Essentials of Retailing

Objectives:
- To provide a complete understanding of the key retail industry trends and drivers
- Describe the application systems infrastructure for major retailers and how it varies by retail sector
- To describe the different retail formats and their characteristics
- To review the key elements of a retailer’s financial statements
- To show how to analyse the key metrics that retailers use to identify areas of under performance
- Identify who to approach in a retail organisation about potential opportunities
- To describe the main retail processes of buying merchandising, store operations, marketing and supply chain
- Analyse desk research to develop an approach

Course Overview

The course will consist of a combination of interactive discussions, practical exercises based in 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.

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

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. He 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.

Companies that use Martec’s Learning Services:

Martec trains retail sales and marketing teams for technology companies all over the world. Clients include:
- Business Objects
- Cognos
- EMC
- Hewlett-Packard
- Microsoft
- NCR
- Progress Software
- SAP
- SAS Institute
- Sonic Software
- Sun Microsystems
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Agenda

Retail Trends and Issues
Retail, Systems Architecture
High level application architecture
Merchandise optimization
Retail Financials
Retail profit models
Sample Profit and Loss Statements
Balance sheet
Cash flow
Industry profitability drivers
Key Performance Indicators
Sales metrics
Stock KPIs including stock turn
Cost of goods sold
Shrinkage
Margin KPIs including gross margin, markdowns, GMROI
Retail Organisation
Differences between non-food and food retailers
Typical organisation structure3s
CEO’s pain exercise
Buying and merchandising
Category management structure
Store Operations
Category management structure
Store operations
Finance
IT
Marketing
Warehouse and Distribution
Retailers’ attitudes to buying technology

Retail processes – buying and merchandising / category management
Merchandise management overview
Merchandise planning
Assortment / range planning
Time frames
Open To Buy
In-season management
Allocation and replenishment

Overview of the Supply Chain
Key components or the supply chain
Difference between a supply chain and a demand chain

Marketing
Marketing overview
Basics of customer relationship management (CRM)

Overview of store operations
Store operations responsibilities
Sales and expense management
Workforce management
Space productivity

Account Analysis
Account analysis process
Sources of information

Over 5,000 sales people have attended Martec’s retail training in the last 25 years

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 provide various e-learning options. For more information please contact Frances Riseley on +44 (0)1823 333469 or email frances_riseley@martec-international.com

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