



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.



Merchandise and Assortment Planning

Target Audience

Martec's merchandise and assortment planning e-learning course is designed for everyone involved in merchandise and assortment / range planning including merchandisers and planners and their teams. IT departments and vendors supplying and selling merchandise and assortment planning systems will benefit from a better understanding of the key processes and best practices.

Study Time

5-6 hours

Objectives of the Program

The objective of the merchandise and assortment planning course is to examine the basic principles of merchandise and assortment planning and best practices.



Course Overview

- Overview of planning
 - The merchandise management process
 - Planning flow
 - Why plan?
 - Plan approaches
 - Who builds the plans?
- Merchandise and assortment planning pre-requisites
 - Business plan input
 - End of season review
 - Seasonal plans
 - Merchandise hierarchy
- Top down planning
 - Plan development exercise
 - Setting plan objectives
 - Plan phasing
 - Planning inventory
 - Planning margins
 - Class level planning
 - Unit planning
 - Auto-balancing
- Range or assortment planning
 - Strategy
 - Range analysis
 - Range construction
- Range architecture
 - Good, better, best
 - Competitor price point analysis
 - Price point planning
 - Assortment options
 - Rate of sale
 - Range plan
 - Product selection factors
 - Style curves
 - Market buy plan
 - End of season range review / style out
- GMROI and turn
- Channel store planning
 - Plan review
 - Merchandise plan checklist
 - Some tips
 - Sensibility checks
- 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
Buying & Merchandising
Store Operations
Allocation and Replenishment
Forecasting
Sales and Inventory Management
Omni-Channel Retailing
Fundamentals of the Consumer Goods Business

