



Retail University – Course 101

Brief Description and Overview

Do not let the “101” course number fool you ... this two day workshop is an intense and comprehensive overview of the retail industry, trends and best practices. In addition to covering major retail concepts, requirements and metrics, this two day course includes an interactive field case study exercise, involving trips to multiple major retail stores. This course enables you to see retail from the inside out through the eyes of a retail merchant, and through internal teams who are responsible for executing retail.

The course is facilitated by Dr. Chris Petersen and the IMS Retail University team, who have over 25 years experience in retail and offering Retail University workshops. This workshop can be designed to include customized content from Subject Matter Experts (SMEs). The range of topics covered in this two day workshop includes:

- Retail dynamics, trends and critical success factors
- Retail success factors, business cycles and drivers for partnering
- Critical retail metrics and retailer vendor scorecards
- Planning, launching and managing products in retail channels
- Retail merchandising and industry best practices
- Multi-channel retailing integrating the web and stores

The participants will also receive a participant guide including all summary charts, concepts, case studies,, as well as major retail industry briefings from the two day workshop. Materials garnered from the class will not only provide a framework for understanding today’s retail issues, but serve as a guide for future reference.

Retail University 101 Objectives

1. Increase understanding of retail for existing employees and product teams in practical ways they can apply to improve sales and execution.
2. Orient new employees about retail channels and requirements.
3. Create awareness of retail critical success factors for all groups that support retail channels.
4. For all participants, establish knowledge and understanding of core concepts and skills required to execute retail requirements:
 - Retailer processes and planning cycles
 - Product life cycle management dynamics and requirements
 - Supply chain execution and best practices.
 - End-to-end retail execution requirements.
 - Retailer metrics and scorecards
 - Retail channel marketing and program requirements
 - Retail critical success factors and cost to serve dynamics.
5. Provide participants with hands-on opportunities to learn retail concepts and execution through case study and field experiences.



Retail University 101 Benefits

The goal of Retail University 101 is to help participants apply the knowledge to improve retail execution and efficiency.

Benefits of Attending Retail University 101 include:

- Identifying lost opportunities and ways to increase retail sales.
- Decrease overall supply chain costs .
- Improving sell through based on customer specific knowledge.
- Amplify forecasting accuracy – from launch through life cycle.
- Improving product life cycle management:
 - Reducing cost to serve execution factors.
 - Improving end of life management and reducing returns.
- Marketing/Branding – How to optimize marketing ROI.
- Increase Retail Customer satisfaction:
 - By being on cycle.
 - Better forecast accuracy, supply and fill rates.
 - Understanding their cycles, requirements and metrics.
 - **Speaking the retailer’s language.**

Retail 101 Typical Format / Workshop Structure

<p>Day 1 - Focus on Retailer Dynamics</p> <ul style="list-style-type: none"> • Retail Channels & Business Models • Key Metrics and Business Drivers • Retailer Perspectives – Case Examples • Retail Critical Success Factors • Retail Cycles & Business Drivers • Retail “Field Exercise” <ul style="list-style-type: none"> ○ Visit to retail stores ○ Small Group Application Exercise focused on retail launch/package ○ On-line retail consumer experience exercise if possible 	<p>Day 2 – Retail Execution</p> <ul style="list-style-type: none"> • Debrief Field and/or On-line Exercise • Category Marketing • Retail Sales Management • Retail Merchandising & Services • Operations and Logistics • Product Packaging and Launch • Business Intelligence / Management • Legal Considerations • Industry Trends / Best Practices • Review, Q&A, Next Steps
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Retail University 101 Core Curriculum



Opportunities to Customize Retail University

Retail University content and curriculum can be customized. In addition to the core concepts and metrics, the content examples and case studies can be customized in a number of ways:

- Focus on two-step distribution dynamics for retailers, who are not managed directly
- Case examples of retailers, dynamics and trends
- Review of region specific “channels” and retail “market makers”
- Trends and impacts of global retailers (e.g. Best Buy, Staples) entering markets
- Implications for category management and leadership with developing retailers
- Specific Subject Matter Expert input on key execution areas:
 - Supply chain management and execution
 - Forecasting & Product launches
 - Life cycle management
 - Account Relationship / Management