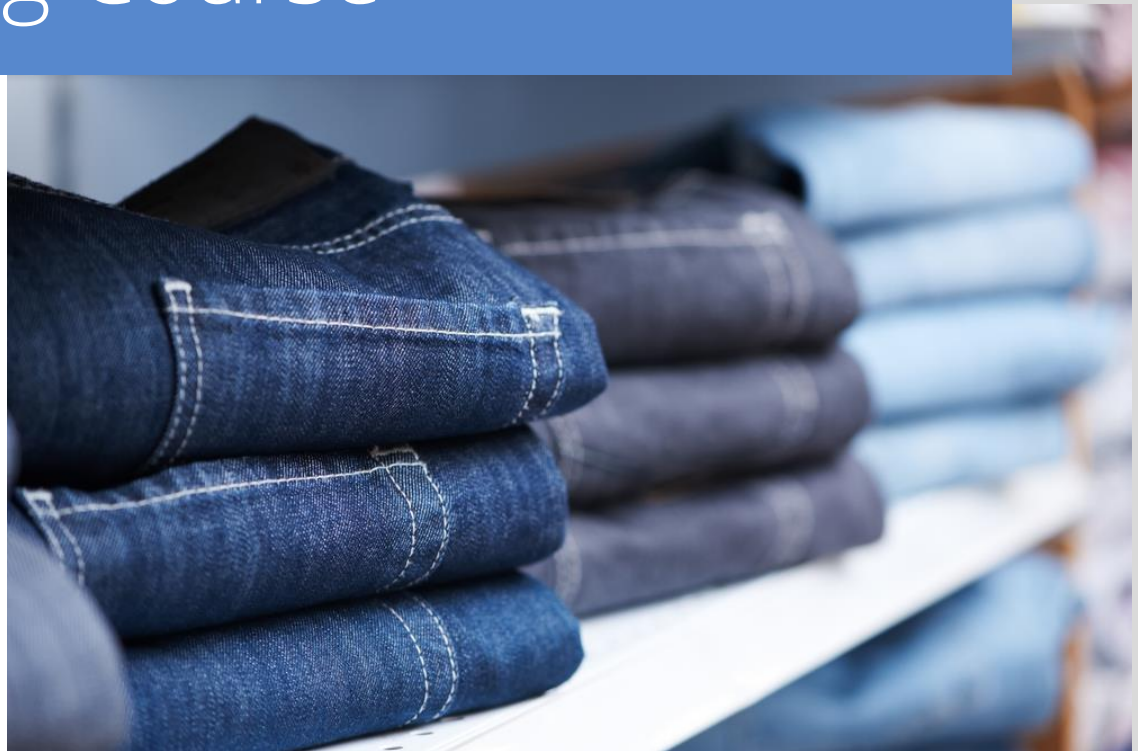




Allocation and Replenishment E-learning Course



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 Allocation and Replenishment e-learning course is designed for everyone involved in allocation and replenishment including merchandisers and their teams and supply chain managers and their teams. IT departments and vendors supplying and selling allocation and replenishment systems will benefit from a better understanding of the key processes and best practices.

Objectives of the Suite

The course provides a thorough grounding in allocation and replenishment 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 allocation and replenishment
- Describe best practice allocation and replenishment
- Have a good understanding of which allocation and replenishment methods are most effective in which situations.



Course Overview

- Allocation and Replenishment is a self-paced web-based training program. The program provides about 4 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 [class pricing options](#) 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.

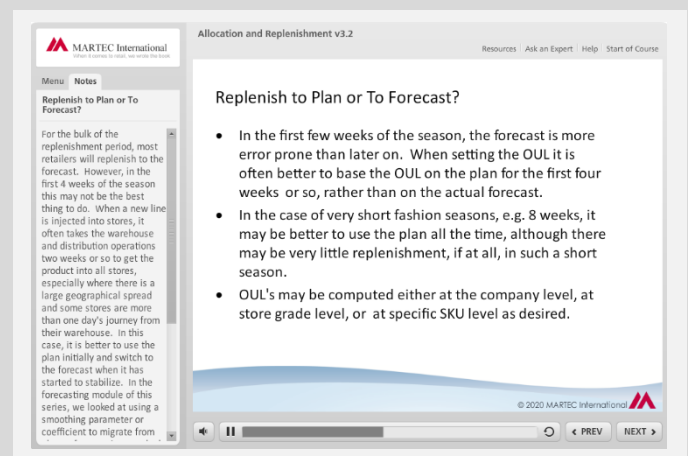
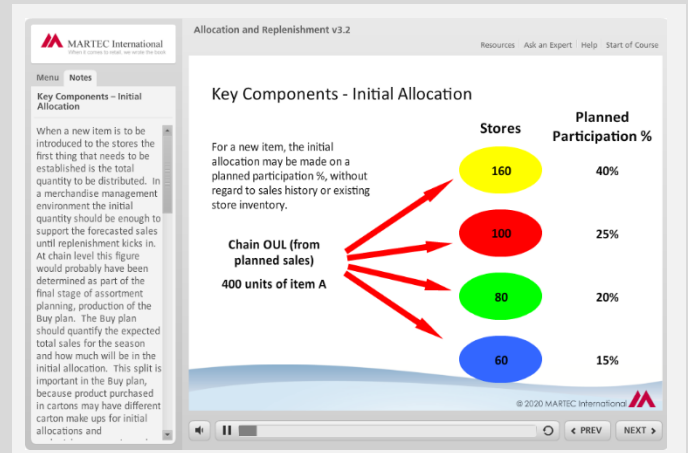
Program Contents

Allocation

- Definitions
- Allocation vs. assignment
- Key components – initial allocation
- Allocations reflecting inventory
- Initial allocation of new items
- Trend
- Last year's sales
- Unit sales
- Weeks of supply
- Allocation strategies
- Pre vs. post allocation
- Style vs. collection
- Proportional allocation
- Seasonal vs. basic

Replenishment

- Replenishment methods and calculation
- Effective replenishment objectives
- Fashion replenishment long season
- Fashion replenishment short season
- Inventory review and ordering
- Push / pull
- Ordering strategy
- Replenishment base model
- Store replenishment methods
- Min/max



Program Contents

Replenishment

- Sell one get one
- Fixed model stock
- Dynamic model stock method
- Replenish to plan or to forecast?
- Inventory rationing
- Fair shares / left wing school of merchandising
- Reinforcing winners / right wing school of merchandising
- Equal covers method
- Using substitute products
- Warehouse or DC replenishment
- How much inventory do you need?
- Key components – retailer's lead time
- Key components – vendor's lead time
- Key components service level
- Dealing with clearance merchandise and de-listed lines
- How do you know you are overstocked?
- Reducing overstocks

Mastery test

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Allocation and Replenishment

Menu Notes

Seasonal vs. Basic

For an initial allocation, it will be important to have knowledge (if possible) of how an item's life cycle will emerge. An allocation for a seasonal item will differ greatly from an item that will have the characteristics of a basic item. Allocations for a seasonal item would most likely send more of an initial order to stores, with less holdback at the central warehouse. This is due, in part, to the fact that the item has a more limited timeframe in which to be sold, versus an item that is more stable over a longer time period. An allocation on a basic item may send a smaller portion of the item to stores initially. Once selling starts, the remainder of the goods that were held in central warehousing can then be allocated out to the best possible selling locations.

Basic - longer, more stable timeframe in which to sell item

Seasonal - shorter, more pronounced timeframe in which to sell item

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Allocation and Replenishment

Menu Notes

Dynamic Model Stock Method

In this case the OUL is expressed as x weeks of cover. So if x is ten, say, the order up to level would be the sales forecast added for the next ten weeks. In this case, the OUL changes every time the forecast changes, so it is dynamic. The order quantity would be the OUL minus the Order Point, subject to any rounding rules, pack size issues and minimum presentation. This method is much more responsive to the sales forecast and seasonal variations.

Max Inventory

Order Up To

Order Point

Minimum Inventory

Model Inventory

Drop MINPES when season sell down starts or item is de-listed

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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 [here](#).

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 www.martec-international.com.
- 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/UCy9AbJlSWOIOJitqjqWZsDA>.

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

