

# **SSM 09 – RETAIL AND SUPPLY-CHAIN MANAGEMENT**

## ***INTRODUCTION***

Competitive pressures, especially the pressure on sales growth and profit margins, are encouraging companies of all types to pursue globalization through industry consolidation. The availability of information technology and data capabilities have made serving and sourcing from global markets easier, thus permitting the adoption of new product and sales strategies, economic models and inventory management techniques to fuel growth.

The ability to operate profitably in diverse markets and to shift operations flexibly between sections is essential to the success of the business.

## ***WHO SHOULD ATTEND?***

This course is aimed to those who wish to acquire a better understanding of logistical and supply-chain practices in the retail industry.

## ***COURSE CONTENTS***

### **Session 1 – Retail Logistics**

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Retail Logistics: changes and challenges

- 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 role of Logistics Service Providers (LSPs)

### **Session 2 – The Product Life Cycle (PLC) and Sales Strategies**

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- The five (5) stages of the Product Life Cycle (PLC)
- Implications of the Product Life Cycle for sales staff
- Identifying similar and substitute products and services
- Introducing different sales strategies

### **Session 3 – Purchasing and Inventory Management**

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

### **Session 4 - Warehouse and Distribution Management**

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- Warehouse functions and procedures
- Distribution planning and performance
- Warehouse management software (WMS) systems

### **Session 5 – The Internationalisation of the Retail Supply-Chain**

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