



# “An Introduction To Merchandise Planning” E-Learning Course

[www.merchandiseplanning.co.uk/wbt/](http://www.merchandiseplanning.co.uk/wbt/)

## Course Overview

Merchandise planning plays a pivotal role in creating and maintaining profitability.

No other area within a retail business has such a direct impact on bottom line profit (or loss).

It is, therefore, crucial that merchandisers have a broad understanding of the best practice approaches that have evolved over the last 30 years, in order that they are able to optimise the financial return on the investment that is under their control.

The principal objectives of this course are:

- ◆ To provide a clear definition of merchandise planning
- ◆ To create understanding of the place of merchandise planning within corporate strategy
- ◆ To explain merchandise planning related concepts
- ◆ To provide an overview of the main components of best practice merchandise planning

The course focuses on the requirements of seasonal merchandise planning as practiced in industries like fashion and soft goods.

A lot of what is presented here is also relevant to other industries, like F.M.C.G., but the focus is on planning for volatile, long lead time, merchandise.

The material is delivered using a combination of screen-based lectures, exercises, and forum-based discussion.

## Target Delegates

- ◆ Merchandise planners, merchandisers and buyers who wish to improve their knowledge in this area.
- ◆ Senior merchandise executives contemplating the introduction of merchandise planning to their businesses.
- ◆ IT staff involved in designing or selecting systems for merchandise planning.
- ◆ Consultants who wish to increase their knowledge of this area.

The screenshot displays the course interface in a browser window. The main content area is titled 'An Introduction To Merchandise Planning' and includes a 'Topic outline' section with two main topics: '1 Before You Start The Course' and '2 A Definition of Merchandise Planning'. The 'Overview' for the second topic states: 'In this topic we shall work towards a definition of "Merchandise Planning" within the retail environment and place it into a context within the overall goals of a retail business. We shall then investigate in detail what we mean by the term.' The 'Objectives' section for this topic reads: 'By the end of this topic you should understand the definition of Merchandise Planning that underpins this course, and should...'. The interface also features a 'Latest News' section, a 'People' section with 'Participants' and 'Edit profile' options, and a 'Search' bar. On the right side, there are sections for 'Ask a Question', 'Upcoming Events', 'Calendar' (showing February 2005), and 'Recent Activity'.

## Course Topics

The course is made up of a series of topics, each of which has a graded self-assessment exercise on completion.

The topics are:

- ◆ A Definition of Merchandise Planning
- ◆ Merchandise Planning As A Strategic System
- ◆ Key Merchandise Planning Processes And The Retail Information Flow
- ◆ Key Merchandise Planning Concepts
- ◆ Pre-Season Analysis
- ◆ Normalisation Of Base Data
- ◆ Strategic Merchandise Planning
- ◆ Category Level Seasonal Planning (W.S.S.I)
- ◆ Channel Planning
- ◆ Cross Planning (Store / Product)
- ◆ Store Grading
- ◆ Range Planning
- ◆ Assortment Planning
- ◆ Key Line Planning



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## WHAT ARE THE BENEFITS OF E-LEARNING?

### Flexibility

- ◆ Delegates can learn when and where they wish.
- ◆ Delegates can repeat sections of the training if required.
- ◆ Delegates can learn at their own pace.

### Cost Efficiency

- ◆ Without travel time or expenses, you're putting more of your training budget into the training itself.
- ◆ Instructor based costs are minimised.

### Engagement

- ◆ E-learning allows a variety of delivery methods to ensure that delegates remain engaged throughout. These include:
  - Text based information
  - Forum based discussions
  - Chat sessions
  - Animations
  - Interactivity
- ◆ E-learning allows delegates to interact with a wide variety of people from all around the world. This allows them to share and contrast experiences in a way that is simply not possible with traditional classroom based training courses.

### Just In Time Delivery

- ◆ The nature of E-Learning means that information is always up to date, and can always be accessed on demand, exactly when and where it is needed.
- ◆ Information is available 7 days a week, 24 hours a day.

### Instant Availability

- ◆ With a traditional, classroom based, course you will have to wait for the next available scheduled course. E-Learning courses can be accessed instantly.

## WHAT DO PAST DELEGATES SAY?

*"I thought it was an invaluable tool in helping someone like me (a beginner in merchandising) to get a very good & detailed explanation of the merchandise planning process"*

Bobby Adonis - Merchandiser - Michiko Koshino  
Japan Co Ltd - UK.

*"I cannot begin to tell you how much your course has helped with me with my learning process. It has been just tremendous. Thanks once again for a terrific resource! You can most certainly use my comments in any marketing that you do. I would gladly be a 'reference'."*

Sash Dru - Consultant - Evant - USA.

*"The course increased my knowledge & confidence as a Merchandise Planner because it gave me an idea how things are done across the world. The topics were discussed in a very simple and comprehensive way. Because of this course I actually changed my Planning style. I've learned to prioritize items and try to balance effort and efficiency"*

Romina Martinez— Merchandiser — Kojamjoom Est  
—Dubai

## COURSE COSTS

Course Cost : £199 for 3 months access  
Discounts available for academic users and multiple users from the same company.

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