Best practice in Merchandise & Assortment Planning Class

Objectives:
- To review structured methods for developing merchandise and range (assortment) plans.
- To identify the information necessary for effective planning.
- To review top down and bottom up approaches.
- To consider typical planning timetables.
- To review approaches to range analysis.
- To examine the use of store grading or store clustering to target ranges to stores more specifically.
- To explore the reconciliation of top-down and bottom-up plans and the reconciliation of merchandise and assortment plans.
- To review key item planning.
- To show how to deal with practical difficulties.
- To provide an update on best practice from around the world and from all retail sectors.

Course Overview
This course will consist of a combination of instructor-led discussion, practical exercises and lectures led by a merchandise planning expert. It will provide detailed and practical guidance on developing merchandise and range plans.

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.

Who Should Attend?
This course is designed for retailers of non-food merchandise that need a better understanding of merchandise and range planning best practice. The following will benefit:
- Planners
- Planning Managers
- Merchandisers
- Assistant Merchandisers
- Buyers
- MIOs
- Assistant buyers
- Retail executives wishing to introduce a systematic planning approach in their company
- IT executives involved in designing or selecting systems for merchandise or range planning
- Manufacturers planning assortments for retailers
- Suppliers marketing merchandise planning solutions.
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Agenda

Merchandise & Range Planning Overview
- Process overview
- Category management and merchandise management differences

Components and Variations
- Planning elements
- Plan types and approaches
- Importance of merchandise hierarchy

Top Down Planning
- Creating high level plans
- Advantages of top down planning
- Disadvantages of top down planning

Bottom Up Planning
- Developing a bottom up plan
- Examples
- Advantages of bottom up planning
- Disadvantages of bottom up planning

Planning Timeframes
- Seasonal plans
- Sales plan by period
- Inventory plan by period
- Gross margin plan by period

Overview of Range Planning
- Range planning hierarchy
- Range planning objectives
- Planning elements
- Planning dimensions
- Department plans
- Key item planning
- Range style review
- High level competitor store audit
- Competitive category audit
- Link to CRM implementations

Range Planning – Putting a Plan Together
- Price planning
- Range creation and review
- Range analysis
- Buy plan

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In Company Training
Martec delivers this program and a wide range of in-company training based on our extensive library of programs, which can be customised to meet specific needs. We provide various e-learning options. For more information please contact Frances Riseley on +44 (0)1823 333469 or email frances_riseley@martec-international.com

Over 5,000 sales people have attended Martec’s retail training in the last 25 years