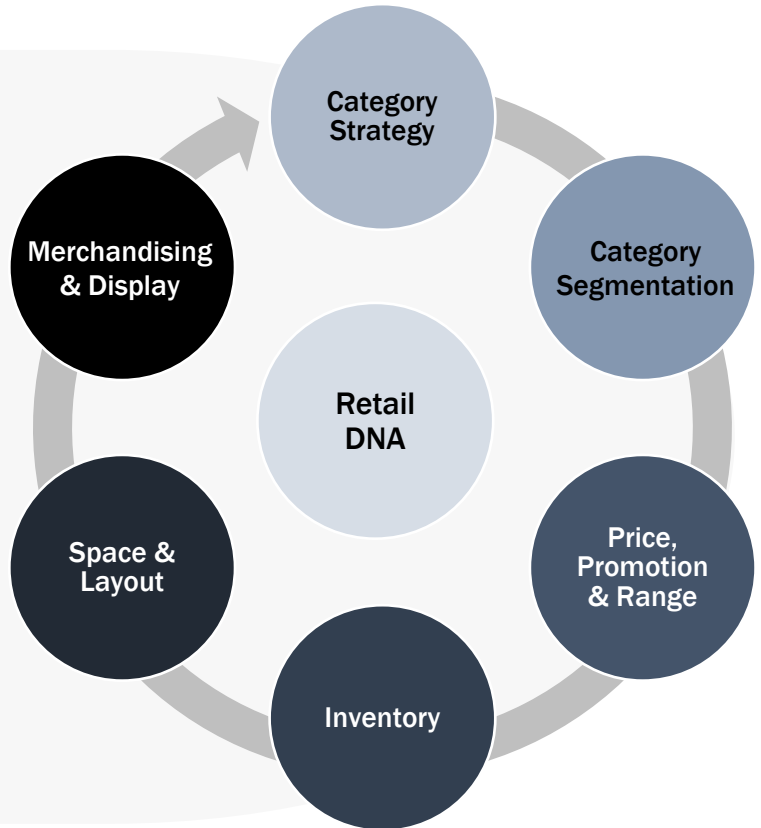


Category Centre of Excellence

The Fundamentals of Category Strategy

We offer a two-day program covering the fundamentals of category skills, with an experiential exercise on range, price and space.

The program is conducted at your site or at a venue to suit you, with all materials, workbooks and tools provided. Contact us for more info on pricing options.



Retail DNA

- Category fitness vs. category profitability
- Category metrics

Category Segmentation

- Supplier segmentation
- Vendor efficiency

Inventory

- Inventory efficiencies
- SLOB planning
- Cashflow

Category Strategy

- An overview of the category management process
- Developing category strategies and plans
- Proof-point scorecards
- Category lifecycles

Price, Promotion & Range

- Ranging principles and range architecture
- Seven range tools
- CTM tracking
- Price architecture
- Promotional lifecycles

Space & Layout

- Macro & micro layouts
- Space utilisation
- Density metrics

Merchandising & Display

- Lead metrics
- Somatic markers
- Store execution

Category Centre of Excellence

Comprehensive Modules

We offer comprehensive training modules to enrich specific category processes, knowledge and skills. We encourage delegates to complete these modules in the order shown below, as modules assume delegates are familiar and confident with the content preceding it.

Most modules are conducted at your site or at a venue to suit you, with all materials, workbooks and tools provided.

Contact us for more info on pricing options.

1

Retail DNA

Online

10 online lessons on the basics of retail performance and key retail metrics. Supported by videos, apps, tools, a 36-page workbook and mental gym sessions.

For more info visit

www.ieretail.com/online-training



2

Price, Promotion & Range

1-day program

Price & Promotion

- The link to category plans
- Elasticity and $E(d)$ calculations
- Pricing ladder theory
- Building price ladders
- Promotional levers
- Promotional mechanics
- Loyalty programs
- 2nd and 3rd tier pricing
- Ticketing
- Defining and redefining consumption planning

Range Principles & Range Architecture

- Breadth and depth
- Role of P/L or H/B
- Emotional vs. commoditised purchases
- The 3 key needs of price, quality or function
- Range creep and the role of choice

Range Tools

- Tail analysis
- Decision trees
- SKU efficiency
- Vendor efficiency
- Category life cycles
- Space to sales relationships
- Density metrics
- CTM tracking
- Substitutability

3

Inventory

1-day program

- Case studies in inventory management
- The link to category management
- Business fitness
- SLOB planning and the principles of provisioning
- Cash flow and the impact of inventory
- Negotiating for inventory relief
- Exit plans, including discounting planning
- Stock efficiency and key inventory metrics (e.g. stockturn, WFC/MFC, GMROII, and hurdle rates)
- SKU efficiency and vendor investment plans
- Shelf configuration and display quantities
- Cost to serve models in store
- Investment buying vs. forward buying
- MOQ/EOQ smarts

4

Space & Layout

1-day program

- The principles of space management
- Space density models and the role by category
- Layout design principles including category categorisation, density metrics (e.g., returns/m², \$/m²) and the path to purchase
- KVI management in store
- Macro level layouts – category location
- Adjacencies and flow
- Category vs. occasion
- Signage in store
- Customer somatic markers – the six senses in store design
- Store “maps” and the use of path to purchase

5

Merchandising & Display

1-day program

- POP behaviour and key lead metrics such as:
 - Dwell time
 - Strike rates
 - Basket anchors and companions
 - Engagement strategies in store
- Colour, shape and size
- Micro-level layouts – shelf location and configuration
- Customer behaviour in store and the path to purchase
- Executing promotional plans in store

Category Centre of Excellence

Simulated Business Experience



ShopX® is a retail business simulation designed to ensure players:

- ❑ Engage in an educational, real life environment where they learn the essentials of how to run a retail store.
- ❑ Learn, understand and plan for retail engagements such as NPD, layout plans, POP execution, category planning and shelf mapping.
- ❑ Learn about, utilise and explore the metrics that determine retail success in the key dimensions of financial, customer, operations and market.
- ❑ Deal with the vagaries and premeditated obstacles that a real and dynamic market place throws at them.

What's involved?

The delegates participate in 10 Rounds of Retail battles, each representing a Financial Period.

These rounds are designed to test, stress and pit them against each other where there can be only 1 winner – the store that grows and delivers the best customer experience, profit, cash and store management in a competitive environment.

The 10 Rounds cover:

- STRATEGY** What shall we be famous for?
- LAYOUTS** What layouts shall we adopt?
- RANGE** How do we architect the perfect range?
- PRICING** What's our pricing strategy?
- PROMOTION** How do we take our offer to market?
- MARKET** What happens when the market changes?
- INVENTORY** How do we know if we're "fit" enough?
- SUPPLIERS** How do I segment my suppliers?
- EXECUTION** What does great look like?
- REVIEW** With the benefit of hindsight, would I do anything differently?