

THE CHALLENGE SERIES

Interactive Business Game



WHAT IS THE CHALLENGE SERIES?

An interactive learning experience aimed at getting the maximum performance from your commercial team...

Profit Challenge

- 1-day
- Focus: understanding profit levers and how to impact profit

Range Building Challenge

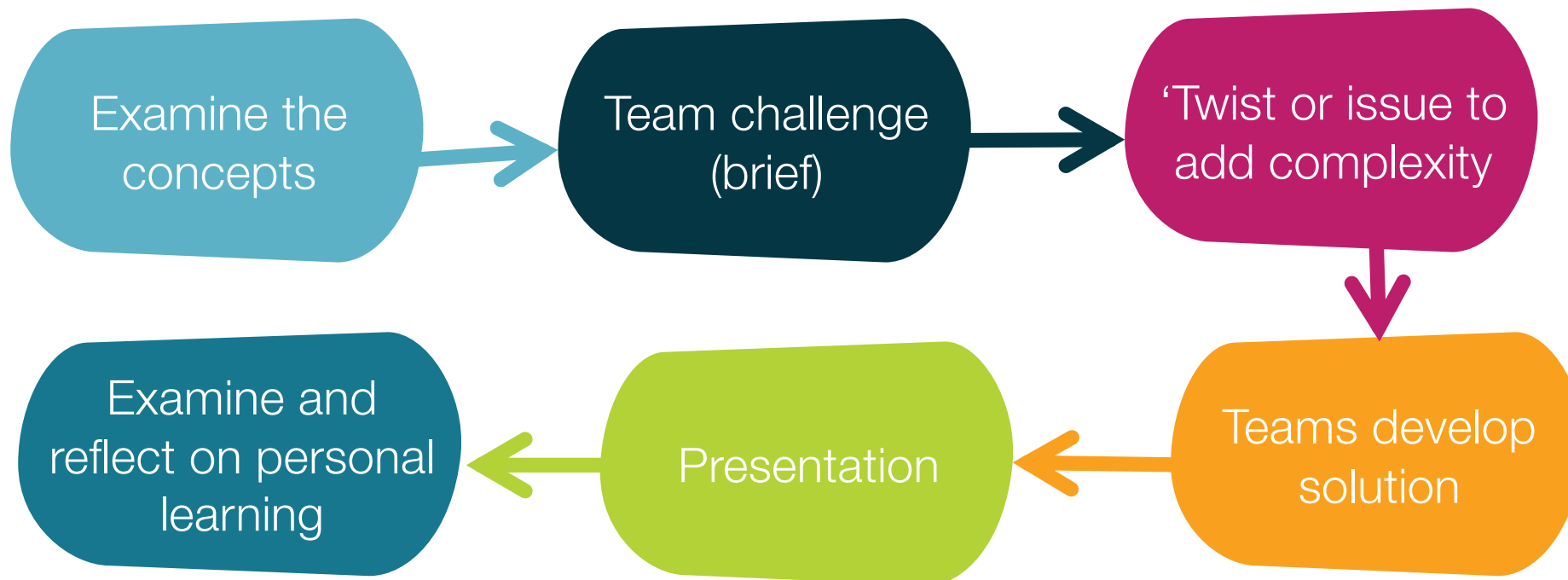
- 2-day
- Focus: developing a commercial customer focussed range

Trading Challenge

- 1-day
- Focus: optimising performance during trading conditions

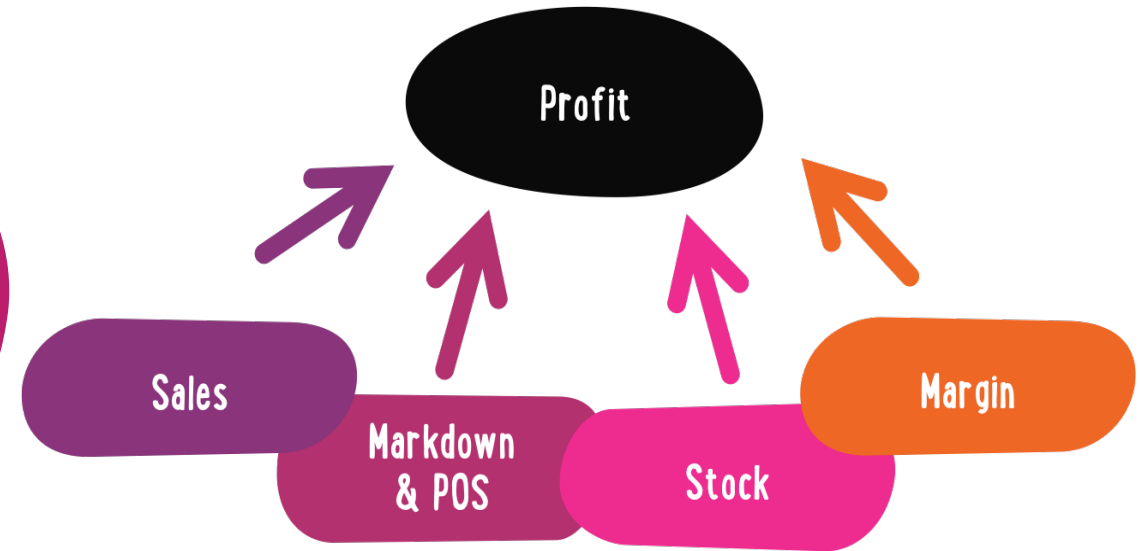
HOW DOES IT WORK?

Each business challenge caters for between 9 and 16 delegates and can be booked on its own, or as series of two or three sessions, which complement each other.



THE PROFIT CHALLENGE

Find solutions to delivering improved profit by considering the mechanics of profit and the impact your decisions have on the profitability of the business



The Brief:

- Teams explore the profit levers in a retail business
- Through a series of exercises, scenarios and challenges they learn how the decisions made by all functions within a team impact the team's profit
- Each team must develop an action plan documenting the steps they will take to improve the profitability of their product category

THE RANGE BUILDING CHALLENGE

A competitive, fast-paced, two-day learning experience centred on creating a customer focused and profitable range



The Brief:

- Teams are required to address all the complexities of modern retailing for a international multi-channel business
- Utilising and interpreting relevant documentation, they must develop a strategy in the context of their business and a commercial, profitable product range
- Over the two days, they prepare and deliver three key presentations, on which their range will be assessed

THE TRADING CHALLENGE

Is based on reacting to trading initiatives to optimise performance and secure profits in-season.



The Brief:

- Teams are challenged with trading a product category through a series of complex and challenging trading scenarios
- Utilising documentation they must review product performance and make customer-focused trading decisions
- Focussed on developing the team's commercial skills, they must present their actions for early season, mid-season and end-of-season

PRICING

CHALLENGE SERIES	1 workshop	2-5 workshops	6-11 workshops	12+ workshops
Range building challenge	\$13,800	\$12,420	\$11,730	\$11,040
Trading challenge	\$7,500	\$6,750	\$6,375	\$6,000
Profit challenge	\$7,500	\$6,750	\$6,375	\$6,000
Total for 3 programs	\$28,800	\$25,920	\$24,480	\$23,040
		*10% discount	*15% discount	*20% discount

- * The number of workshops is calculated over a 12-month period from the date of the first workshop for the calculation of discount.
- Prices are exclusive of GST, which will be applied at the current rate.
- Prices do cover all materials and facilitators but do not include travel expenses, venue or food and beverages.

WHO ARE FIRST FRIDAY?

First Friday is a training provider with its roots in retail.

They are our sister company and the largest specialist retail training provider in the UK with over 100 clients across Europe, UK & South Africa.

This series was developed by First Friday and is licenced to Numensa exclusively for ANZ.

<http://www.firstfriday.biz/>





Thank you

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