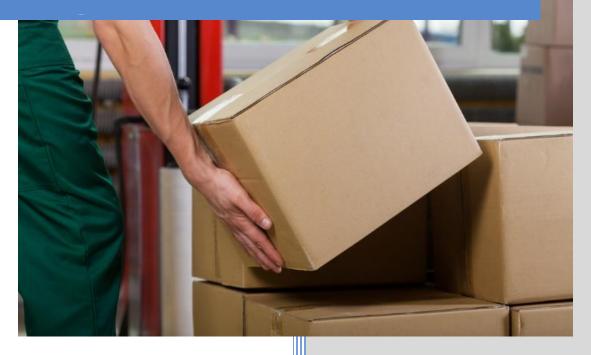


Sales and Inventory Management E-learning Course



www.martec-international.com

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 Sales and Inventory Management e-learning course is designed for everyone involved in sales and inventory management including merchandisers, buyers, supply chain managers and their teams. IT departments and vendors supplying and selling inventory management systems will benefit from a better understanding of the key processes and KPIs.

Objectives of the Suite

The course provides a thorough grounding in key sales and stock management principles and concepts. It is suitable for retailers operating in both category management and merchandise management environments. By the end of the program, students will be able to do the following:

- Explain the theory, principles and practice of sales and inventory management
- Describe best practice sales and inventory management processes
- Prepare for and participate effectively in Monday morning and monthly reviews



Course Overview

- Sales and Inventory Management is a self-paced web-based training program. The program provides about 5-6 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 merchandise and category management

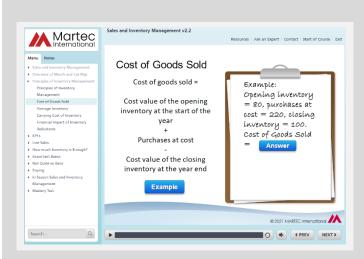
- Merchandise management definition
- Category management definition
- Category management vs. inventory management
- Retail merchandising

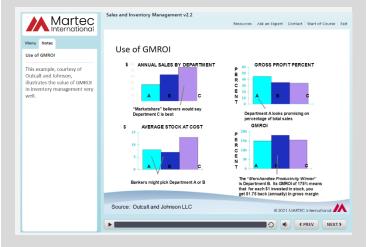
Principles of inventory management fundamentals

- Cost of goods sold
- Average inventory
- Carrying costs of inventory
- Financial impact of inventory reductions

Key Performance Indicators (KPIs)

- ABC analysis
- Example ABC analysis and in stock service levels
- Inventory or stock turn
- Evaluating a change in turn
- Weeks of supply
- Markdowns
- Sell through
- Gross Margin Return on Investment (GMROI)
- Maximizing GM ROI





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Program Contents

Lost sales

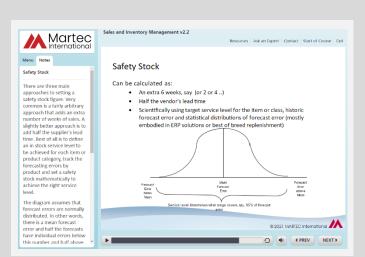
- Cost of avoiding a lost sale
- Lost sales estimation continuity and fashion items
- Profit impact of lost sales recovery
- Using lost sales in practice

How much inventory is enough?

- How much inventory do you need?
- Safety stock
- Considerations for reducing inventory
- Which comes first reducing stocks or reducing lost sales?

Important basics

- Breaking stock and terminal stock
- Types of stock ownership
- Consignment stock
- Vendor Managed Inventory (VMI)
- Direct Store Delivery (DSD)
- Difference between sales and demand
- Inventory accuracy
- Fast movers vs. slow movers
- Packs
- Ratio packs
- Rounding rules
- Visual merchandising constraints





Program Contents

Not quite so basic

- Halo effect
- Cannibalization
- Price elasticity curves and cannibalization
- Price optimization data considerations
- Price optimization example strategies
- Common inventory management errors

Buying

- Buying differences merchandise management vs. category management
- How much do you buy?

In-season sales and inventory management

- Summary of the merchandise management process
- A typical Monday morning review
- Performance against chain average
- Sales to stock ratio (participations)
- A problem department?
- Last n weeks trend
- Example monthly review
- Questions to investigate
- Position sheet analysis
- Open to Buy management
- Open to Buy example
- In season control
- Complicating factors
- Impact of stock ownership on OTB

Mastery test

	Sales and Inventory Management v2.2 Resources Aak an Expert Contact Start of Course
Menu Notes Cannibalisation	Cannibalisation
Cannibalization is the reverse of HALD. If you promote one flavour of cheese, do sales of other flavours go down? In many cases, they do. It's very common with tooth paste where consumer smostly switch trands, but they don't clean their teeth any more often. Sometimes the cannibalization takes place outside the category is oyou have to be careful of where the impact occurs.	 Promoted items can directly lower sales on similar and dissimilar products. A customer may choose to buy a promoted Flat Screen TV from one brand instead of a similar flat Screen from another brand A customer may purchase a Flat Screen instead of spending money on jewellery Toothpaste promotions cannibalize other brands, consumption does not increase, people don't brush their teeth more often Dog food promotions - buy 7 get one free increases consumption (fat dogs or waste)
Cannibalisation can be estimated using a similar approach to that described under HALO using a sample group and a control group.	
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	D WI (PREV NEXT)

Sales and Inventory Management v2.2 Summary of the Merchandise Management Process Summary of the Merchandise Management Process PRE-SEASON ed this chart We reviewed this chart earlier and we are now concerned with the box in the top right of the chart called Performance Review Planning erchandise a Initial Performance Review Allocations Assortment called Petromance Review. Assortment planning identifies new products to be introduced into the stores or other channels. The process of allocation then determines the exact quantities to be sent to each store at the lowest level of granularity. Product arrives taket and the performance review of last week and make revisions to the POST-SEASON Clearance Revised Post-Season Summary Sales Replenishment nake revisions to the orward forecast or other // tweaks to the seasonal strategy. Products are replenished according to the O 4 CPREV NEXT >

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 <u>here</u>.

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 <u>www.martec-international.com</u>.
- 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 https://www.youtube.com/channel/UCy9AbIJSWOI0JitqjqWZsDA.

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

