



Martec International

Martec International is a leading consulting and training firm specializing in the retail industry. Its client base includes retailers from around the globe, technology suppliers to retail and manufacturers of consumer packaged goods and consumer durables.

Martec's professional staff are all former retailers with at least 10 years retail experience and have held at least one management position in a significant retailer.

Martec's training portfolio includes instructor-led classes, e-learning programs and blended learning solutions.

Allocation and Replenishment E-Learning Course



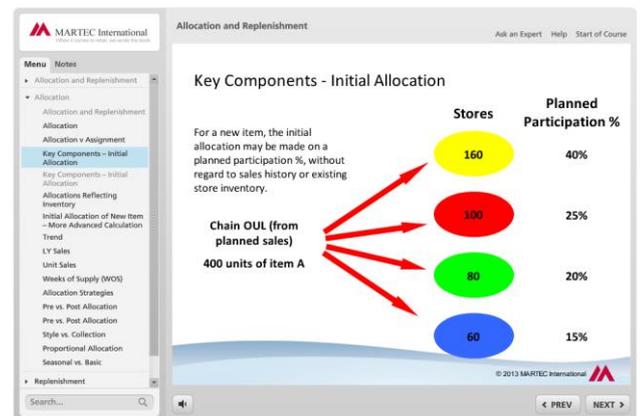
Target Audience

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 Program

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. All the student needs to run the program is access to a PC and web browser. The program provides about 3 hours of training and access is valid for 1 year. We recommend that students study in 30-40 minute segments to maximize learning retention. Within the purchased period, students can revisit the material as often as they wish.

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.

Study Time

3 hours



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
- 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

This course is self-paced and online. You will have access to the course for 12 months. Students who score 80% or higher in the post course mastery test will be able to download a certificate of completion for the course.

Other Courses Available from Martec

- Fundamentals of Retail Suite (Induction)
- Buying & Merchandising
- Store Operations
- Forecasting
- Sales and Inventory Management
- Omni-Channel Retailing
- Fundamentals of the Consumer Goods Business

