



Essentials of Merchandising Class

Objectives:

- To explain the principles of merchandise planning
- To define Open To Buy and how it is used as an inventory management tool
- To explain the various replenishment methods in current use and the role of automated systems
- To explain the principles of managing sales performance and inventory levels

Course Overview

This class is a good introduction to merchandising for new entrants in retail buying offices. Also suitable for companies selling or marketing merchandising solutions to retailers, who need a better understanding of the main merchandising processes. In addition to the training, all delegates will receive a pack containing all the slides used plus detailed class notes.

Who Should Attend?

This course is designed for everyone selling or marketing to 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:

- Cognos
- Hewlett-Packard
- Microsoft
- NCR
- Progress Software
- SAP
- SAS Institute
- Sun Microsystems
- Wincor Nixdorf
- Wipro





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Agenda

Review of Pre-Class Workbook

Review of basic concepts
Key performance indicators
How much stock is enough?

Overview of the Buying and Merchandising Process

Pre-season planning
In-season management
Post season review

Merchandise Planning

Basic concepts – who, what, why?
Top down v bottom up
Store planning
Plan effectiveness checklist
Case study

Open to Buy and WSSI

OTB Calculations
Controlling in-season spending
Resolving under-brought and over-brought situations
Weekly sales and stock intake
Impact of different types of stock

Merchandise Allocation & Replenishment

WPre-requisites of replenishment
Basic forecasting
Setting order up levels
Calculating replenishment quantities
Main replenishment strategies and when to use them
Allocation methods
Practical constraints, e.g. limited supply

Sales and Inventory Management

Weekly and monthly merchandise analysis
Using exception reports
Developing ways to meet sales and margin goals
Basics of markdown management

“I believe the content is well balanced and professional prepared for a 1 day sales education” **Christian Koch, Director Strategy, SAP**

“Good informative content – well presented” **David Nuttall, Managing Director, Checkpoint Systems**

“Very good! Thorough, well delivered and good reference material” **Amanda Byrne, Group Marketing Manager, Torex**

Excellent content and well presented” **Jacque Boast, Managing Director, Kewill Solutions**

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