

Understanding Retail

Target Audience

This program is designed for people who sell or market to retailers. It is ideal for both merchandise suppliers who sell directly to retailers, and for those who market to retailers to get their content specified in product lines.

Objectives of the Program

This course provides a detailed understanding of the retail industry and how it works -enabling more effective sales calls and effective partnerships with retailers.

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

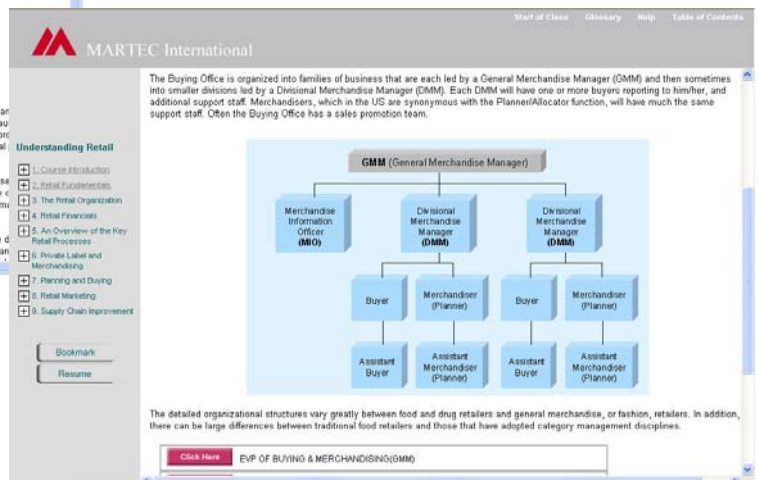
- Describe the supply chain from a retail perspective.
- Explain the retail business issues that impact vendors.
- Define the Key Performance Indicators that retailers measure.
- Describe the typical retailer's organization structure.
- Perform simple retail financial calculations.

The Solution

Understanding 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 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 to 10 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 progress can be tracked.



For companies with a larger sales force, the program can be installed on an internal server for repeated use by an unlimited number of users. 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 found there to review Lesson 5 – Overview of the Key Retail Processes.

Program Contents

Lesson Title:

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|----------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1 | Course Introduction <ul style="list-style-type: none">• How to use this Course | 5 | An Overview of the Key Retail Processes <ul style="list-style-type: none">• Lesson 5 Pre-Test• Overview of Merchandise Management• Overview of Category Management• Merchandising Processes• Supply Chain Management• Lesson 5 Mastery Test |
| 2 | Retail Fundamentals <ul style="list-style-type: none">• Section 2 Pre-test• Supply Chain Entities• What is Retailing?• Retail Formats• Challenges & Trends• Business Strategies• Consumer Types & Impact on Strategy• Key Performance Indicators (KPI's)• Section 2 Mastery Test | 6 | Buying and Merchandising <ul style="list-style-type: none">• Section 6 Pre-test• The Retailer's Private Label Organization• The Merchandise Hierarchy• Section 6 Mastery Test |
| 3 | The Retail Organization <ul style="list-style-type: none">• Section 3 Pre-test• Corporate Organization• Chairman, CEO & COO• Retail Buying & Merchandising• Finance• Logistics & Distribution• Marketing• Store Operations• Bonus Structures & Turnover Rate• Section 3 Mastery Test | 7 | Planning and Buying <ul style="list-style-type: none">• Section 7 Pre-test• The Retail Purchasing Process• Assortment Planning• OTB and its Use• Section 7 Mastery Test |
| 4 | Retail Financials <ul style="list-style-type: none">• Section 4 Pre-test• Profit & Loss Statement• Balance Sheet• Maximizing Cash Flow & Profits• Return on Net Assets• Retail Method of Accounting• Value of an Improvement in Turn• Where & How You Can Impact a Retailer's Results• Section 4 Mastery Test | 8 | Retail Marketing <ul style="list-style-type: none">• Section 8 Pre-test• Seasons & Timelines• Merchandise Presentation• Promotion Planning & Management• Section 8 Mastery Test |
| | | 9 | Supply Chain <ul style="list-style-type: none">• Section 9 Pre-test• Inventory Management• Supply Chain Management• Strategies for Reducing Cost of Goods• Section 9 Mastery Test |

