

COURSE FEE*

S\$7,200 Subject to 7% GST

COURSE FEE SUPPORT**

WSG Funding of 70%

*****Note : Only eligible for Singaporean & Permanent Resident who are SME sponsor applicants**

DURATION

4 days

Day 1 to 3 : 9am to 9pm
(after 6pm Team Activity)

Day 4 : 9am to 6pm

DATE / DAY

27 to 30 June 2017

Tuesday to Friday

ENROLMENT

Use enclosed form or contact the Retail Academy of Singapore

STRATEGIC PLANNING & MANAGEMENT IN RETAILING

Learn how to develop winning retail strategies, sustain competitive advantage, and manage retail operations for higher sales and profits. Led by Professors John Strong and Ron Hess, two of the most respected retail management educators in the USA, the Strategic Planning and Management in Retailing programme provides participants with tools to build better strategies and to improve financial and productivity performance.

Conducted annually in Australia and Singapore for more than 25 years (as well in the USA and Europe), Strategic Planning and Management in Retailing is the most highly regarded development programme for senior executives in retailing and in retail-related companies in the Asia-Pacific region.

The programme introduces a widely-used framework for retail strategy developed by the programme faculty. This framework, the Pentagon and Triangle, represents ways to think about winning retail strategy in both traditional retail and in online/multichannel operations. The programme then develops a toolbox for analyzing and improving financial and productivity performance at company, store, department, and merchandise levels. Customer information is covered extensively, including loyalty programme. Transaction and customer analysis, and designing appropriate social media strategies. The programme also covers strategic positioning, including how to utilize customer and market data to assess and improve your competitive position. The sessions involve a mix of lecture/discussion, leading case studies, and hands-on exercises; participants also are provided with a variety of templates that can be adapted to their own retail business.

OBJECTIVES

After completion, participants will be able to:

- Develop winning retail strategies utilizing
- Analyse and develop strategies for improving retail financial and productivity performance at company, store, and merchandise levels
- Design effective customer loyalty and communications strategies
- Apply seminar tools and frameworks to their retail businesses

COURSE CONTENT

The Key Driving Forces in Retailing Today

- The Value Driven Customer
- New Retail Formats and Their Evolution
- Retail Consolidation and Globalization
- The Critical Importance of Differentiation
- The New Roles of Technology in Retail
- The Evolving World of Online and Multichannel Retail

Retail Strategy : The Pentagon and Triangle

- Place : Size, Location, Layout/Design, Online



For more information, please contact Michelle @ (65) 6694 2829 or E : michelle@retailacademy.com.sg

- Product : Assortment, Intensity, Style/ Fashion, Differentiation
- Value : Price, Quality, Defining Value for your Segment
- People : Service, Knowledge, Climate
- Communication : Positional, Promotional, Brand
- Managing Systems, Logistics and Supplier Relationships

Financial and Productivity Analysis

- The importance of space, inventory (stock), and service metrics
- Developing an integrated framework to drive sales and profits
- Understanding store, department, category, and merchandise performance
- Refining merchandise assortments with a customer focus
- Adapting financial and productivity metrics to the online/multichannel world

Market Positioning Analysis

- Using customer and market data to assess competitive trends and opportunities
- Understanding your market position through the eyes of the customer
- Developing better segmentation and positioning strategies

Customer Analysis and Focus

- Understanding store and online choice criteria
- Understanding drivers of customer satisfaction and loyalty
- Developing better service strategies
- Designing social media and targeting marketing strategies

Understanding Retail Innovations and Best Practices

- Case studies of leading and up-and-coming international and Asian retail companies
- How leading retailers are succeeding in an increasingly challenging Asia-Pacific market
- A variety of hands-on exercises to understand and improve store, category, and merchandise performance
- How to apply these ideas to small-store and on-line retail

WHO SHOULD ATTEND

This programme is designed for senior managers and key decision-makers across all types of retail businesses, from smaller specialty retailers to supermarkets, apparel, broadline, and online retailers. The program is also intended for high potential managers who are broadening their retail roles and responsibilities. The program also is designed to help professionals in retail service providers, including key suppliers, advertising and marketing, finance and consulting services, and logistics and distribution.

DELIVERY

This 4-day programme utilizes a combination of lecture/discussions, group work sessions/ exercises, case studies, and role-plays.

Participants are expected to contribute to discussions, and work interactively in teams, in order to build understanding and the ability to apply key concepts and ideas to their own retail businesses.

FACILITATOR

Professor John Strong
Professor Ron Hess