



# Retail Buying

Due to unprecedented demand our Retail Buying program is being offered once again this year. This two-day program provides a foundational understanding for those involved in this complex role and is particularly suited to newly appointed and trainee buyers.

Melbourne: 20-21 November, 2007



# 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, and analysing performance.

## Objectives and content

At the end of this 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 and 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?

- 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

<b>Date</b>	20-21 November 2007
<b>Location</b>	Melbourne
<b>Time</b>	8.30am - 5pm Includes refreshments
<b>Course Fee</b>	\$1,500 for non-members  \$1,350 for ACRS Research Sponsors and ACRS Members  All prices quoted 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.

**Telephone:** +61 3 9903 2455  
**Email:** acrs@buseco.monash.edu.au  
**Facsimile:** +61 3 9903 2099  
**Website:** www.buseco.monash.edu.au/centres/acrs  
**Mail:** Australian Centre for Retail Studies  
PO Box 197, Caulfield East  
Victoria 3145, Australia

# Program Registration Form

Enrol by fax or mail by completing this form and sending it to The Program Administrator, ACRS, PO Box 197, Monash University, Caulfield East, Victoria 3145. Fax +61 3 9903 2099. To telephone your registration details, call +61 3 9903 2455. Australian Centre for Retail Studies ABN 12 377 614 012.

**Program title:** \_\_\_\_\_

**City:** \_\_\_\_\_

**Program date:** \_\_\_\_\_

## Personal Details

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company Name: \_\_\_\_\_

Postal Address: \_\_\_\_\_

State: \_\_\_\_\_

Postcode: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

## Enrolled by (if not same as above)

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Confirmation letter to be sent to: \_\_\_\_\_

Date: \_\_\_\_\_

## Payment Options

Please send invoice for full payment to (name): \_\_\_\_\_

Phone: \_\_\_\_\_

Cheque made payable to Australian Centre for Retail Studies

Credit Card

Visa

MasterCard

Card No:

Expiry Date: \_\_\_\_\_

Name (as it appears on your card): \_\_\_\_\_

Authorised Signature: \_\_\_\_\_

### Cancellations

Cancellations will be accepted up to 14 days prior to the time of course commencement and your full payment refunded. If a booking is cancelled, and no substitute course member is nominated the following percentage of the course fees will be forfeited:

- Within 14 days of course commencement: 50%
- Within 7 days of course commencement: full fee.

### Privacy Policy

Note: Information supplied on this form is private and confidential and used solely to identify and service the entity. Furthermore, your personal details are never sold or distributed to any third party. For further information on Monash University's privacy policy please visit [www.privacy.monash.edu.au](http://www.privacy.monash.edu.au).

Should you not wish to receive information about ACRS programs in the future please place a cross in this box.

