



**NUMENSA**  
academy

# CONTENT

THE AIM OF THE ONLINE ACADEMY

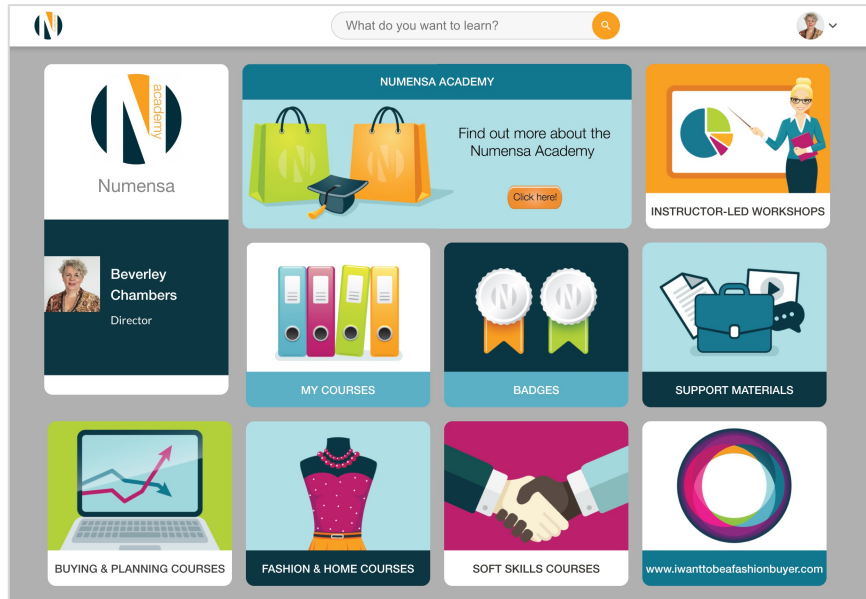
LIST OF COURSES

COURSE OUTLINES

AUDIENCE GUIDE

PRICING

# THE AIM OF THE ACADEMY



- Provide global best practice buying and merchandise planning skills training
- Reduce downtime associated with conventional training
- Training is available anywhere, anytime in bite sized chunks
- Provide a cost effective solution with multi-user and multi-course discounts

# WHAT WE DO



## OFFER MODULAR TRAINING OPTIONS:

- Bespoke Course Development & Facilitation
- “Tried & Tested” Course Facilitation
- A modular blend of both Bespoke and “Tried & Tested”

We also recommend pre & post testing, & analysis, to measure success, and identify further learning & development opportunities

## INTERACTIVE LEARNING:

- Bespoke courses for client LMS
- Bespoke courses for client - Numensa LMS
- Microlearning
- Gamification
- Pre-Course Testing
- Post-Course Testing

## COURSES AND WORKSHOPS INCLUDE:

- Foundations of Buying and Merchandise Planning
- Trainee Buyer & Merchandise Planner Program
- Strategic Buying
- Pre-Season Planning
- Effective Stock Management
- Assortment Planning
- Retail Financials
- Commercial Acumen
- The Range Building Challenge
- The Profit Challenge
- The Trading Challenge
- Negotiation Skills

## ONLINE COURSES INCLUDE:

- Creating a strategy
- Merchandise Planning
- Assortment Planning & Range Building
- Evaluating Performance
- Order Management, Allocation & Replenishment
- In-season Management
- Price Management
- Managing Key Lines
- Supplier Management
- The Journey from Cost to Profit
- Introduction to Negotiation Skills
- Sourcing



# LIST OF ONLINE COURSES...

## 1. Introduction to Merchandise Management:

- i. Understanding Retail: The Product Lifecycle
- ii. Understanding Retail: Calculations & Jargon

*Ideal for anyone new to a buying office.  
Recommended for onboarding*

## 2. Foundations of Buying & Merchandise Planning

*Perfect for developing a broad foundational knowledge.*

## 3. The Suite of Fourteen :

- I. Creating a Strategy
- II. Merchandise Planning
- III. Assortment Planning & Range Building
- IV. Order Management, Allocation & Replenishment
- V. Evaluating Performance
- VI. In-season Management
- VII. Managing Key Lines
- VIII. Price Management
- IX. Introduction to Negotiation Skills
- X. The Journey from Cost to Profit
- XI. Supplier Management
- XII. Sourcing
- XIII. Buying Trips & Factory Visits
- XIV. Store Visits & Competitor Shopping

*Designed to develop the technical skills needed to build knowledge and confidence in buying and planning*



# LIST OF ONLINE COURSES CONT'D...

## 4. Fashion & Home Courses:

- i. History of Fashion Retail
- ii. The Global Retail Market Today

*Ideal not only for those working in merchandise management, but also marketing/stores/finance where a more in-depth understanding of the total fashion market would be of benefit*

- iii. Colour
- iv. Sustainability
- v. Trade Shows (Fashion)

## 5. Fashion & Home Cont'd... :

- i. History of Fashion\*
- ii. Fibres & Fabrics\*
- iii. Silhouette, Shape & Fit\*

*\*Coming Sep/Oct 2022*

*Designed to develop creative product development skills of the buying team*



# COURSE INFORMATION

Audience and objectives

# UNDERSTANDING RETAIL: THE PRODUCT LIFECYCLE

The aim of this course is to give those new to the retail industry valuable insights and an awareness of the critical decisions, tasks and activities undertaken by retail commercial teams.

## Course Objectives

By the end of this course, you will be able to:

- Display awareness of the retail industry and appreciate current trends and complexities affecting retailers today
- Identify the retail cycle and roles within the business
- Describe high level retail cycle activities
- State key calculations and drivers used within organisations

## Course Modules

1. The retail landscape
2. The retail cycle
3. Retail structures
4. Financial planning
5. Customer, markets & competition
6. Product and range planning
7. Supply base and sourcing
8. Supply chain and logistics
9. Allocation and launch
10. Trading





# UNDERSTANDING RETAIL: CALCULATIONS & JARGON

The aim of this course is to help those new to retail buying and planning and understanding of retail jargon, the various KPI's and how to apply these calculations.

## Course Objectives

By the end of this course, you will be able to:

- Comprehend the most common retail terms and acronyms
- Carry out key calculations and understand how these are used in a retail organisation

## Course Modules

1. Calculations
2. Retail jargon buster



# FOUNDATIONS OF BUYING & MERCHANDISE PLANNING

The aim of this course is to cover the theory behind the tasks and decisions taken at each stage of the product lifecycle as well as key retail financials, markdown and promotions and how to manage suppliers.

## Course Objectives

By the end of this course, you will be able to:

- Recognise how the buyer and planner work collaboratively
- Define how to develop a pre-season financial plan for a category
- Demonstrate the considerations in planning a range and the importance of the customer
- Evaluate the impact of markdown on sales & profits
- Demonstrate how to best manage and align suppliers to a category

## Course Modules

1. The world of buying & planning
2. Pre-season planning
3. Maximising sales & profits
4. Managing suppliers



# THE SUITE OF FOURTEEN

Whilst each course is independent of the others, learners who complete all fourteen will develop a comprehensive understanding of Planning, Buying and Trading – from the key principles through to a detailed exploration of commercial techniques and activities.

## Recommended audience:

- Buyers or Assistant/ Trainee buyers
- Assistant/Trainee planners
- Allocators/Inventory Analysts
- Planners may find these useful as a refresher

# 1. CREATING A STRATEGY

The aim of this course is to provide you with an understanding of how to create a departmental strategy.

## Course Objectives

By the end of this course, you will be able to:

- Define a strategy and state the benefits of developing one
- State which roles have an input into creating a strategy and how each will benefit the process
- Identify the inputs into a departmental strategy
- Interpret and evaluate the outputs to develop targets & strategic goals

## Course Modules

1. Business strategy and its purpose
2. The customer
3. Internal influences
4. External influences
5. Developing a department strategy



## 2. MERCHANDISE PLANNING

The aim of this course is to enable you to create robust financial plans that will deliver phased sales, stock and intake targets at department and category level.

### Course Objectives

By the end of this course, you will be able to:

- State how and why we create a pre-season merchandise plan
- Describe the way in which the merchandise plan is broken down
- Create departmental sales plans
- Plan stock levels and phase intake over time to deliver sales objectives taking into account seasonality
- Demonstrate the ability to manage Open to Buy (OTB)
- Plan promotions and markdowns in order to maximise sales and manage seasonal stock

### Course Modules

1. The pre-season merchandise plan
2. Planning sales
3. Category planning
4. Phasing sales
5. Planning markdown
6. Planning stock
7. Managing intake and OTB
8. Planning margin



### 3. ASSORTMENT PLANNING & RANGE BUILDING

The aim of this course is to enable delegates to create an option-based framework that will deliver a customer focused, balanced range to stores and online.

#### Course Objectives

By the end of this course, you will be able to:

- Explain why we group stores for planning purposes
- Describe how space can be used to drive out stock and inventory requirements
- Explain how to determine range width and depth; planning the number of options to buy and the quantity to buy of each option
- Identify the assortment planning levers and how they can be manipulated to create the optimum range
- State the purpose of the range sign off meeting within the range planning process

#### Course Modules

1. The range building process
2. Planning space
3. Planning options: determining the buy
4. Grouping stores
5. The assortment plan
6. Range building
7. The range sign off meeting



## 4. ORDER MANAGEMENT, ALLOCATION & REPLENISHMENT

The aim of the course is to help you to understand the end-to-end process involved in stock management.

### Course Objectives

By the end of this course, you will be able to:

- Explain the stages of the stock journey
- Identify the benefits of using a critical path and delivery schedule
- State the factors you would consider when planning an initial allocation and subsequent replenishment
- Describe how to manage commitment to meet ideal stock levels

### Course Modules

1. Stock management overview
2. Critical path management
3. Planning allocation
4. Replenishment
5. Managing commitment



## 5. EVALUATING PERFORMANCE

The aim of this course is to enable you to evaluate the weekly performance of your department.

### Course Objectives

By the end of this course, you will be able to:

- State the different KPIs that are used to evaluate weekly trading performance
- List and describe the different types of common trading reports and their uses
- Propose a checklist of actions in response to best and worst line level performance
- Relate department performance to department goals

### Course Modules

1. Evaluating weekly trade
2. Interpreting trading reports at department and category level
3. Interpreting trading performance at line level
4. Weekly performance vs strategic objectives





## 6. IN-SEASON MANAGEMENT

The aim of the course is to introduce delegates to in-season forecasting and to demonstrate how reacting to trade can optimise departmental performance.

### Course Objectives

By the end of this course, you will be able to:

- Explain why retailers re-forecast sales in-season
- State the techniques retailers use to forecast
- Explore the impact of forecasting for over and under performance
- Describe how you can manage sales and stock at the end of the season in order to safeguard profit

### Course Modules

1. What is in-season management
2. The WSSI as an evaluation tool
3. Using the WSSI as a forecasting tool
4. Taking action
5. Managing end of season product

## 7. MANAGING KEY LINES

The aim of this course is to enable you to plan and manage key (core) lines.

### Course Objectives

By the end of this course, you will be able to:

- State the benefits of planning and forecasting key lines
- List what you would consider when planning and forecasting key lines
- Create a plan a for a key line
- Describe how to manage key lines in-season to maximise profitability

### Course Modules

1. Overview of key lines
2. Planning key lines
3. Forecasting and managing key lines

## 8. PRICE MANAGEMENT

The aim of this course is to enable delegates to propose methods of managing prices that will optimise the trading departmental margin.

### Course Objectives

By the end of this course, you will be able to:

- State the considerations for setting initial prices
- Define the different types of price change and when they can be used
- Calculate profitable promotions
- Interpret performance to determine clearance markdown criteria

### Course Modules

1. Initial price setting
2. Types of price changes
3. Promotions
4. Clearance markdown



## 9. INTRODUCTION TO NEGOTIATION SKILLS

The aim of this course is to enable you to plan, prepare and execute negotiations more effectively. It's the only course written by buyers for buyers that focuses solely on retail negotiation skills. A perfect partner with *The Journey from Cost to Profit*. Includes \*TKI® assessment.

### Course Objectives

By the end of this course, you will be able to:

- Define what a negotiation is
- Establish the business objective of a negotiation
- Identify why conflict occurs, how to respond to it and how to deal with it
- Use a six-step framework to plan, conduct and conclude negotiations
- Define tangible actions to become more efficient and effective in future negotiations

### Course Modules

1. Introduction to negotiation
2. Negotiation objectives
3. Conflict in negotiation
4. The six-step framework

*\*The Thomas-Kilmann conflict mode instrument is included in this course*



# 10. THE JOURNEY FROM COST TO PROFIT

The aim of this course is to enable delegates to appreciate how they can influence the profitability of the business through commercial costing and sourcing decisions. A perfect partner with *Introduction to Negotiation Skills*.

## Course Objectives

By the end of this course, you will be able to:

- Identify the different components that make up the final cost of a product
- State how and when each cost component is applied
- Describe the benefits of open costings and cross costings
- Demonstrate an understanding of how your sourcing decisions can impact both the intake and the final margin of your range

## Course Modules

1. Components of cost
2. Commercial costing decisions
3. Costing and the final margin



# 11. SUPPLIER MANAGEMENT

The aim of this course is to enable delegates to work effectively and commercially with their supply base.

## Course Objectives

By the end of this course, you will be able to:

- Describe the benefits of strong supplier relationships
- Determine ways in which suppliers can be grouped to aid business decisions
- Explain the ways in which supplier performance can be assessed
- Explore best practice methods of supplier communication and review
- Provide an approach to managing problems with suppliers and exiting a supplier relationship professionally

## Course Modules

1. Successful supplier relationships
2. Grouping suppliers
3. How to build long-term supplier relationships
4. New suppliers
5. Exiting a supplier relationship

## 12. SOURCING

The aim of this course is to show how their sourcing decisions can impact costs, flexibility and customer perceptions. It is the perfect partner to Supplier Management.

### Course Objectives

By the end of this course, you will be able to:

- Describe the different ways of sourcing product
- Define international shopping and sourcing terminology
- Demonstrate how to calculate a landed cost price
- Discuss the importance of ethical and sustainable sourcing and the impact global cultures can have on business relationships

### Course Modules

1. Sourcing Strategy
2. Sourcing ethically and sustainably
3. Types of sourcing
4. Sourcing terminology
5. Cultural considerations

## 13. BUYING TRIPS & FACTORY VISITS

This short course is designed to act as a companion to the courses on Supplier Management and Sourcing. The course explains how to go about planning for and then conducting buying trips and factory visits.

### Course Objectives

By the end of this course, you will be able to:

- Plan for a buying trip or factory visit including planning objectives and essential pre trip preparation
- Conduct and evaluate a buying trip or factory visit

### Course Modules

1. Planning a buying trip or factory visit
2. Conduct a buying trip or factory visit





# 14. STORE VISITS & COMPETITOR SHOPPING

The aim of so this course is to help you prepare for and undertake really effective visits, to both the stores in your own business and those of your competition, be they physical stores or online selling channels.

## Course Objectives

By the end of this course, you will be able to:

- Prepare practical plans for visits
- Develop meaningful objectives for visits
- Identify and better understand your and your competitors' customers
- Organise findings and prepare action plans

## Course Modules

1. Preparing for a store visit
2. Conducting a store visit
3. Competitor shops
4. Following up your visit



# FASHION & HOME COURSES

These courses have been specifically developed for those working in apparel, footwear, accessories, furniture and homeware markets. They are designed to accelerate the acquisition of product and market knowledge, something that is usually learnt on-the-job over a long period, thereby increasing overall understanding and speeding their contribution to the team.

They can be purchased as individual modules or as complete courses.

## Recommended audience:

- Assistant/ Trainee buyers
- Buyer's Admin
- Marketing Assistant (some)



# 1. HISTORY OF FASHION RETAIL

The aim of this course is to give context to those people working in the industry around the development of the retail market from 19<sup>th</sup> century to present day.

## Course Objectives

By the end of this course, you will be able to:

- Describe the way the retail has changed and developed over the past 200+ years
- Outline the key influential retailers and what they did differently that made them successful

## Course Modules

1. 19<sup>th</sup> century retail and the rise of the department store
2. 20<sup>th</sup> century retail and the rise of speciality retail and the shopping mall
3. 21<sup>st</sup> century retail and the rise of e-commerce



## 2. THE GLOBAL FASHION MARKET TODAY

The aim of this course is to allow those newer to the industry who have not had the opportunity to travel overseas to gain an understanding of the size, structure and composition of the overall global fashion market.

### Course Objectives

By the end of this course, you will be able to:

- Describe the size and structure of the global fashion market
- Differentiate between major global brands in each market segment
- Recognise the brand handwriting and brand strengths of major brands in the market
- Explain the background, history and growth of the major retail groups

### Course Modules

1. Introduction to the global fashion market today
2. \*The luxury market
3. \*Premium & mid-market
4. \*Fast fashion
5. Off-price & discount

\* Can be purchased as individual modules



### 3. TRENDS & PRODUCT DEVELOPMENT

The aim of this course is to give those who are moving into the buying stream (who do not have a fashion design background) the opportunity to learn the key creative skills required. This would suit someone who is moving from stores or planning into the buying stream, or someone who is moving from general merchandise.

#### Course Objectives

By the end of this course, you will be able to:

- Identify the key fashion looks and details of various periods of history and comprehend how garments fit
- Outline the theory of colour and how to develop a commercial colour palette
- Recognise trends and distinguish between different trade shows
- Determine the difference between fibres and fabric structures and assess their suitability

#### Course Modules

1. \*History of Fashion
2. \*Colour
3. \*Trends & Trade Shows
4. \*Fibres & Fabrics (with glossary)
5. Silhouette, shape & fit

\* Can be purchased as individual modules



## 4. SUSTAINABILITY IN RETAIL

Sustainability is growing in importance to the customer. The aim of this course is to assist those working in buying, planning and product development understand some of the issues being faced in their product area so that they can develop a departmental sustainability strategy with short-, medium- and longer-term goals.

It is recommended that this online learning immersive is undertaken in conjunction with the half-day team sustainability workshop.

### Course Objectives

By the end of this course, you will be able to:

- Define what sustainability means in today's market
- Determine the key issues affecting your business
- Prepare strategic initiatives that improve the sustainability of your business

### Course Modules

1. Introduction to sustainability
2. Understanding the issues I: Raw materials & Sourcing
3. Understanding the issues II: People & Community
4. Understanding the issues III: Power, Fuel & Waste
5. Developing sustainability initiatives



# AUDIENCE GUIDE

AUDIENCE GUIDE	Understanding Retail: The Product Lifecycle	Foundations of Retail: Merchandise & Jargon	Foundations of Buying & Merchandise Planning	Creating a Strategy	Assortment Planning	Order Management & Replenishment	Evaluating Performance	In-season Management	Managing Key Lines	Price Management	The Journey From Cost to Profit	Supplier Management	History of Fashion Retail	The Global Fashion Market Today	Sustainability In Retail			
Number of Modules	10	2	4	5	8	7	5	4	5	3	4	4	3	5	5	3	5	5
Time to complete the course (Video and Content)	2hr 15m	1 hr	4hr 40m	3hr	3hr	3hr	2hr	2hr	3hr	1hr 30m	1hr 30m	1hr 30m	1hr 15m	1hr 20m	1hr 15m	1 hr 20m	3 hr	4 hr
New to retail any role / Onboarding	✓	✓																
Allocator/ Buying Admin/ Buying Assistant	✓	✓					✓									✓	✓	✓
Assistant Buyer/Planner			✓				✓	✓		✓	✓	✓	✓	✓	✓	✓	✓	✓
Trainee/Junior Buyer/Planner			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Buyer				✓	✓	✓			✓	✓	✓							✓
Planner				✓	✓	✓			✓									✓
Stores/Marketing/Finance	✓	✓														✓		✓

This table is a guide to the suggested course audience. Every retailer is different, please speak with us to get our recommendations for your business or enquire about our Assessment Centre.

# PRICING

Multi-course and multiple user discounts



# PRICING – SUITE OF FOURTEEN\*

Pricing has been set to provide exceptional value when training entire teams. So the more courses purchased and the more users, the less the cost per user per course.

The base price for one user undertaking one course is:

\*all prices listed here and on subsequent pages are exclusive of GST, which is applied for companies in Australia only

Course Name	Price \$
Buying Trips & Factory Visits	\$125
Store Visits & Competitor Shopping	\$180
Sourcing	\$300
Managing Key Lines	
Creating a Strategy	\$350
Order Management, Allocation & Replenishment	
Evaluating Performance	
Supplier Management	
In Season Management	
The Journey from Cost to Profit	
Price Management	
Merchandise Planning	\$400
Assortment Planning & Range Building	
Introduction to Negotiation Skills	\$550



## Pricing – Fashion & Home\*

Pricing shows entire course and individual modules.

As per previous page, discount is offered for multiple courses and multi-users.

The base price for one user undertaking one course is:

\*all prices listed here and on subsequent pages are exclusive of GST, which is applied for companies in Australia only

Course Name	Price \$
<b>History of Fashion Retail</b>	<b>\$79</b>
<b>The Global Fashion Market Today</b>	<b>\$350</b>
The Luxury Market	<b>\$125</b>
Premium & Mid Market	<b>\$125</b>
Fast Fashion	<b>\$125</b>
<b>Trends &amp; Product Development</b>	<b>\$400</b>
History of Fashion	<b>\$125</b>
Colour	<b>\$125</b>
Trends & Trade Shows	<b>\$125</b>
Fibres & Fabrics (with glossary)	<b>\$175</b>
<b>Sustainability in Retail</b>	<b>\$350</b>

# SUITE OF FOURTEEN/FASHION & HOME – MULTI-USER/MULTIPLE COURSE DISCOUNT

No of Courses	Discount %
1st course	0%
2nd course	10%
3rd course	15%
4th course	15%
5th course	20%
6th course	20%
7th course	25%
8th course	25%
9th course	30%
10th course	30%
11th course	30%
12th course	30%

For each subsequent course a user takes, the discounts on the course price applies.

e.g. If one user selects 4 courses, and they are priced at \$400, \$350, \$350 and \$300, total cost \$1,400 then the following prices will apply:

1<sup>st</sup> Course = \$400  
 2<sup>nd</sup> Course = \$315  
 3<sup>rd</sup> Course = \$297.50  
 4<sup>th</sup> Course = \$255  
 Total/user = \$1,267.50

**Saving = \$132.50**

No of Users	Discount %
0 to 3	0%
4 to 9	5%
10 to 14	10%
15 to 19	20%
20 to 29	30%
30 to 39	35%
40 to 49	40%
50 to 74	40%
74 to 99	40%
100 to 149	45%
150 to 199	45%
200 to 249	50%

For each subsequent user the discounts on the course price applies.

e.g. If there are 10 users taking those 4 courses, then there is an additional 10% discount applied. If there are 40 users, then there is an additional 40% discount.

40 users  
 1<sup>st</sup> Course = \$240  
 2<sup>nd</sup> Course = \$189  
 3<sup>rd</sup> Course = \$178.50  
 4<sup>th</sup> Course = \$153  
 Total/user = \$760.50

**Saving = \$507/user**



# UNDERSTANDING RETAIL: THE PRODUCT LIFECYCLE

## UNDERSTANDING RETAIL: CALCULATIONS & JARGON - PRICING

No of People	UR: Product Lifecycle		UR: Calcs & Jargon		BOTH COURSES	
1	\$ 300.00	\$ 300	\$ 150.00	\$ 150	\$ 400.00	\$ 400
5	\$ 285.00	\$ 1,425	\$ 142.50	\$ 713	\$ 377.50	\$ 1,888
10	\$ 270.00	\$ 2,700	\$ 135.00	\$ 1,350	\$ 355.00	\$ 3,550
15	\$ 240.00	\$ 3,600	\$ 120.00	\$ 1,800	\$ 310.00	\$ 4,650
20	\$ 210.00	\$ 4,200	\$ 105.00	\$ 2,100	\$ 265.00	\$ 5,300
30	\$ 195.00	\$ 5,850	\$ 97.50	\$ 2,925	\$ 242.50	\$ 7,275
40	\$ 180.00	\$ 7,200	\$ 90.00	\$ 3,600	\$ 220.00	\$ 8,800
50	\$ 180.00	\$ 9,000	\$ 90.00	\$ 4,500	\$ 220.00	\$ 11,000
75	\$ 180.00	\$ 13,500	\$ 90.00	\$ 6,750	\$ 220.00	\$ 16,500
100	\$ 165.00	\$ 16,500	\$ 82.50	\$ 8,250	\$ 197.50	\$ 19,750
150	\$ 165.00	\$ 24,750	\$ 82.50	\$ 12,375	\$ 197.50	\$ 29,625
200	\$ 150.00	\$ 30,000	\$ 75.00	\$ 15,000	\$ 175.00	\$ 35,000
250	\$ 197.50	\$ 49,375	\$ 97.50	\$ 24,375	\$ 245.00	\$ 61,250

The price if you buy both courses together is \$400 for one user, a saving of \$50.

The price drops per user so for 10 users, the price is \$355.50 per user and for 30 users, the price is \$242.40 dropping to \$220 for 50 users.

# FOUNDATIONS OF BUYING & PLANNING - PRICING

## Foundations of Buying & Merchandise Planning

No of People	1 Course			
1	\$	495.00	\$	495
5	\$	470.25	\$	2,351
10	\$	445.50	\$	4,455
15	\$	420.75	\$	6,311
20	\$	396.00	\$	7,920
30	\$	371.25	\$	11,138
40	\$	346.50	\$	13,860
50	\$	321.75	\$	16,088

The price of this course is \$495 for one user.

The price drops per user so for 10 users, the price is \$445.50 per user and for 30 users, the price is \$371.25 dropping to \$321.75 for 50 users.





# Thank you

For further information contact:

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