



# Retail Development Academy

## Do You Need a Learning Management System?

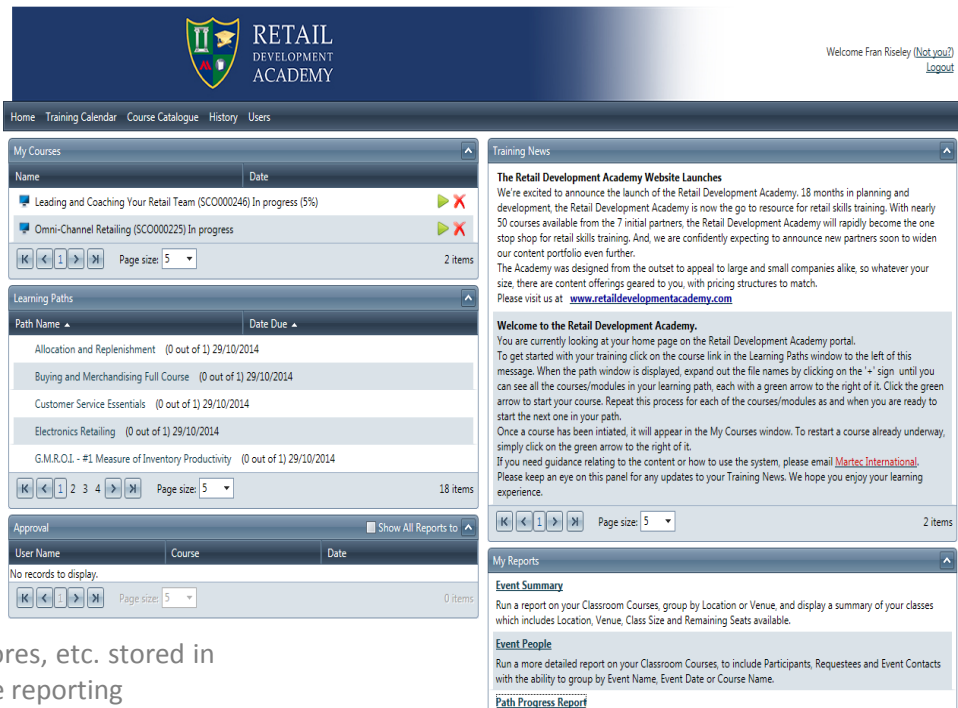
Companies with a significant number of employees to train in a series of key skills have a complex operational challenge to manage. Keeping track of hundreds or thousands of employees who may individually take a series of classes over their careers can be a serious burden on the Human Resources Division and line management. Just planning, organizing and scheduling training for a large number of people and notifying them of where and when can soak up Human Resources departmental personnel. Learning Management Systems (LMS) make this easier, less people intensive and provide the reporting and tracking that managers need to ensure that their training initiatives are delivering value for money.

## What Does An LMS Do?

Learning Management Systems provide a wide set of functionality to plan, organize and deliver training and ensure that the results achieve expectations. Martec distributes the Learning Core LMS together with extra tools and class content specifically for the retail industry and those selling to retailers, whether technology companies, consumer goods manufacturers or others.

The functionality available includes:

- Instructor-led, e-learning and other training interventions supported and managed
- Setting up each student and specifying their training needs
- Auto assign rules to manage assigning courses to large numbers of users
- Create learning paths comprising groups of programs to be treated as one overall learning objective. Learning paths can be tailored to a group or just one individual
- Personal progress tracking
- The ability to create a syllabus of instructor-led classes and online courses for mandatory training
- All class events, test scores, mastery scores, etc. stored in the LMS database for ad hoc and routine reporting
- Administrator and manager reporting facilities by class and student, so that management can track achievement
- Ability to upload all types of courses including PDFs, URL's to a webpage, SCORM courses, video and more
- Schedule and manage third party or in company instructor-led classes
- Send out course schedule reminders via bulk email to reduce staff burden
- Outlook Integration - enter class appointments into personal calendars
- Wait list management when classes are full
- Download self-paced materials, job aids, etc.
- Competency testing
- Student communication
- Mastery or participation certificates issued
- Custom Surveys/Feedback Forms
- CPD /Compliance module to manage accreditation for courses
- Widest set of retail content available in one training portal from a group of training providers
- Optional hosting for your independently developed programs as long as they are SCORM or AICC compliant
- We/our partners custom build for you or customize our existing programs
- Try before you buy for groups of students

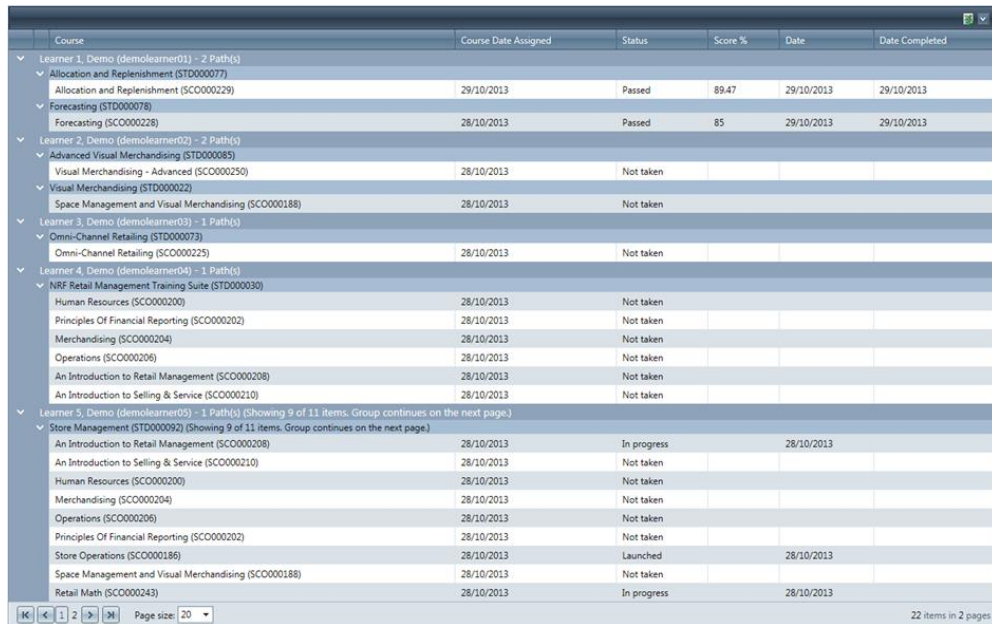


# In-House Operation or Management on the Cloud? Your Brand or Ours?

The Retail Development Academy LMS and optional selections of our training content can be licenced to run in house on your computer servers or you can use the Academy hosted service on a price per user basis. The price per user basis makes the hosted service equally affordable for large and small companies alike.

Equally, the service can be provided under the Retail Development Academy brand or you can brand the service as your own corporate university. It's your choice.

Martec International provides a complete installation and testing service on your servers or ours.



Course	Course Date Assigned	Status	Score %	Date	Date Completed
Learner 1, Demo (demolearmer01) - 2 Path(s)					
Allocation and Replenishment (STD000077)					
Allocation and Replenishment (SCO000229)	29/10/2013	Passed	89.47	29/10/2013	29/10/2013
Forecasting (STD000078)					
Forecasting (SCO000228)	28/10/2013	Passed	85	29/10/2013	29/10/2013
Learner 2, Demo (demolearmer02) - 2 Path(s)					
Advanced Visual Merchandising (STD000085)					
Visual Merchandising - Advanced (SCO000250)	28/10/2013	Not taken			
Visual Merchandising (STD000022)					
Space Management and Visual Merchandising (SCO000188)	28/10/2013	Not taken			
Learner 3, Demo (demolearmer03) - 1 Path(s)					
Omni-Channel Retailing (STD000073)					
Omni-Channel Retailing (SCO000225)	28/10/2013	Not taken			
Learner 4, Demo (demolearmer04) - 1 Path(s)					
NRF Retail Management Training Suite (STD000030)					
Human Resources (SCO000200)	28/10/2013	Not taken			
Principles Of Financial Reporting (SCO000202)	28/10/2013	Not taken			
Merchandising (SCO000204)	28/10/2013	Not taken			
Operations (SCO000206)	28/10/2013	Not taken			
An Introduction to Retail Management (SCO000208)	28/10/2013	Not taken			
An Introduction to Selling & Service (SCO000210)	28/10/2013	Not taken			
Learner 5, Demo (demolearmer05) - 1 Path(s) (Showing 9 of 11 items. Group continues on the next page.)					
Store Management (STD000092) (Showing 9 of 11 items. Group continues on the next page.)					
An Introduction to Retail Management (SCO000208)	28/10/2013	In progress		28/10/2013	
An Introduction to Selling & Service (SCO000210)	28/10/2013	Not taken			
Human Resources (SCO000200)	28/10/2013	Not taken			
Merchandising (SCO000204)	28/10/2013	Not taken			
Operations (SCO000206)	28/10/2013	Not taken			
Principles Of Financial Reporting (SCO000202)	28/10/2013	Not taken			
Store Operations (SCO000186)	28/10/2013	Launched		28/10/2013	
Space Management and Visual Merchandising (SCO000188)	28/10/2013	Not taken			
Retail Math (SCO000243)	28/10/2013	In progress		28/10/2013	

## Your Content or Ours?

The Retail Development Academy LMS will manage:

- Training that you developed in-house
- Training developed for you by third parties
- Classes you licence from the Academy.

The only dependencies are that the training must have been developed to be SCORM or AICC compliant.

## Tools to Help You

The Retail Development Academy provides a series of tools to help clients get the best from the Academy.

These include:

- Industry standard job descriptions for buying, merchandising and store operations roles including the core competencies needed to perform each role efficiently.
- A cross reference table of core competencies by role matched to the class modules available in the Academy class library to help students and managers plan the training that best meets their objectives.
- A series of mastery tests to assess the progress students achieved studying class modules
- A Manager reporting capability so that client managers can track modules their employees studied and how well they performed in the testing.
- Clients who have them can also match their own job descriptions to the competencies cross reference table to help plan their training.

With the exception of mastery testing, these tools are free for customers of the Academy.

## Fast Time to Benefit

The Retail Development Academy class library currently contains approximately 75 retail specific training programs covering a wide range of subjects including:

- Sales and customer service
- Buying and merchandising skills
- Store operations skills
- Space management and visual merchandising
- Loss prevention
- Retail information technology
- RFID
- The consumer packaged goods sector
- Selling to retailers.

These classes provide a jump start to providing skills training for your company and a faster time to benefit. Some classes can be customized to more closely fit your needs and provide an even better return.

The history captured in the LMS provides valuable source of input to your talent pool planning and management.

## Next Actions

To learn more about the Retail Development Academy Learning Management System specifically, enter this link into your browser [http://www.martec-international.com/userfiles/file/lms\\_demo\\_recording\\_-\\_211112.wmv](http://www.martec-international.com/userfiles/file/lms_demo_recording_-_211112.wmv) or contact Lianne Hyslop at the following address:

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