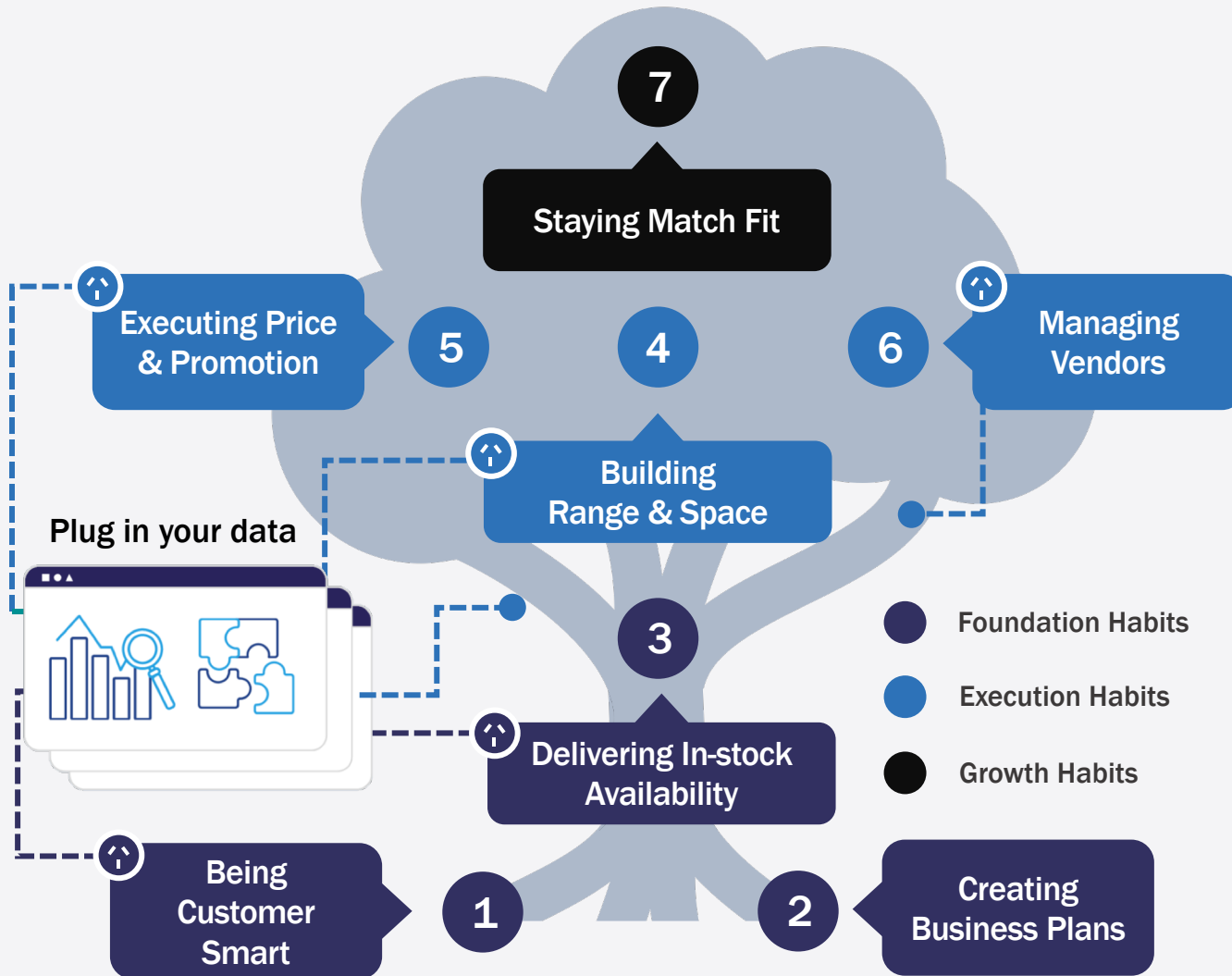


BUILDING RETAILERS FROM THE DATA UP



The 7 Habits of Great Retailers

Great retailers recognise the growing need for the blending of excellent customer engagement and the ever expanding pool of data and insights they have available to them.

This program has been created to help you recognise the reports, metrics, information pools and system resources available to you to help you get more from your business management system. It will also suggest the habits you could consider embedding in your process and execution tasks instore. All designed to get your customer to see you as the best place to shop, by allowing you to build great retail engagements, from the data up.

i.e. RETAIL
INNOVATE. CREATE. DELIVER.

BUILDING RETAILERS FROM THE DATA UP

The 7 Habits of Great Retailers

Habit 1 Module Plan

Being Customer Smart



Purpose

Ensure all your department plans are executed with the customer at centre stage, by gathering, analysing, utilising, and effecting a customer focused business plan for your store or department.



Theory to be covered

- Cluster-based ranging
- Customer data
- Linking (lead) customer metrics to (lag) performance metrics
- Analysing customer trends in store



Toolkit plug-ins and system reports & data

- a) Daily sales
- b) Shares
- c) Strike rates etc.



Prepared exercises (class-specific)

An experiential customer exercise in teams



Follow up

Links to appropriate online content for your company

Habit 2 Module Plan

Building Business Plans



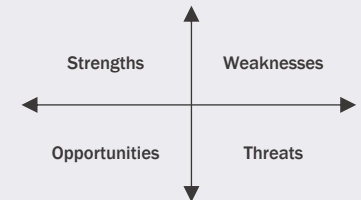
Purpose

Learn how to build long-term plans for your category or department, and measure your performance on your business system with the appropriate tools, reports and metrics.



Theory to be covered

- Completing department SWOTs
- The Fundamentals of Business Planning



Toolkit plug-ins and system reports & data

- a) Trading statement
- b) P&L
- c) Business management system reports etc.



Prepared Exercises (class-specific)

Start the journey to completing business plans



Follow Up

Links to appropriate online content for your company

BUILDING RETAILERS FROM THE DATA UP

The 7 Habits of Great Retailers

Habit 3 Module Plan

Delivering In-stock Availability



Purpose

Build and maintain systems, reports and monitoring techniques for ensuring the best possible in-stock availability (ISA) for your department or store.



Theory to be covered

- Key inventory metrics
- OOS management
- CX scores



Toolkit plug-ins and system reports & data

- a) RP settings
- b) SMSOH
- c) Inventory reports etc.



Prepared Exercises (class-specific)

Best practice case-study of current OOS and ISA management in stores



Follow Up

Links to appropriate online content for your company

Habit 4 Module Plan

Building Range and Space



Purpose

Analyse, measure, architect and execute the best range possible, based on your data, reports, cluster and any other appropriate information.



Theory to be covered

- Cluster-based ranging
- Key range tools to be aware of
- Tracking sales density
- Product and category life cycles



Toolkit plug-ins and system reports & data

- a) Space management
- b) Sales by location
- c) Sales trend etc.



Prepared Exercises (class-specific)

A simulated range exercise in a dummy store (video)



Follow Up

Links to appropriate online content for your company

BUILDING RETAILERS FROM THE DATA UP

The 7 Habits of Great Retailers

Habit 5 Module Plan

Executing Price and Promotion



Purpose

Achieve the targeted pricing and promotional plans for your banner and store, with specific reference to price positioning, market dynamics and banner specific targets.



Theory to be covered

- Pricing theory
- Achieving price architecture targets
- Promotional mechanics



Toolkit plug-ins and system reports & data

- a) Pricing reports
- b) Elasticity reporting



Prepared Exercises (class-specific)

A simulated pricing exercise in a dummy store (video)



Follow Up

Links to appropriate online content for your company

Habit 6 Module Plan

Managing Vendors



Purpose

Prioritise, analyse, measure and deliver the best possible vendor plans, based on your data and reports, and any other available vendor performance information.



Theory to be covered

- Analysing vendor performance
- Setting up and executing vendor plans
- Negotiating basics



Toolkit plug-ins and system reports & data

- a) Vendor performance
- b) Reports
- c) Segmentation charts etc.



Prepared Exercises (class-specific)

A experiential vendor management exercise



Follow Up

Links to appropriate online content for your company

BUILDING RETAILERS FROM THE DATA UP

The 7 Habits of Great Retailers

Habit 7 Module Plan Staying Match Fit



Purpose

Staying ahead of the game by crafting a set of personal habits to ensure all new reports, data, insights and other business system tools are available for your department to use.



Theory to be covered

- Good habits to stay match fit



Toolkit plug-ins and system reports & data

- a) Support online (Webinar) series



Follow Up

Links to appropriate online content for your company

