



# 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.



## Buying & Merchandising E-Learning Course

### Target Audience

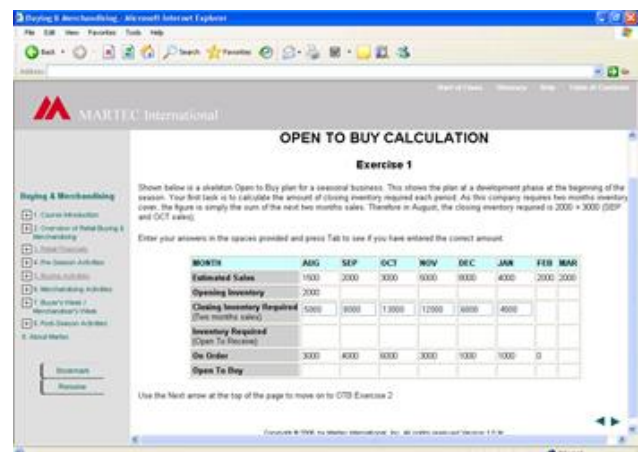
Martec's Buying and Merchandising e-learning course is designed for junior staff who need a greater understanding of the functions of an integrated buying and merchandising team. It will also assist people from other retail functions either moving into or working with the Buying Office. IT Departments and vendors will benefit from an increased understanding of Buying & Merchandising process.

### Objectives of the Program

This course provides a thorough grounding in basic merchandising and buying principles and concepts. By the end of the program, students will be able to do the following:

- Explain the theory, principles and practice of retail buying and merchandising.
- Describe best practice buying and merchandising processes.

The material provides an overview of the core processes, measures and duties of the B&M team. Students gain insight into daily, weekly, and seasonal activities conducted by Buyers and Merchandisers.



### Course Overview

Buying & Merchandising is a self-paced web-based training program. All the student needs to run the program is access to a PC and a web browser. The program is hosted on Martec's web site and offered at a one-time fee of \$405 (£324 and €373) per student. Upon payment, an account number and password are issued, which are valid for 1 year. The program takes 8-12 hours to study, depending on the student. We recommend that students study in 30-40 minute segments to maximize learning retention. Within the purchased period, students can re-visit the material as often as they wish. Other options apply for longer access periods and details can be provided on request.

The program includes a variety of interest generating features and mastery tests for each module. The student sees his or her own test scores immediately. As an option, we can supply company management with the students' test scores so that progress can be tracked.

### Study Time

8-10 hours



# Program Contents

## Course Introduction

- How to use this Course

## Overview of Retail Buying & Merchandising

- Buying & Merchandising Pre-test
- Corporate Organization
- Challenges & Trends
- Consumer Types & Impact on Strategy
- Retail Buying
- Retail Merchandising
- Private Label & Product Development
- Overview of Merchandise Management
- The Merchandise Hierarchy
- Space Management
- Buying & Merchandising Post-test

## Retail Financials

- Retail Financials Pre-test
- Understanding Margin & Profitability
- Cash Flow & Profits
- OTB and its Use
- OTB: Exercise 1
- OTB: Exercise 2
- OTB: Exercise 3
- Retail and Cost Accounting
- Key Performance Indicators (KPI's)
- Regular & Promotional Pricing
- Price Optimization
- Markdown Optimization
- Shortage
- Retail Financials Post-test

## Pre-Season Activities

- Pre-Season Activities Pre-test
- Buyer's Pre-season Activities
- Seasons
- Merchandise Plan Overview
- Plan Approaches
- The Merchandise Planning Process
- Assortment Planning Overview

## Buying Activities

- Buying Activities Pre-test
- Merchandise & Supplier (Vendor) Selection
- Vendor Negotiations
- Vendor Partnerships
- Purchase Order Management
- Vendor Management & Monitoring
- Promotion Planning & Evaluation
- Sales & Inventory Management
- Buying Activities Post-test

## Merchandising Activities

- Merchandising Activities Pre-test
- Merchandiser's Responsibilities
- The Location Assortment Planning Process
- Sales Forecasting
- Allocation
- Replenishment
- Merchandising Activities Post-test
- Buyer's Week / Merchandiser's Week
- Buyer's Week / Merchandiser's Week Pre-test
- Buyer's Week
- Merchandiser's Week
- Team Work / Working Collectively

## Post-Season Activities

- Buyer's Week / Merchandiser's Week Post-test
- Post Season Activities Pre-test
- Post Season Activities
- Post Season Activities Post-test

