC and a web browser. The program is hosted on Martec's web site and offered at a one-time use fee of \$400 (£245 and €285) per student. Upon payment, an account number and password are issued, which are valid for three months. The program takes 4 to 6 hours to study depending on the student and their diligence. We recommend that students study no more than thirty minutes a session to maximize their learning retention. Within the purchased period, students can re-visit the material as often as they wish. Other options apply for longer access periods and details can be provided on request.



The program includes a variety of interest generating features and pre- and post-mastery tests for each lesson. The student sees his or her own test scores immediately. As an option, we can supply company management with the student's test scores so that management can track progress.

For companies with a larger sales force, the program can be installed on an internal company server for repeated use by an unlimited number of people. Quotations can be supplied on request.

A demonstration lesson is available free of charge from Martec's home page at www.martec-international.com. Click on the link shown to run lesson 4 – How Retailers Make and Spend Their Money.



Program Contents

Lesson Title

- 1 **How to use this Course**
- 2 **The Business of Retailing**
 - The Business of Retailing Pre-test
 - What is Retailing?
 - Retail Formats
 - Challenges and Trends
 - The Business of Retailing Mastery Test
- 3 **The Retail Organization Part 1**
 - The Retail Organization Part 1 Pre-Test
 - Corporate Organization
 - Chairman, CEO and COO
 - Retail Buying and Merchandising
 - EVP of Buying and Merchandising
 - Store Operations
 - The Retail Organization Part 1 Mastery Test
- 4 **The Retail Organization Part 2**
 - The Retail Organization Part 2 Pre-Test
 - Logistics and Distribution
 - Marketing
 - Finance
 - Information Technology
 - Chief Information Officer (CIO)
 - The Retail Organization Part 2 Mastery Test
- 5 **How Retailers Make & Spend Their Money**
 - How Retailers Make & Spend Their Money Pre-Test
 - Profit and Loss Statement
 - Balance Sheet
 - Return on Net Assets
 - Maximizing Cash Flow and Profits
 - The CAPEX Process (Buying High Value Capital Items)
 - How Retailers Make & Spend Their Money Mastery Test
- 6 **Key Performance Indicators**
 - Key Performance Indicators Pre-Test
 - Introduction to Key Performance Indicators
 - Sales Measures
 - Space Productivity Measures
 - Inventory Measures
 - Margins & Profitability
 - Key Performance Indicators Mastery Test
- 7 **An Overview of the Key Retail Processes**
 - An Overview of the Key Retail Processes Pre-Test
 - Overview of Merchandise Management
 - Overview of Category Management
 - Merchandising Processes
 - Supply Chain Management
 - An Overview of the Key Retail Processes Mastery Test

Order Form – Introduction to Retail E-Learning Course

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