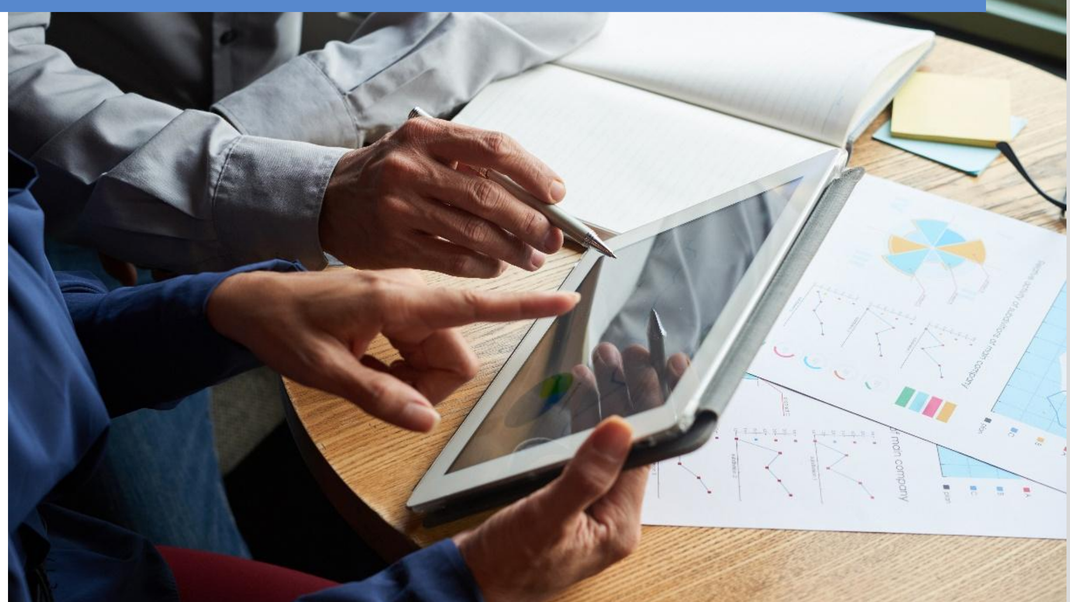
Open To Buy, Planning, Managing and Inventory Optimization E-learning Course



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 38 countries across 6 continents come to Martec for assistance and insight.

Target Audience

This program is designed for:

- Buying Department Managers
- Senior and Junior Buyers
- Merchandise Managers
- Merchandisers
- IT Department personnel developing related application software
- Consultants and systems integrator personnel working on Buying Office projects

Objectives of the Suite

By the end of this module you will be able to:

- Explain the two main purposes the OTB/WSSI process serves
- Be able to perform all the calculation steps in the OTB process
- Be able to identify overbought and underbought situations
- Develop appropriate responses to problem situations in OTB management

Course Overview

The Open-to-Buy (OTB) Planning, Managing and Inventory Optimization module provides an introduction to OTB and WSSI planning principles, explaining how they support effective stock and financial management in retail. It covers the end-to-end planning process, starting with pre-season forecasting and target setting, through to in-season OTB management, including replanning, forecast adjustments, and optimization of weeks of cover. It also explores omni-channel considerations, including the impact of customer returns, as well as how markdowns influence OTB performance, stock valuation, and overall profitability.

There are two pricing options:

- Professional is suited to new joiners who will complete the complete training suite in a limited time. A professional licence is valid for 3 months.

- Performance Enhancer 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. It also includes access to the complete Retail and Consumer Goods Knowledge Bank also for 12 months

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.

CPE Credits

If you are a CPA licensed in the United States you may be eligible for Continuing Professional Education Credit for this course which is 2.4 CPE Credits.

Program Contents

Introduction to OTB and WSSI

- What is Open to Buy (OTB)?
- Where does OTB sit within the business?
- How is OTB measured?
- What is the purpose of OTB?
- Frequency and WSSI
- Pre-Season Planning

The OTB basic framework

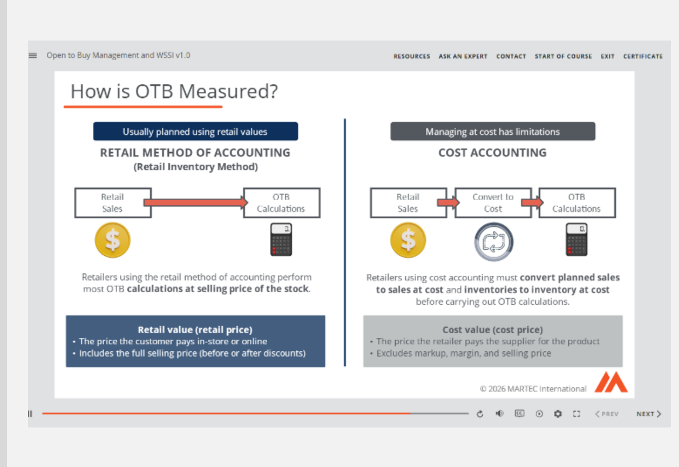
- How to determine required weeks of sales cover
- Arithmetic to start the plan
- Converting OTB from retail to cost
- OTB and omni-channel considerations
- Return rates in OTB planning
- Placing purchase orders
- Reacting to variances against plan
- Creating department OTB plans from sub-department plans
- Promotional and clearance markdowns
- Retail vs. cost accounting

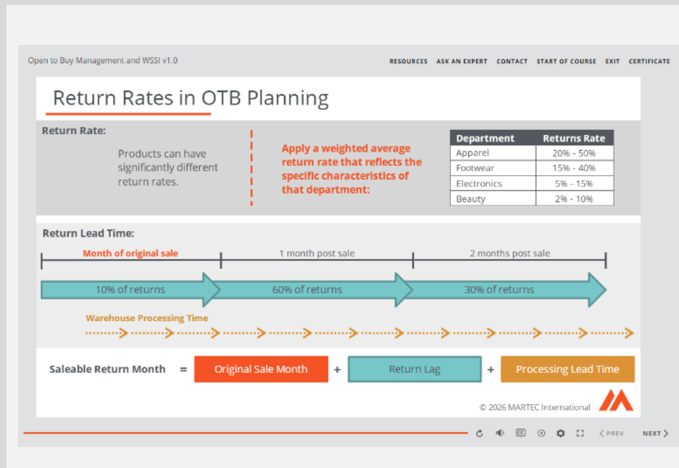
In-Season OTB Management

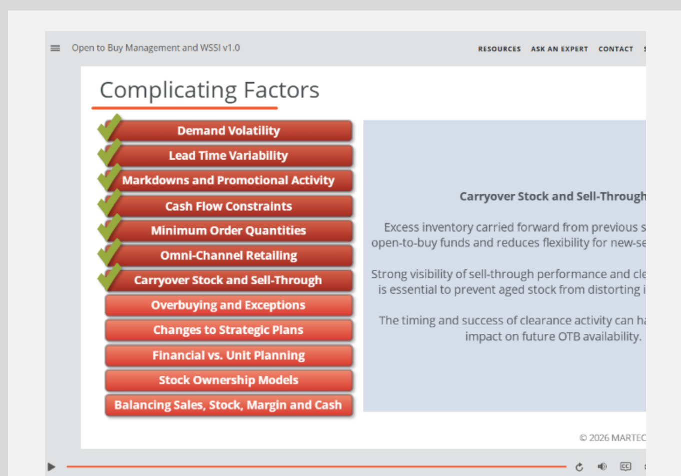
- Balancing markdown and carryover decisions
- Updating the OTB plan as the seasons progress
- Assessing OTB outcomes
- Managing delayed or cancelled receipts

Manipulating OTB

- Changing weeks cover
- Promotional and clearance markdowns
- Impact of stock ownership on OTB
- Factors which complicate OTB







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.

Delivery Options

This program can be delivered in two 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.

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 https://www.martec-international.com/contact-us or call +44 1823 333469.