



# 2<sup>nd</sup> RETAIL MANAGEMENT SEMINAR SERIES

## PROGRAM CONTENT

### Module    Sets (2 per module): RETAIL PLANNING

#### RETAIL PLANNING (A)

### Sessions (3 per set; every Sat AM or PM)

Consists of Location Planning, Retail Visual Merchandising, Merchandising & the Buying Process\*

#### RETAIL PLANNING (B)

Consists of Strategy of Merchandise Planning, Managing the Risk of Fashion Merchandising, Merchandising & the Buying Process\*

\* Common Session for Sets A & B

### RETAIL PROFITABILITY

#### RETAIL PROFITABILITY (A)

Consists of Planning Profit & budget implementation & DPP, Understanding Turnover for greater Profitability - Benchmarking, Negotiating Skills\*

#### RETAIL PROFITABILITY (B)

Consists of Buyer Responsibility – Inventory Planning, Basic Merchandising Calculations, Negotiating Skills\*

\* Common Session for Sets A & B

### RETAIL MARKETING

#### RETAIL MARKETING (A)

Consists of Retail Marketing, Corporate identity, Advertising & Promotions, Choosing a Pricing Strategy, Customer Relations Programme\*

#### RETAIL MARKETING (B)

Consists of Space Management, Category management, Customer Relations Programme\*

\* Common Session for Sets A & B

### RETAIL ORGANISATION

#### RETAIL ORGANISATION (A)

Consists of HR Organisation & Management Profiling 1, HR Organisation & Management Profiling 2, Management Information \*

#### RETAIL ORGANISATION (B)

Consists of Management & Organizational Development, Management tools – Core Process KPI's & KRA's, Management Information \*

\* Common Session for Sets A & B

**Sessions begin Sept 20 - call ESA at 638-1188 (local 101) for details**

Participants can avail of **early-bird rates** and **group discounts**. Affiliate institutions, alumni and their parents will also be able to avail of special rates. For more information please call us, between 9:00am-6:00 pm and look for **Tet**. Alternatively, you can send us an email at [inquire@entrepreneur.edu.ph](mailto:inquire@entrepreneur.edu.ph). Thank you and we hope to see you at one of the seminars.

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Seminars are to be conducted by Mr. Chris Gibbs who started with an advertising company, moved to become brand and product manager for a major retail chain in England, and rose up to be part of a German retail firm's strategic management group. With his extensive experience, he decided to become an entrepreneur in 1986 and **set up C.A. Strategic Management Ltd. in Frankfurt, Germany**. His company specialized in the development of retail strategies and operating methods for a whole range of Germany's leading retailers. His company was also approached in the 1990s by various Asian retail establishments that wanted to improve their business using new retail industry developments and formats. In the Philippines, he has worked with various known retail companies such as **Shopwise and the Rustan's Group, Cinderella, Waltermart and Ever Gotesco**.

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