



## **Retail University – International Course**

### ***Brief Description and Overview***

The challenge for many retail teams is trying to serve retail needs on an international basis. Serving worldwide retail is an increasing demand for product, marketing, merchandising and supply chain teams. This workshop is an intense overview of international retail dynamics and trends. The focus of this one day workshop is to provide teams with international perspectives on retailing through different channels and different geographies. This course enables you to take a broader, international perspective when planning for retail execution across regions with different seasonality, retail models and supply chain dynamics.

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 is designed to include customized content from Subject Matter Experts (SMEs). The range of topics covered in this one day workshop include:

- International perspectives on retailing dynamics, trends and critical success factors
- Retail business models ... similarities and differences across channels and markets
- Distribution models: direct, two-step distribution
- Supply chain models and dynamics across different regions
- Marketing and merchandising perspectives for international retailing

The participants will receive a workshop guide, which includes all of the summary charts, concepts and case study materials referenced throughout the workshop. These materials will serve as a framework to organize and understand international retailing, as well as a future reference for planning worldwide retail execution.

### ***Retail University International Objectives***

1. Increase understanding and awareness of both the similarities and differences required to execute retail processes across multiple markets and geographies.
2. Highlight the dynamics, critical timing and processes required to execute international retail implementation efficiently and effectively.
3. Illustrate the business-to-business drivers, metrics and success factors across different retail markets and retailing models.
4. For all participants, establish knowledge and understanding of core concepts and skills required to execute international retail requirements:
  - International retailing dynamics, trends and best practices
  - Different retailing and distribution models worldwide
  - Similarities and differences in timing, business drivers and execution requirements
  - Distribution models and supply chains required worldwide
  - Marketing and merchandising perspectives and planning requirements
  - International retail legal perspectives and requirements
  - International Go-To-Market perspectives for products and categories



## ***Retail University International Benefits***

***The goal of Retail University is to help participants apply the knowledge to improve international retail execution and efficiency across different geographies and markets.***

Benefits of Attending RU International include:

- Increased awareness of international retail dynamics affecting timing and success
- Models for better planning and forecasting international execution
- Sensitivity and strategies to improve distribution
- Models for understanding international supply chain requirements and efficiencies
- Considerations and perspectives on how to improve international retail execution:
  - International marketing dynamics and effectiveness
  - Means to improve merchandising synergies and efficiency
  - Legal issues and requirements
- Improve overall satisfaction of “internal” groups with international retailers:
  - On cycle execution via seasonality and market dynamics
  - Local and regional business drivers
  - Synergy in processes and timing of go-to-market
  - More cost effective ways to localize “content” and marketing vehicles

## ***Typical Format / Workshop Structure***

### **Focus on International Workshop**

- International Dynamics
- International Trends
- Distribution Models
- Supply Chain
- Understanding Key Metrics
- International Marketing and Merchandising
- Go To Market

## ***Opportunities to Customize Retail University International***

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

- Case examples of retailers and dynamics
- Review of region specific channels and retail market makers
- Specific examples and trends
- Trends and impacts of global retailers entering markets new markets / regions
- Specific Subject Matter Expert input on key execution areas:
  - International supply chain management and execution
  - International marketing and merchandising
  - International market planning and forecasting