

Store Operations

Target Audience

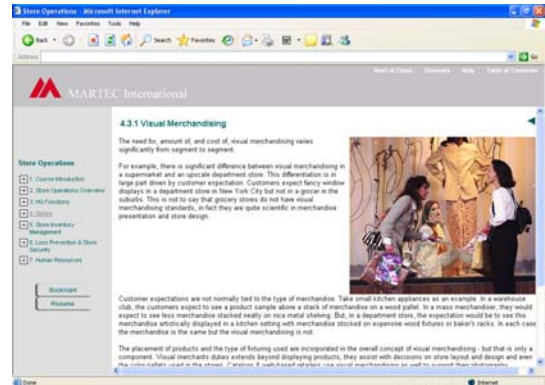
This program is designed for store managers and their direct reports, new area managers and potential store managers. Companies selling and marketing store operations solutions to retailers will also find the program valuable.

Objectives of the Program

This course provides the student with an excellent overview of the organization, functions and concerns of Store Operations within a modern retail business.

By the end of the program, students will be able to do the following:

- Describe the organization structure of the Store Operations function and who is responsible for what.
- Explain the key performance indicators used to evaluate Store Operations performance.
- Describe a wide range of business processes involved in the successful operation of a chain of stores.
- Describe a wide range of business processes performed at the corporate headquarters by Store Operations management.

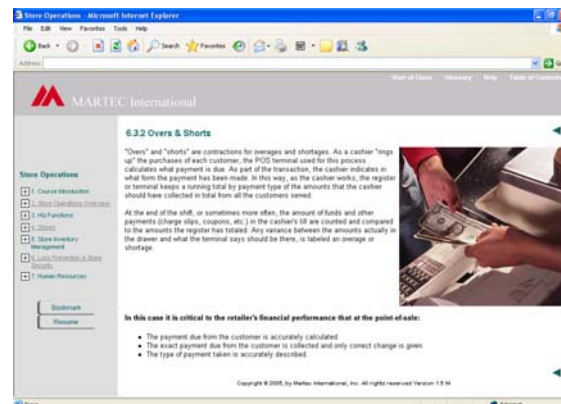


The Solution

Store Operations 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 fee of \$680 (£410 and €485) per student. Upon payment, an account number and password are issued, which are valid for three months. The program takes 8-12 hours to study, depending on the student. We recommend that students study in 30-40 minute segments to maximize learning retention. Within the purchased period, students can re-visit the material as often as they wish. Longer access periods are available 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 progress can be tracked.



For companies with a large team to be trained, the program can be installed on an internal server or corporate university for repeated use by the whole team. Call us for pricing.

A demonstration is available free of charge from Martec's home page at www.martec-international.com. Click on the link found there to review a sample lesson.

Lesson Title

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|----------|--|----------|--|
| 1 | Course Introduction <ul style="list-style-type: none">• How to use this course | 5 | Store Inventory Management <ul style="list-style-type: none">• Store inventory management pre-test• Merchandise receiving• Vendor managed inventory |
| 2 | Store Operations Overview <ul style="list-style-type: none">• Store operations overview | | |

Program Contents

- | | | | |
|----------|---|----------|---|
| 3 | HQ Functions <ul style="list-style-type: none">• pre-test• Store operations structure and HQ functions• Store management• Space management• Store administration and physical plant maintenance• Loss prevention• Human resources• Technology overview• Use of KPIs in analyzing performance• Evaluating store locations• Store operations overview mastery test | 6 | Loss Prevention & Store Security <ul style="list-style-type: none">• Loss prevention and store security pre-test• Overview• Loss prevention• Store security• Loss prevention approaches• Loss prevention technology• Loss prevention & store security mastery test |
| 4 | Stores <ul style="list-style-type: none">• Stores pre-test• Customer service• Sales floor functions• Customer special orders• Store promotions• Other back office• Self-scanning• Store mastery test | 7 | Human Resources <ul style="list-style-type: none">• Human resources pre-test• Human resources overview• Human resources systems• Training• Policy & news communication• Human resources mastery test |

Order Form – Store Operations E-Learning Course

Print this form and fax to +44 1823 332423 in the UK or 770 392 9664 in the US



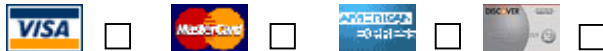
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Payment

Prices are for three month's access to the course. Prices for longer access periods and multiple titles are available on request. Discounts are available for more than 4 licences of the same course.

\$680 €485 £410 plus VAT (Total £471.75)

Charge my credit card:



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