



Retail Buying

Sydney
13-14 March 2007

Melbourne
16-17 May 2007
11-12 September 2007

The 2-day Retail Buying program provides a foundational understanding for those involved in this complex role and is particularly suited to newly appointed and trainee buyers.

Retail Buying

Overview

This program provides a foundational understanding of the diverse range of skills required to be a successful buyer including; identifying a target market, planning a profitable range, meeting financial objectives, selecting the right product, building supplier relationships, analysing performance.

Objectives and content

At the end of the program participants will have an understanding of the key competency areas of the buying role including:

- How to formulate a retail buying strategy
- Procuring with a customer focus
- Building an effective product range
- Establishing and maintaining effective supplier relationships.

Day 1

Introduction to buying

- The role of a buyer
- The merchandise management process
- Measuring buyer performance.

Retail strategies

- Retail market overview
- Sustainable customer advantage
- The changing value equation.

Merchandise sourcing and selection

- The supplier pool & supplier selection
- Category management
- Buying and Ethics.

Day 2

Merchandise planning

- Merchandise mix
- Setting margins
- Building the range and constraints
- Classification of merchandise
- Stock profile determination.

Merchandise analysis and implementation

- Directional and post-seasonal analysis
- Quantitative and qualitative analysis
- Stock productivity.

Who should attend?

Suitable for:

- Buyers, product developers and planners who are relatively new to the role
- Trainee buyers
- Suppliers wanting to better understand the buying process.

Delivery

The program is conducted in an interactive workshop style by an experienced ACRS facilitator, using practical exercises designed to complement on the job learning.

This program is also available as a customised in-company program offering flexibility in timing, content and venue at a negotiated price.

Dates, venues and fees

Date	13-14 Mar	16-17 May & 11-12 Sep
Location	Sydney	Melbourne
Time	9am – 5pm	9am – 5pm
Course Fee	\$1350 for ACRS Members and Research Sponsors, \$1500 for non-members. All prices include GST.	

Information and registration

For further information please contact Program Director Andrew Cavanagh at the ACRS. To register please complete the attached registration form and return to the ACRS by fax or mail.

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