

SSM 68 - LOGISTICS IN RETAIL MANAGEMENT

When people go into any retail outlet there are many factors that go into their decision on whether they buy a particular item or whether they decide to go to a competitor's store. Some of the most important factors in a consumer's mind are price, customer service, appearance of the store and how easy it is to find a particular item.

When the customer evaluates all these aspects of the store they usually relate each aspect to management, how hard the employees work, or even the skill of the employees. One thing they do not associate these characteristics with is the logistical system that is in place that allows these characteristics to be excellent or below par. It may be hard to imagine how logistics can have such a large role in these characteristics of the store, but when one thinks about it they clearly have a tremendous role in every last one of them.

WHO SHOULD ATTEND?

This programme is recommended for anyone working in a supervisory or managerial position in a retail company and is seeking to analyse the company's current operations with the aim to improve further.

PROGRAMME CONTENTS

Day 1 – Retail Logistics: challenges and changes

- The logistics task
- Retail logistics and supply-chain transformation
- Supply-chain management in retail
- Buyer – seller relationships in the supply-chain
- Quick response and efficient customer response
- The Product Life Cycle (PLC) stages
- The role of Logistics Service Providers (LSPs)

Day 2 – Purchasing and Inventory Management

- Negotiating with suppliers
- Stock: an asset or a liability?
- The merchandise sequence and control of physical stocks
- Stock accounting

Day 3 – Retail Management and Accountancy

- The need for Accounting information
- Methods of recording
- Concepts of Accounting
- Specialist forms of Accounting
- Preparation of Final Accounts

Day 4 - Warehouse and Distribution Management

- Warehouse Functions and Procedures
- Distribution Planning and Performance
- Warehouse Management Software (WMS) Systems

Day 5 – The Internationalisation of the Retail Supply-Chain

- International sourcing
- Differences in distribution cultures across international markets
- International logistics practices