

UNDERSTANDING RETAIL

12th May 2010

Central London

Sell more to retailers, uncover bigger opportunities, gain more confidence talking to retailers outside the IT department



To register: Tel: +44 (0)1823 333469 Fax: +44 (0)1823 332423

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Course Leader

Brian Hume, Martec's Managing Director and founder, will serve as lead instructor for this course. He is known and respected in Europe, North America and Asia Pacific as an authority on retailing and retail technology. Brian is a dynamic and knowledgeable speaker.

Brian has consulted to some of the world's leading retailers in areas such as business strategy, merchandise planning, merchandise management, supply chain, partnering between retailers and vendors, store operations and the use of technology to improve business performance.

Course Overview

This course will consist of a combination of interactive discussions, practical exercises based on real retailers and lectures led by a retail industry expert. It will help you understand more about how retailers think, act and run their business and ensure that you sell and market more effectively in the retail segment.

All delegates will receive a pack containing all the slides used plus detailed notes and 2 weeks access to Martec's Understanding Retail e-learning training to provide valuable support after the course

Course Objectives

- To provide a complete understanding of the retail market, the key business issues affecting retailers today.
- To describe the application systems infrastructure for major retailers and how it varies by retail segment.
- To explain how to interpret the key elements of retailers' financial statements.
- To demonstrate how to analyze the key metrics that retailers use to identify areas of under performance and sales opportunities.
- To show the best way to articulate your solutions so that retailers understand their full benefits using the KPIs that they use.
- To ensure you speak to the right people in a retail company about the things that will interest them.
- To apply methods for gaining entry into the account.

Who Should Attend?

This course is designed for everyone selling or marketing technology products or services to the retail industry. The following will benefit:

- Sales Directors
- Sales executives
- Account managers
- Marketing Directors
- Marketing managers
- Head of retail sales
- Business development executives
- Pre-sales consultants

Companies that use Martec's Learning Services:

- Business Objects
- Cognos
- EMC
- Hewlett-Packard
- Microsoft
- NCR
- Progress Software
- SAP
- SAS Institute
- Sonic Software
- Sun Microsystems

In Company Training

Martec delivers this program and a wide range of in-company training based on our extensive library of programs, which can be customised to meet specific needs. We also provide e-learning options for smaller groups. For more information please contact Frances Riseley on +44 (0)1823 333469 or mail frances_riseley@martec-international.com
www.martec-international.com

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| 09.00 | Registration and coffee | <p>"I believe the content is well balanced and professionally prepared for a 1 day sales education" Christian Koch, Director Strategy, SAP</p> <p>"Good informative content - well presented" David Nuttall, Managing Director, Checkpoint Systems</p> <p>Over 4,000 sales people have attended Martec's retail training in the last 21 years.</p> <p>"Excellent content and well presented" Jacquie Boast, Managing Director, Kewill Solutions</p> <p>"Well balanced - thank you for an interesting day with a good range of tools to be applied in every day 'real world' business" Simon Edgar, MIS and CCTV Business Manager – Europe, Checkpoint Systems</p> |
| 09.30 | Introductions | |
| | Retail Application Architecture <ul style="list-style-type: none"> • High level structure of retail systems • Merchandise optimization structure • Point solutions • How this structure constrains retailer buying • Application quadrant analyses – identifying strategic, key operational, maintenance and potential new applications by retail segment | |
| 11.00 | Coffee break | |
| | Retail Financials <ul style="list-style-type: none"> • Retail profit models • Sample Profit and Loss Statements • Improving the P&L, Balance Sheet and Cash Flow • Industry profitability drivers | |
| | Retail Metrics <ul style="list-style-type: none"> • Sales ratios • Stock metrics including turn • Cost of goods sold • Shrink • Margin metrics including gross margin, markdowns, GMROI | |
| 13.00 | Lunch | |
| 14.00 | Retail Organization Structures <ul style="list-style-type: none"> • Differences between non-food and food organizations. • Typical organization structures • Sourcing, Buying and Merchandising • Category management structure • Store Operations • Finance • IT • Marketing • Warehouse and Distribution • Executive pains by job function • Retailers' attitudes and approaches to buying technology • Working with the CAPEX process | |
| 15.45 | Refreshment break | |
| | Gaining Entry to the Account <ul style="list-style-type: none"> • Getting to the line of business execs • What to do when IT is a barrier • Why people see you • What you bring of value • Who to call on • How to attract their attention and stimulate interest | |
| 17.00 | Questions and Conclusions | |

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Wednesday, 12th May 2010
Central London

The fee includes attendance, lunch, refreshments through the day and a comprehensive set of student notes to take away.

DELEGATE DETAILS

Name _____

Job Title _____

Company _____

Address _____

City _____ County _____

Postcode _____ Country _____

Tel: _____ Email: _____

PAYMENT DETAILS

£549 plus VAT = £645.07 (€610) Groups of 3 or more £499 plus VAT = £585.32 each (€554)

Charge my credit card:   3 digit security code _____

Card Number:

Signature _____ Exp. Date:

Cardholder: _____

Cardholder's Address: _____

Please find enclosed a cheque for the amount of £ _____

Ways to Register

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Fax: +44 1823 332423

Email: hollie_cashmore@martec-international.com

Post to:
Martec International Ltd
Martec House
40 High Street
Taunton, Somerset, TA1 3PN, UK

Discount

**Book three or more people
get a reduced rate of £499**



All of our standard online and instructor led classes are certified for Continuing Professional Development

Martec International

Martec International is a leading consulting and training practice specialising in buying and merchandising, supply chain and store operations. We provide best practice business process development, project and change management services and we develop and deliver skills training using e-learning and instructor-led approaches. We market a library of pre-developed e-learning programs in Europe and in the US in conjunction with the National Retail Federation's NRF University *Wired*.

Booking Conditions

Provisional bookings may be made to reserve space while payment is organized. Attendees may cancel up to two weeks before with a full refund. Thereafter, you may transfer to a later class presentation for which a £60 administration charge will be made. A substitution is allowed at any time. If payment is not received prior to the event, attendees agree to pay with a personal credit card and claim the cost back internally.

The organizers reserve the right to cancel to two weeks before the event for reasons beyond its control. In this event, we are not liable for any travel expenses incurred.