

# Buying and Merchandising E-learning Course



## Martec International

Martec International is a leading provider of data, industry knowledge and insight on retailers, consumer goods companies and other suppliers to retail, especially technology companies.

Our customers include:

- Retailers
- Consumer Goods companies
- Technology suppliers to retailers and consumer goods companies
- Marketing services companies that promote services to retailers and consumer goods companies
- Other service providers, such as logistics companies.

We help clients increase their industry knowledge, develop their skills and grow sales. Companies from approximately 35 countries across 6 continents come to Martec for assistance and insight.

# **Target Audience**

Martec's Buying and Merchandising e-learning course is designed for junior staff who need a greater understanding of the functions of an integrated buying and merchandising team. It will also assist people from other retail functions either moving into or working with the Buying Office. IT Departments and vendors will benefit from an increased understanding of Buying & Merchandising process.

# Objectives of the Suite

This course provides a thorough grounding in basic merchandising and buying principles and concepts. By the end of the program, students will be able to do the following:

- Explain the theory, principles and practice of retail buying and merchandising.
- Describe best practice buying and merchandising processes.

The material provides an overview of the core processes, measures and duties of the B&M team. Students gain insight into daily, weekly, and seasonal activities conducted by Buyers and Merchandisers.



## Course Overview

Buying and Merchandising is a self-paced web-based training program. The program provides about 10 hours of training. We recommend that students study in 30-40 minute segments to maximize learning retention.

The program includes a variety of interest generating features and exercises. The student sees his or her own test scores immediately and can review explanations for the correct answers, as appropriate.

Companies who buy a group of licences will be given access to the reporting facilities in the Learning Management System. This enables management to track which students have started and completed the training and their test scores.

There are three pricing options:

- Induction is suited to new joiners who will complete the complete training suite in a limited time.

  An induction licence is valid for 3 months.
- Professional is valid for 12 months. This allows those who need to re-visit the classes periodically to refresh their knowledge to do so whenever necessary.
- Performance Enhancer includes access to the complete Retail and Consumer Goods Industry WIKI and performance support system also for a 12 month licence.

You can get a full explanation of the benefits and what is included in each option as explained in our <u>class pricing options</u> web page.

All a student needs to run the program is access to a PC and a web browser. The program is hosted on Martec International's Learning Management System and is available round the clock.

Companies may also purchase a corporate licence which provides unlimited access within the company's own organization. Prices are available on request.

# **Program Contents**

#### Overview of Retail Buying & Merchandising

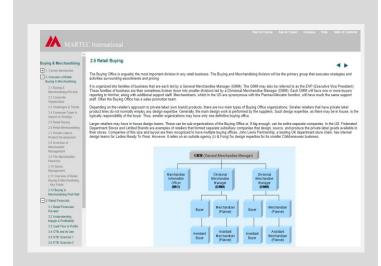
- Buying & Merchandising Pre-test
- Corporate Organization
- Challenges & Trends
- Consumer Types & Impact on Strategy
- Retail Buying
- Retail Merchandising
- Private Label & Product Development
- Overview of Merchandise
   Management
- The Merchandise Hierarchy
- Space Management
- Buying & Merchandising Post-test

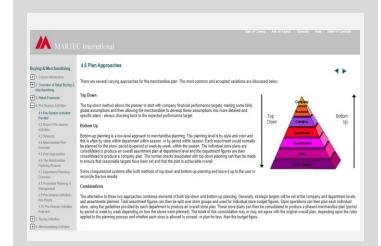
#### **Retail Financials**

- Retail Financials Pre-test
- Understanding Margin & Profitability
- Cash Flow & Profits
- OTB and its Use
- OTB: Exercise 1
- OTB: Exercise 2
- OTB: Exercise 3
- Retail and Cost Accounting
- Key Performance Indicators (KPI's)
- Regular & Promotional Pricing
- Price Optimization
- Markdown Optimization
- Shortage
- Retail Financials Post-test

#### **Pre-Season Activities**

- Pre-Season Activities Pre-test
- Buyer's Pre-season Activities
- Seasons
- Merchandise Plan Overview
- Plan Approaches
- The Merchandise Planning Process
- Assortment Planning Overview







# **Program Contents**

### **Buying Activities**

- Buying Activities Pre-test
- Merchandise & Supplier (Vendor)
   Selection
- Vendor Negotiations
- Vendor Partnerships
- Purchase Order Management
- Vendor Management & Monitoring
- Promotion Planning & Evaluation
- Sales & Inventory Management
- Buying Activities Post-test

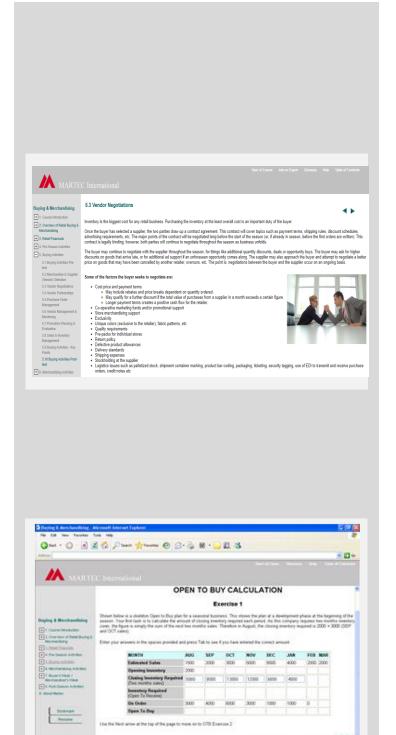
## Merchandising Activities

- Merchandising Activities Pre-test
- Merchandiser's Responsibilities
- The Location Assortment Planning Process
- Sales Forecasting
- Allocation
- Replenishment
- Merchandising Activities Post-test
- Buyer's Week / Merchandiser's Week
- Buyer's Week / Merchandiser's Week Pre-test
- Buyer's Week
- Merchandiser's Week
- Team Work / Working Collectively

#### Post-Season Activities

- Buyer's Week / Merchandiser's Week Post-test
- Post Season Activities Pre-test
- Post Season Activities
- Post Season Activities Post-test

#### **Mastery Test**





## **Testing**

At the end of each module there is a mastery test. If the learner completes this test with a pass mark of 70% or more and also completes our short class survey, they will be issued with a certificate and a digital badge. The digital badge can be shared on social media and has metadata, so anyone clicking on the badge can see what the learner has achieved. We also issue credits for classes completed. For more information on digital badges click <a href="here">here</a>.

# **Delivery Options**

This program can be delivered in three ways:

- Individuals or companies can order the program for one or more people via the Martec International web site at <a href="https://www.martec-international.com">www.martec-international.com</a>.
- If a company wants to train batches of students, the e-learning program can be studied to a
  group time schedule and live web-based instructor-led sessions can be provided to allow for
  interaction with a subject matter expert. There is an extra charge for this for smaller size
  groups.
- Live instructor-led classes can be presented using the same material. This is relevant when there are 20 or more people to train at the same time.

Further information and pricing can be provided on request.

## More Information

You can learn more about Martec at the following locations:

https://www.martec-international.com

Our YouTube channel at <a href="https://www.youtube.com/channel/UCy9AbIISWOI0litgigWZsDA">https://www.youtube.com/channel/UCy9AbIISWOI0litgigWZsDA</a>.

If you have an enquiry you would like to make of Martec, you can use the Enquire Further button on <a href="https://www.martec-international.com/contact-us">https://www.martec-international.com/contact-us</a> or call +44 1823 333469.