



Retail Management

Your Company Name

Agenda



To show market insights of the retail industry



To analyse global trends in retailing



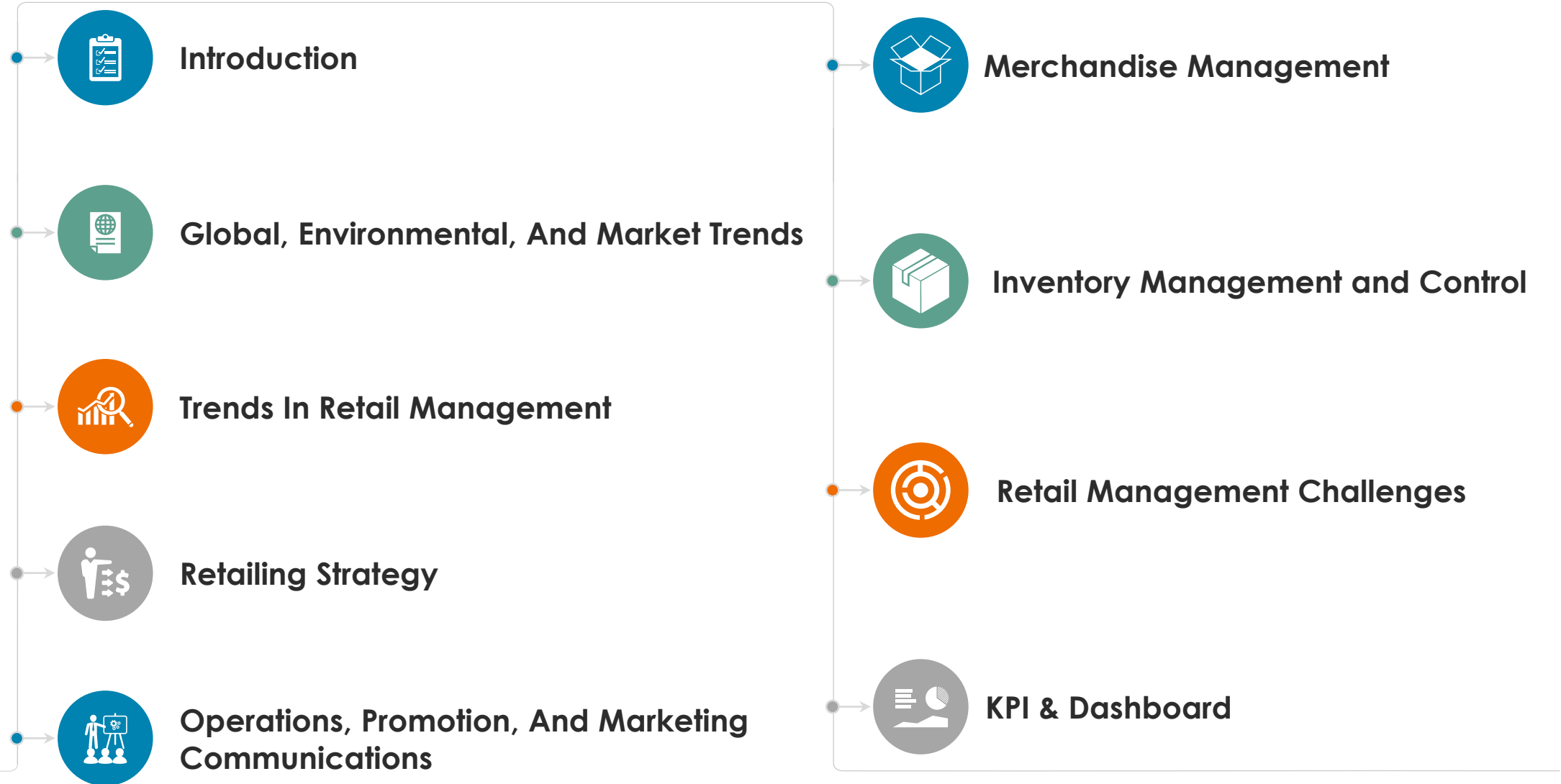
To review key activities



To evaluate financial performance



Content



Introduction



Types of Retail Formats



Key Drivers for Retail Growth

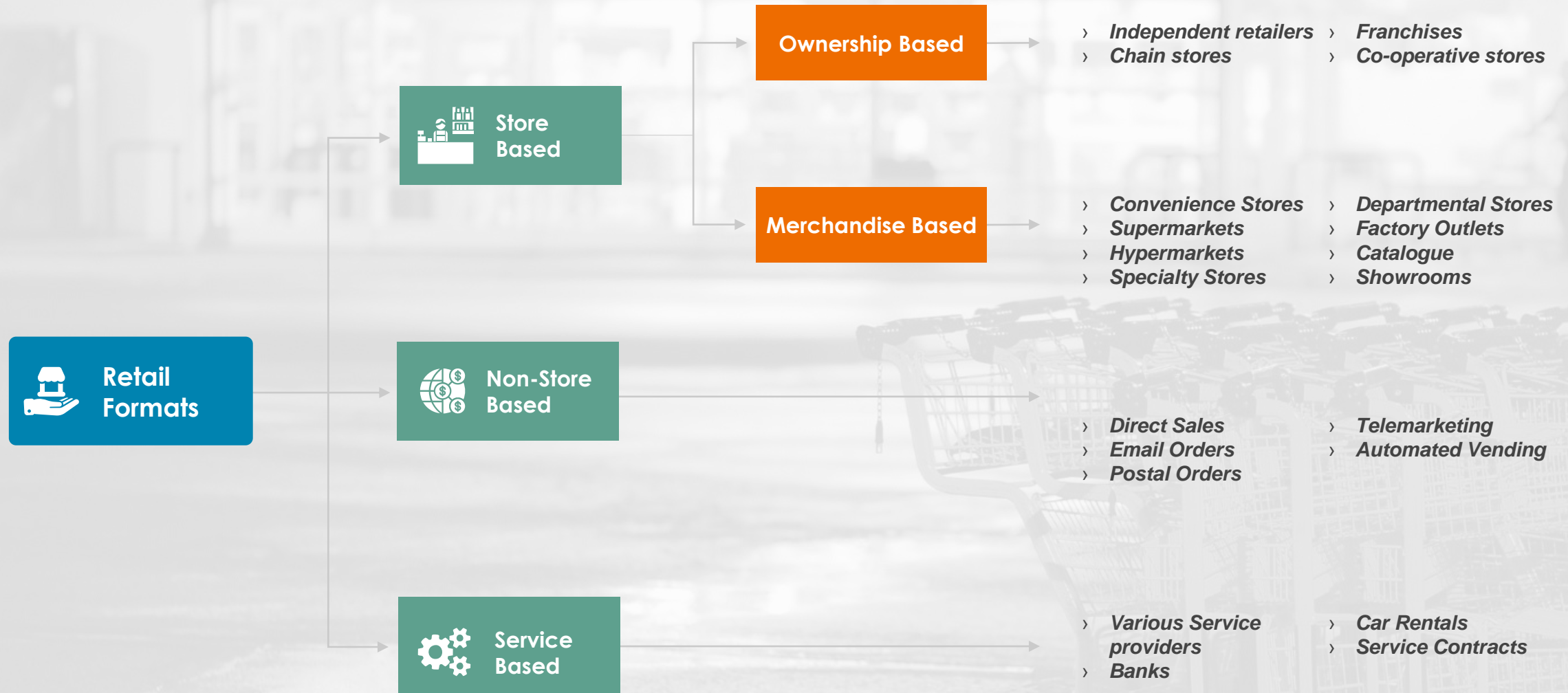


Key Statistics

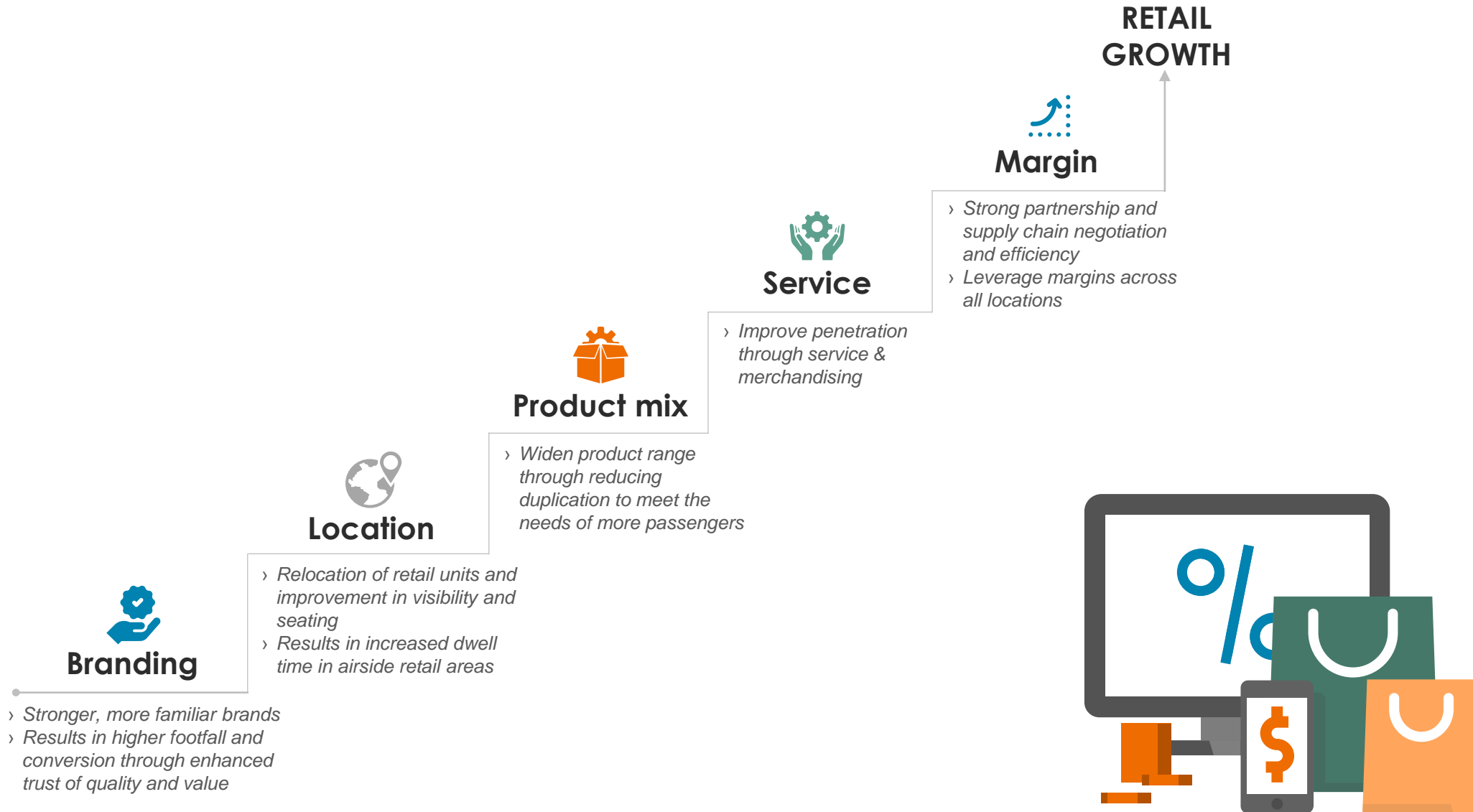


Building and Sustaining Relationships

Types of Retail Formats

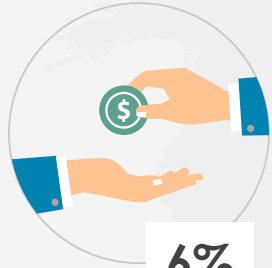


Key Drivers for Retail Growth



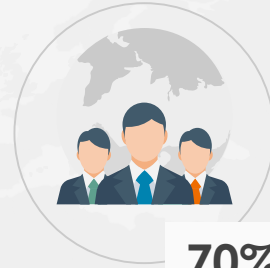
Key Statistics

FY2010-2015
Composite Compound annual
growth rate in retail revenue



6%

Top 250 retailers with
foreign Operations



70%

Composite net
profit margin



3.5%

Average size of Top 250
retail revenue



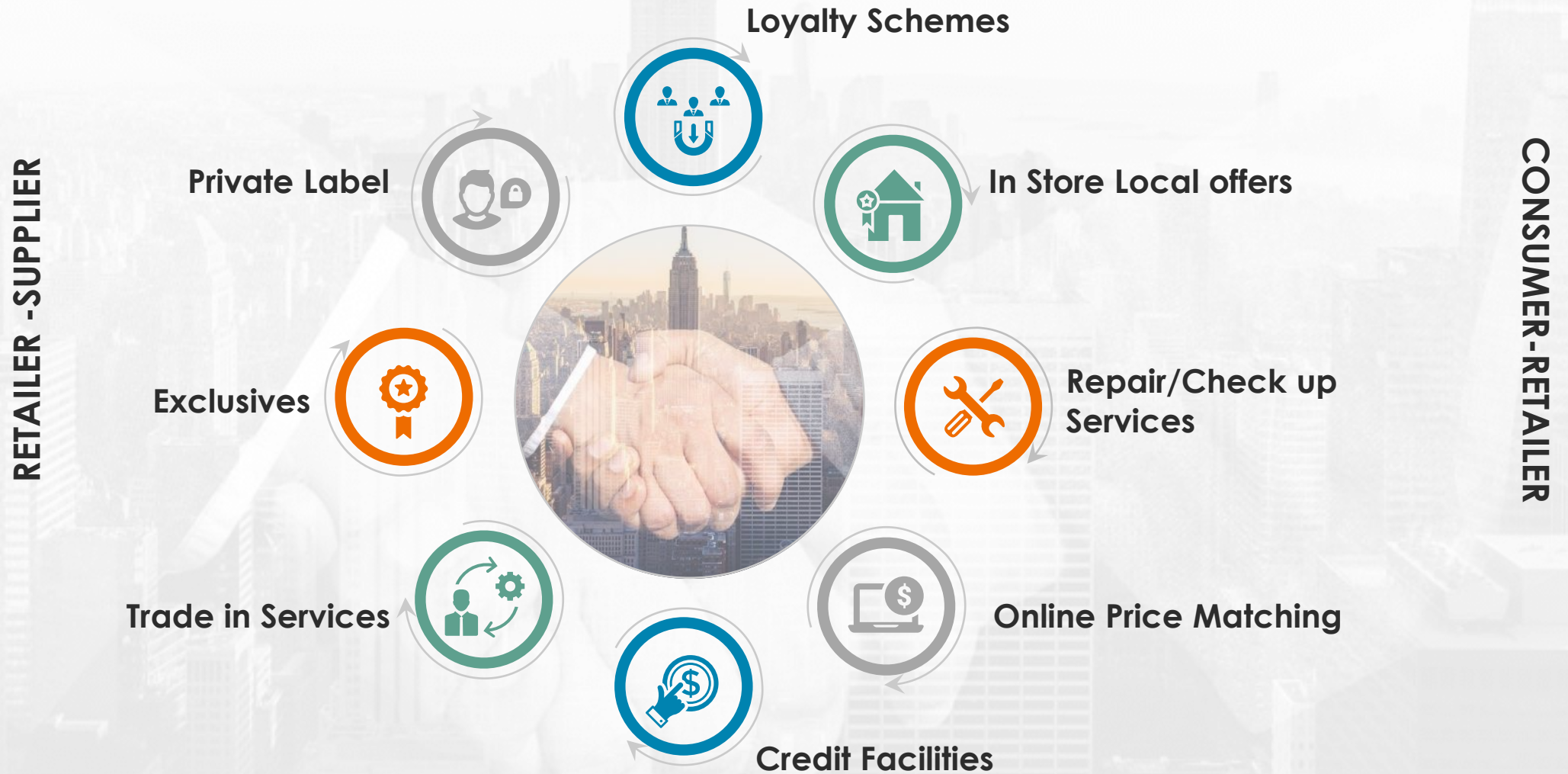
US \$19
Billion

Aggregate retail revenue
of Top 250



US \$3.21
Trillion

Building and Sustaining Relationships



Global, Environmental and Market Trends



Global Retail Trends Comparing Online and Non-online Sales



Retail Trends Shaping in Future



Environmental Trends: Role of Information technology in retail



Environmental Trends: Types of Retail Applications



Retail Market Trends



Understanding Retail Customers



Future Trends in Multi-channel Retailing



Retail Competition

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Retail Global Trends Comparing Online and Non-online sales

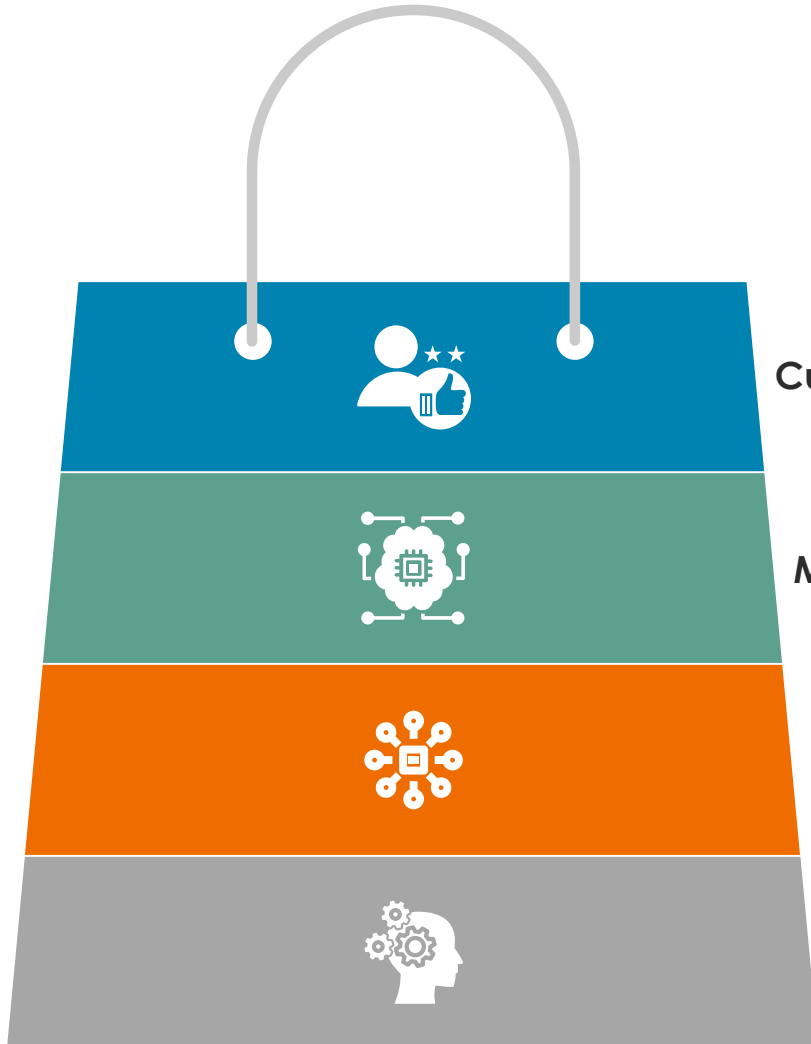


■ Online Sales ■ Non Online Sales



Global online Sales account for 19% of total retail sales

Retail Trends Shaping In Future



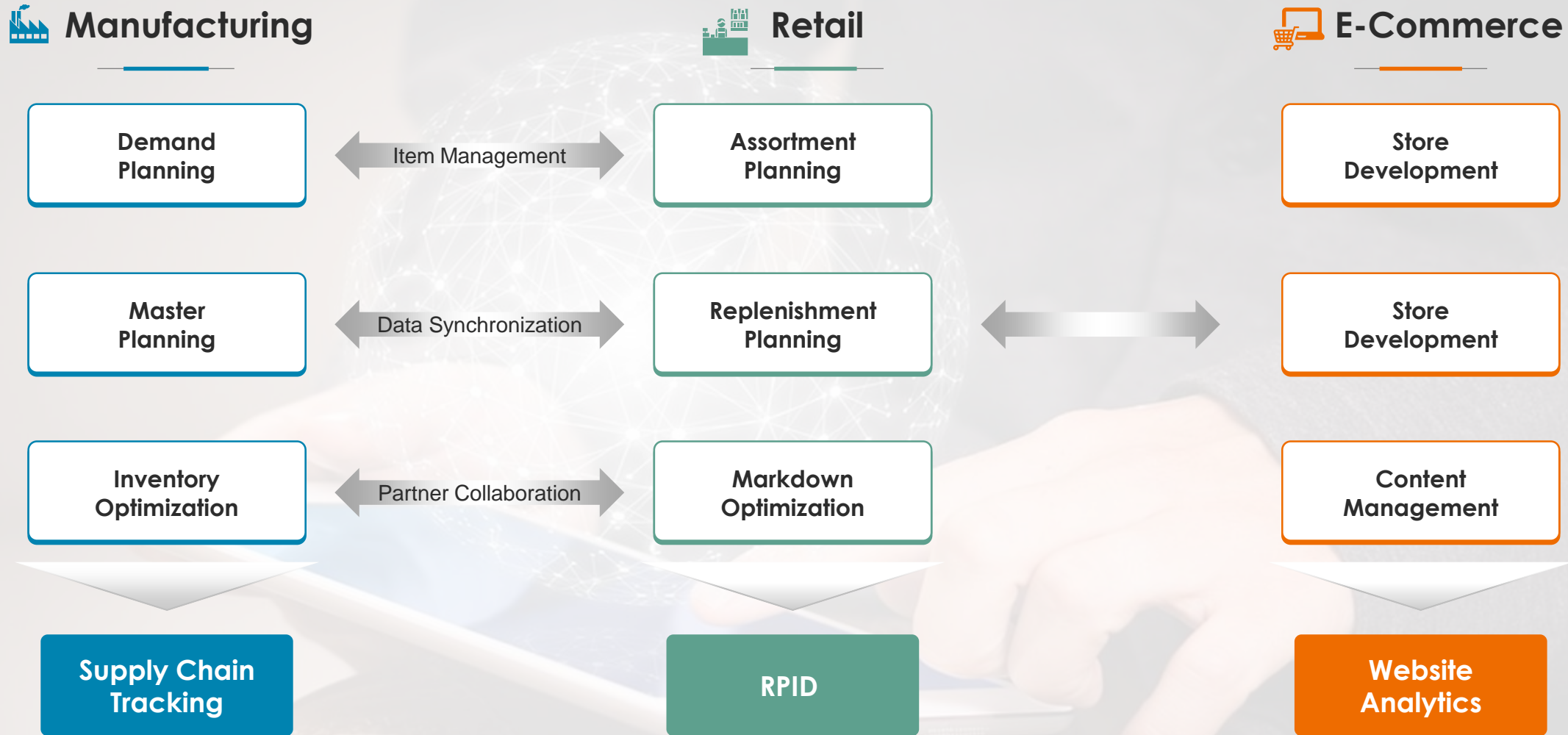
Customer Experience will be of vital importance for Retail Success

Machine Learning and AI will boom the online retail industry

Omnichannel retailing will be a key driver of sales

Customer will be much more aware and conscious in choosing a product

Environmental Trends: Role Of Information Technology in Retail

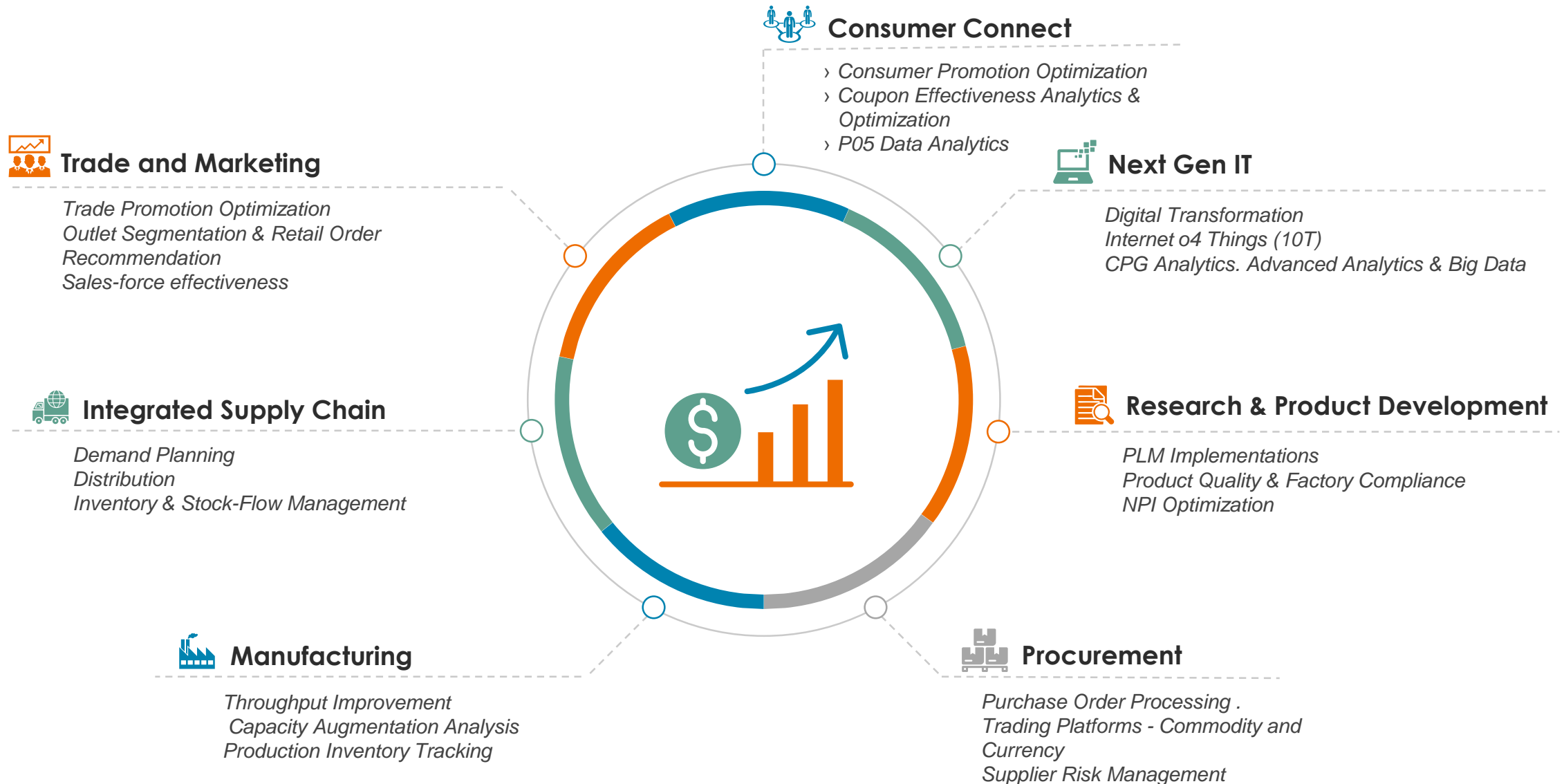


BUSINESS INTELLIGENCE

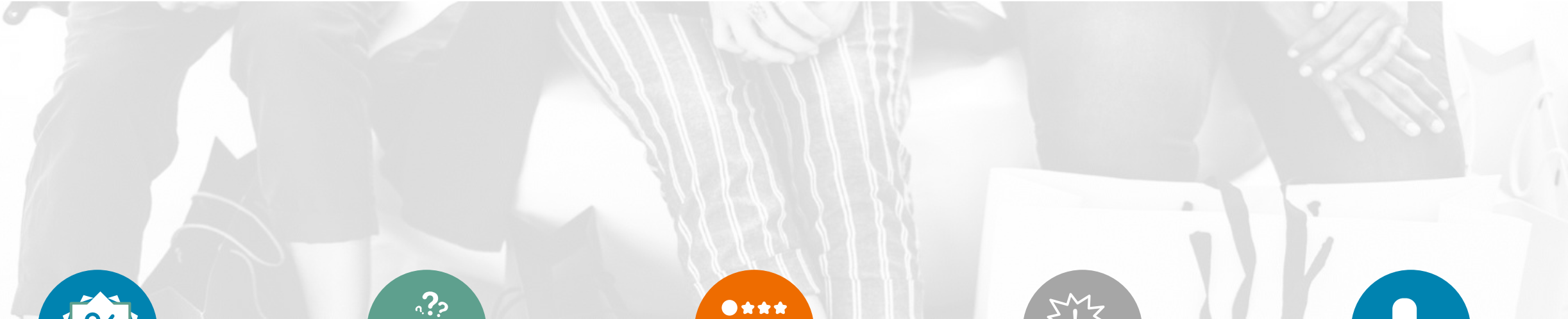
Environmental Trends: Types of Retail Applications



Retail Market Trends



Understanding Retail Customers



**Better offer
elsewhere**



**Product not
meeting needs**



**Poor
customer service**



**Problems getting
issues resolved**



**Didn't
feel valued**

Future Trends in Multi-Channel Retailing

Multi-Channel The new norm



.....of customers make multi-channel purchases

The rise of Social Media



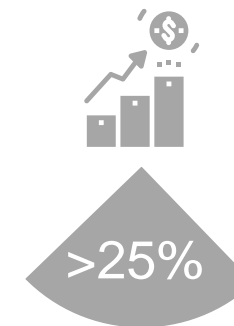
.....of customers trust peer recommendations

Mobile Commerce



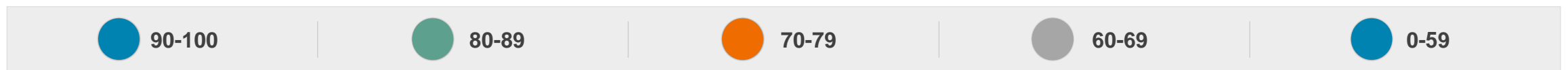
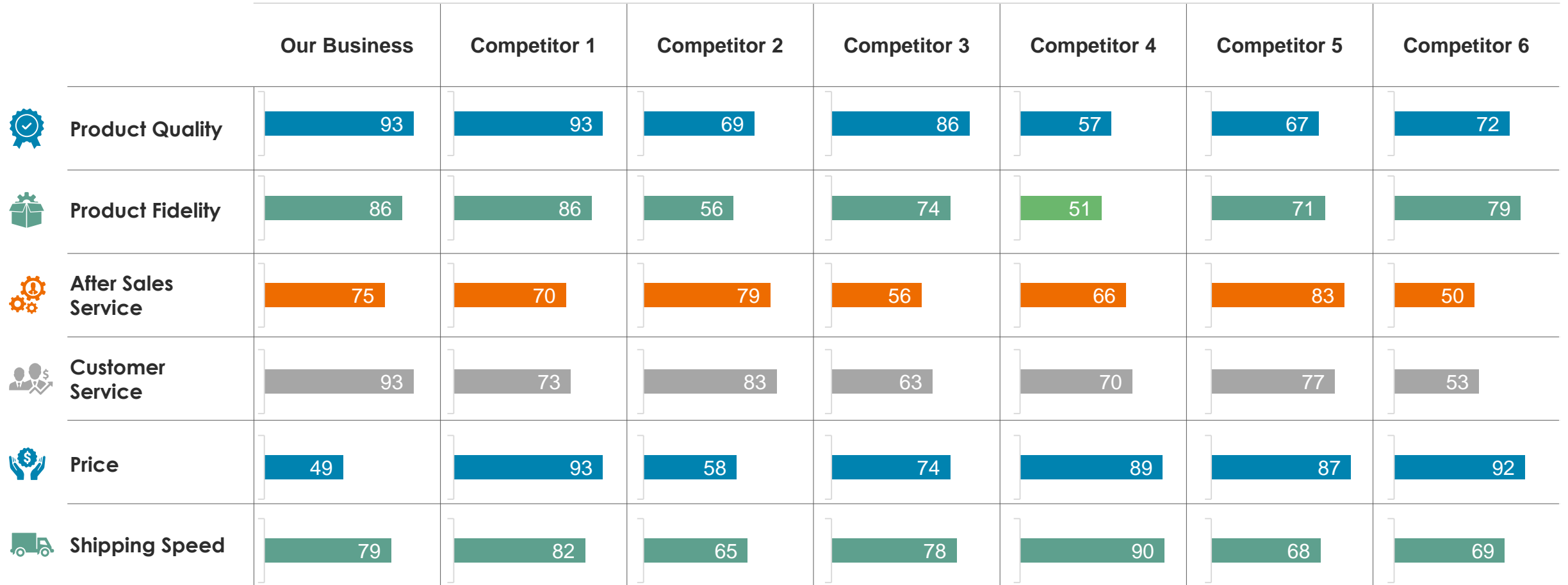
.....of smartphone users have made a purchase using a smartphone

Online Shopping



....growth over last year

Retail Competition



Trends In Retail Management



Target Audience Classification in Retail



Retail Sales by Product Category

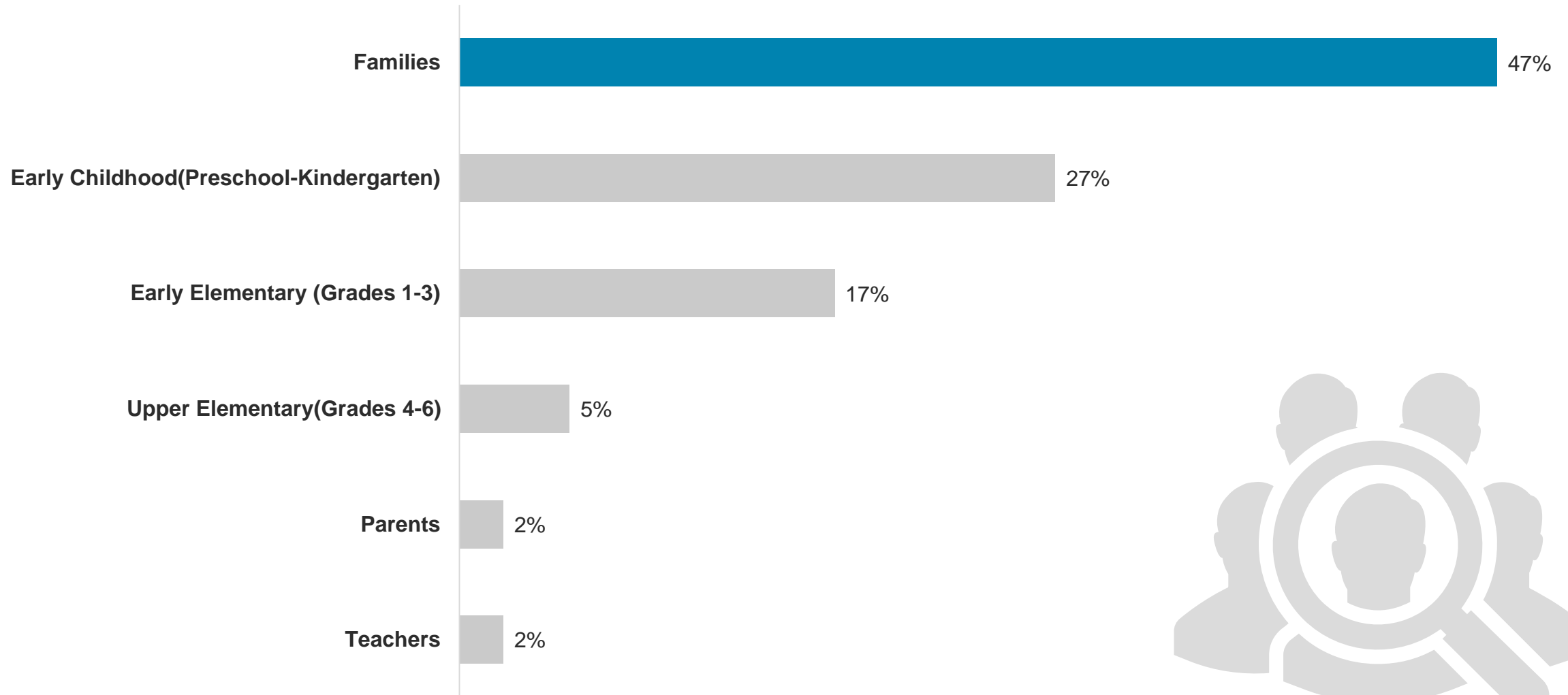


Which Pricing Strategy to Adopt

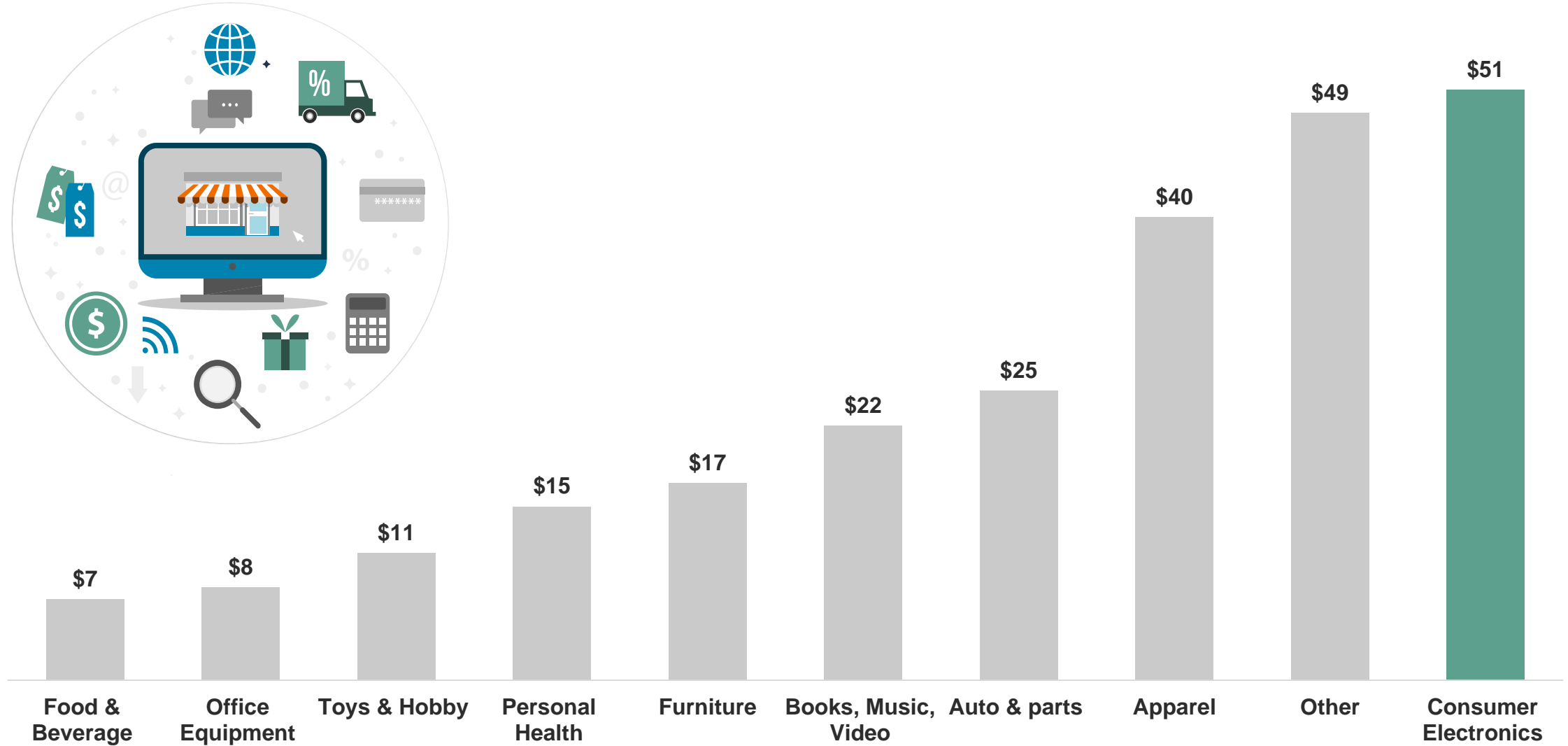


Stages of Product Distribution in Retail

Target Audience Classification In Retail



Retail Sales By Product Category



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Which Pricing Strategy To Adopt



Pricing at a Premium



Price Skimming



Pricing for Market Penetration



Psychology Pricing

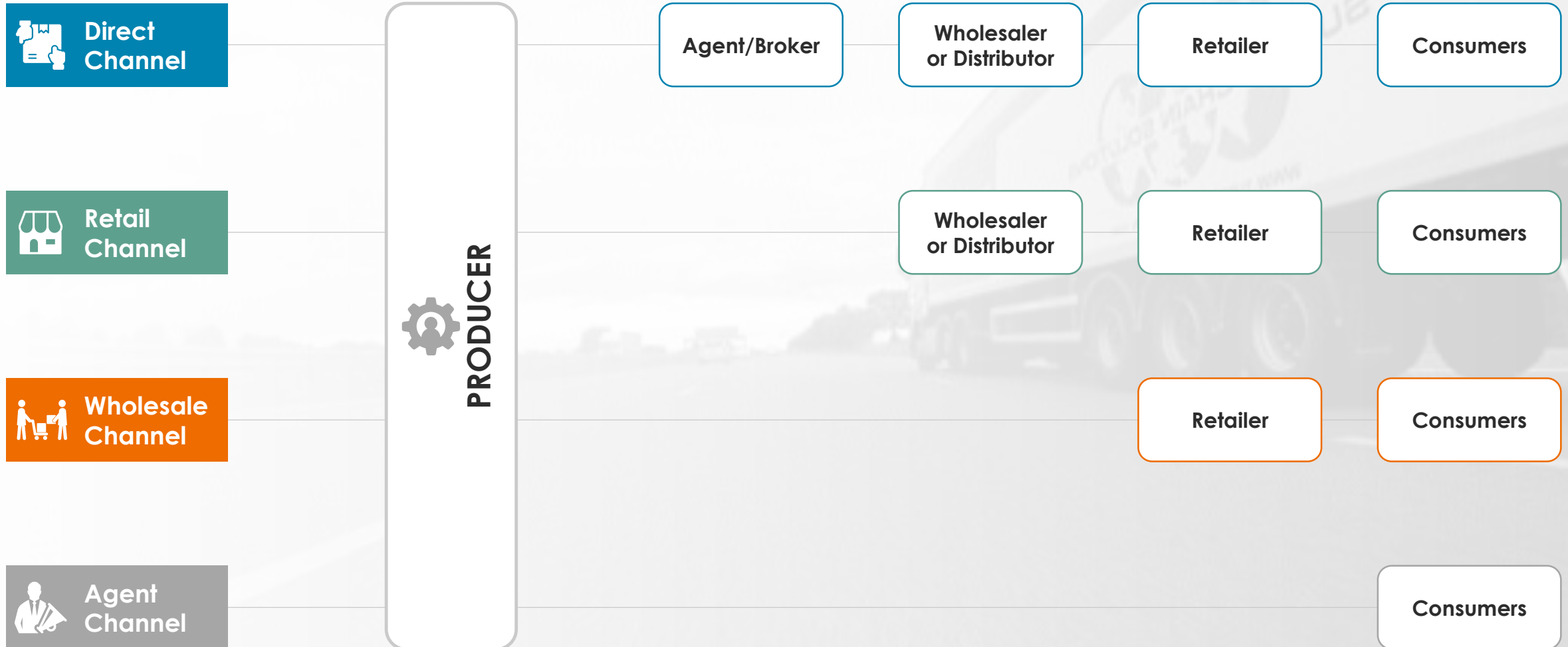


Economy Pricing



Bundle Pricing

Stages of Product Distribution In Retail



Retailing Strategy



Retail Market Strategy



Global Market Segmentation Strategy



Retail Financial Strategy



Retail Location Analysis Strategy



Human Resource Management: Division Of Retail Activities



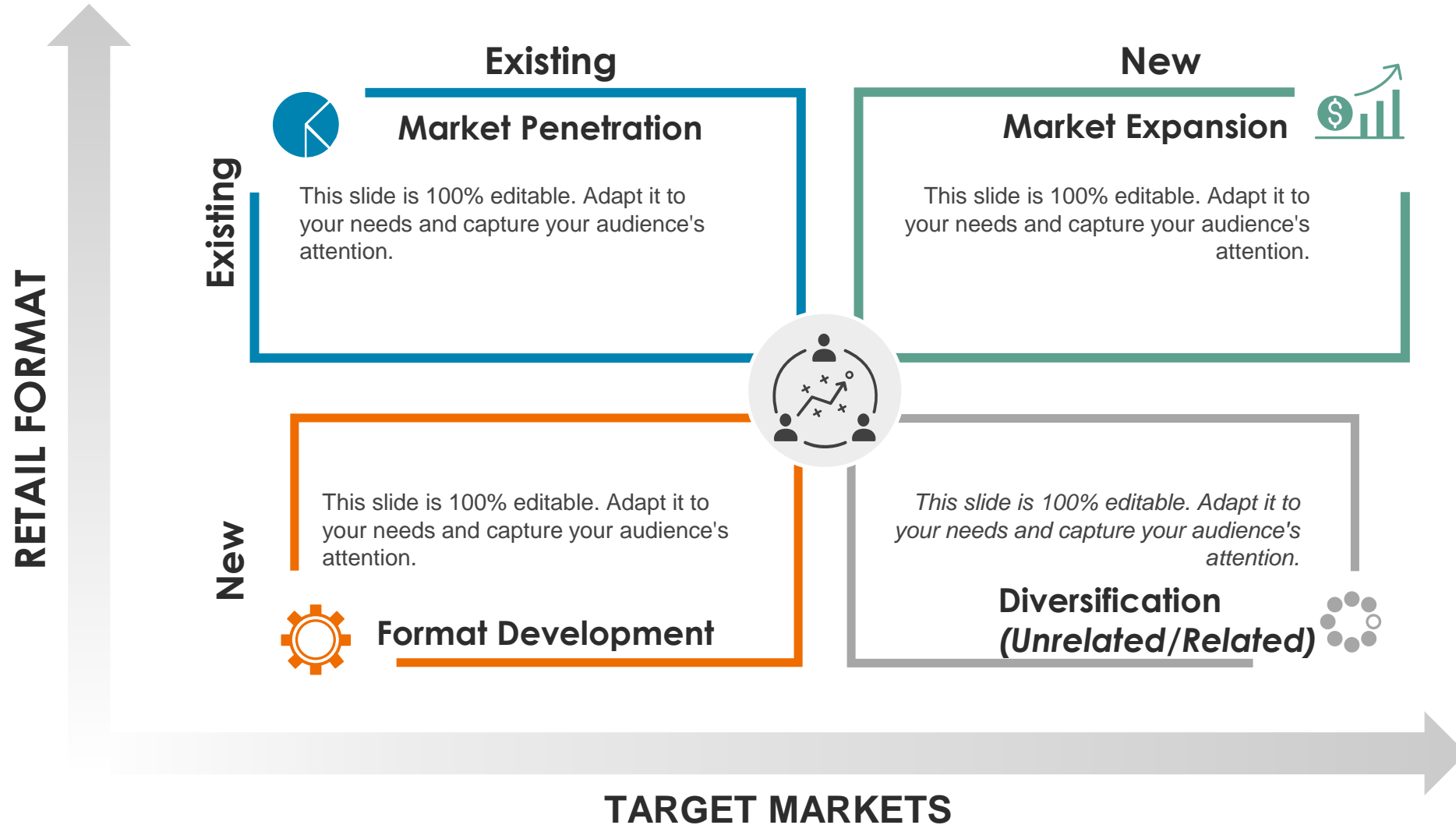
Human Resource Management: Retail Store Organizational Structure



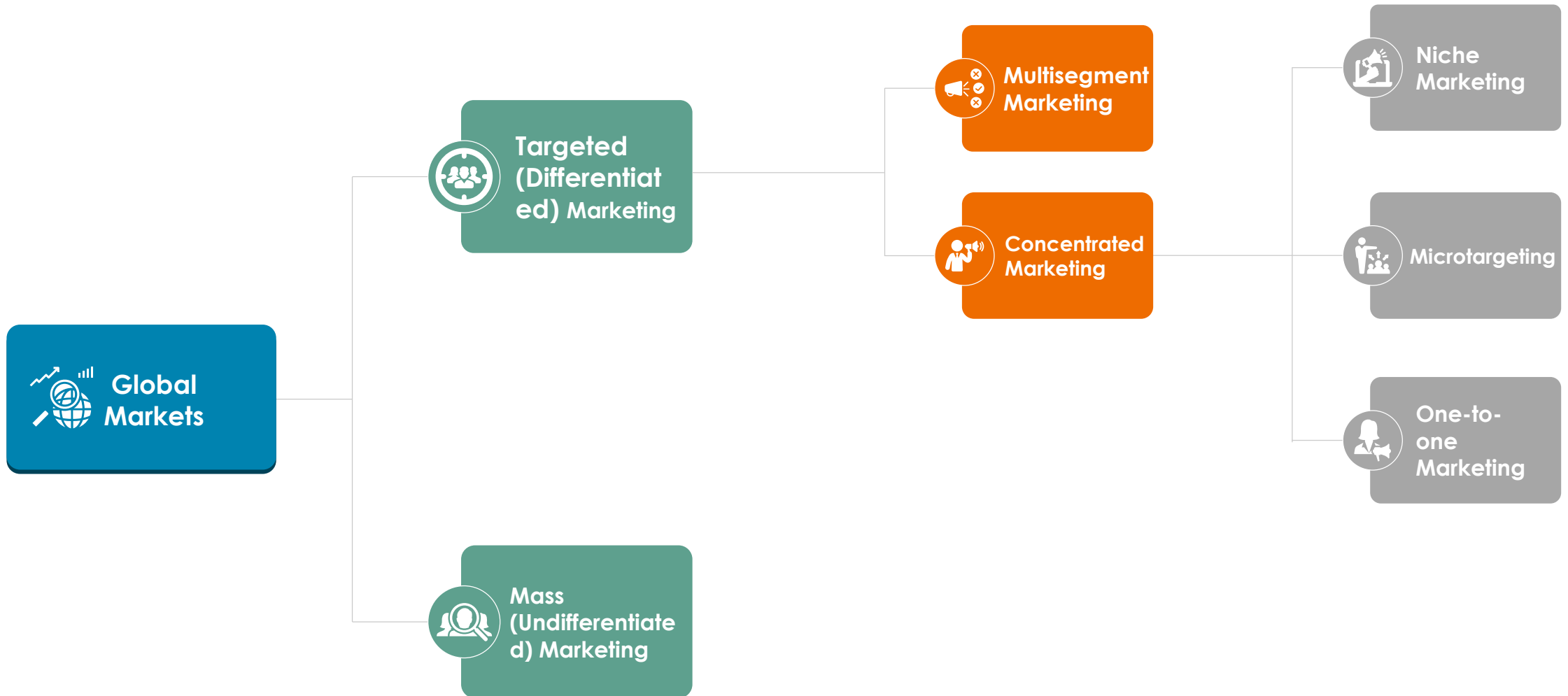
Information System and Supply Chain Management



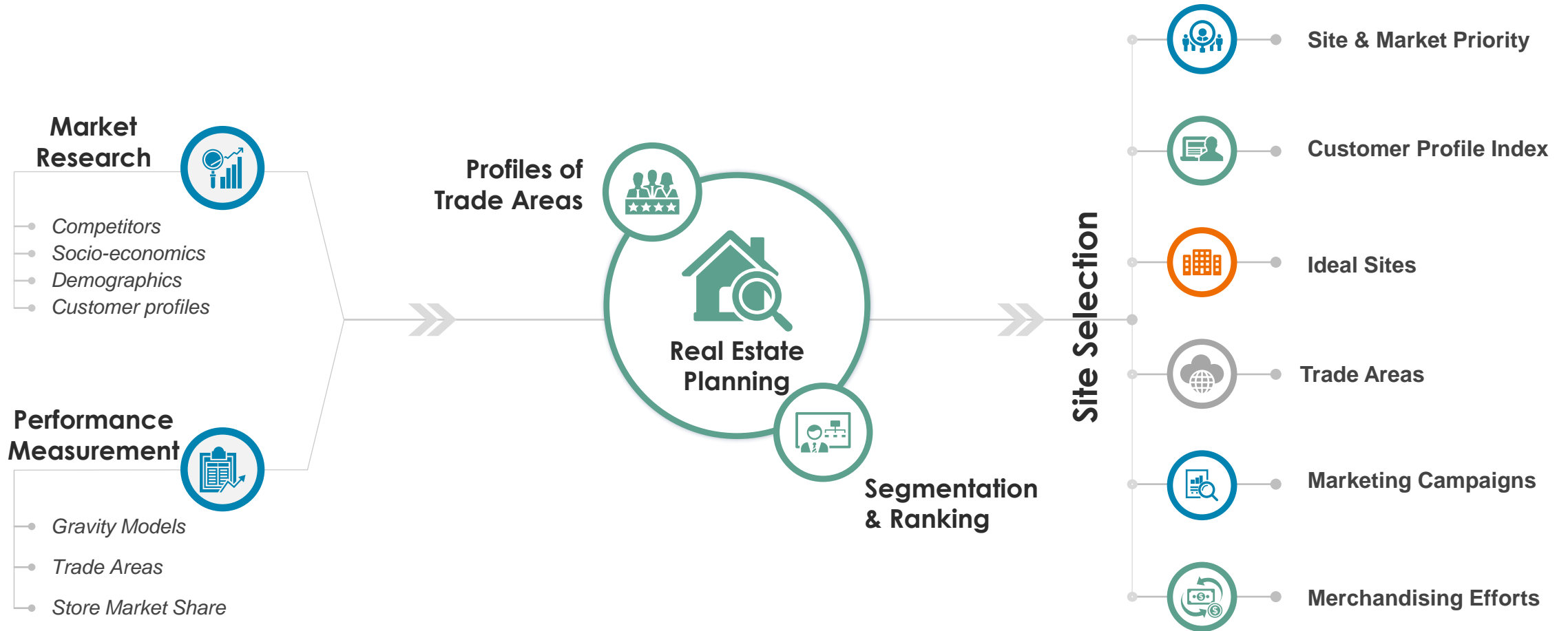
Retail Market Strategy



Global Market Segmentation Strategy



Retail Location Analysis Strategy



Human Resource Management : Division Of Retail Activities



Performer



Tasks



Floor Staff

- › *Arranging merchandise*
- › *Gift wrapping*
- › *Guide to customer*

- › *Add text here*
- › *Add text here*
- › *Add text here*



Inventory Staff

- › *Receiving inventory*
- › *Quality checking*
- › *Keeping record of issue and receipt*

- › *Add text here*
- › *Add text here*
- › *Add text here*



Cashier

- › *Ledger maintenance*
- › *Bills issuance*
- › *Providing carry bags*

- › *Add text here*
- › *Add text here*
- › *Add text here*



Customer Care Staff

- › *Inventory repairs*
- › *Attending queries*
- › *Complaint handling*

- › *Add text here*
- › *Add text here*
- › *Add text here*



HR Staff

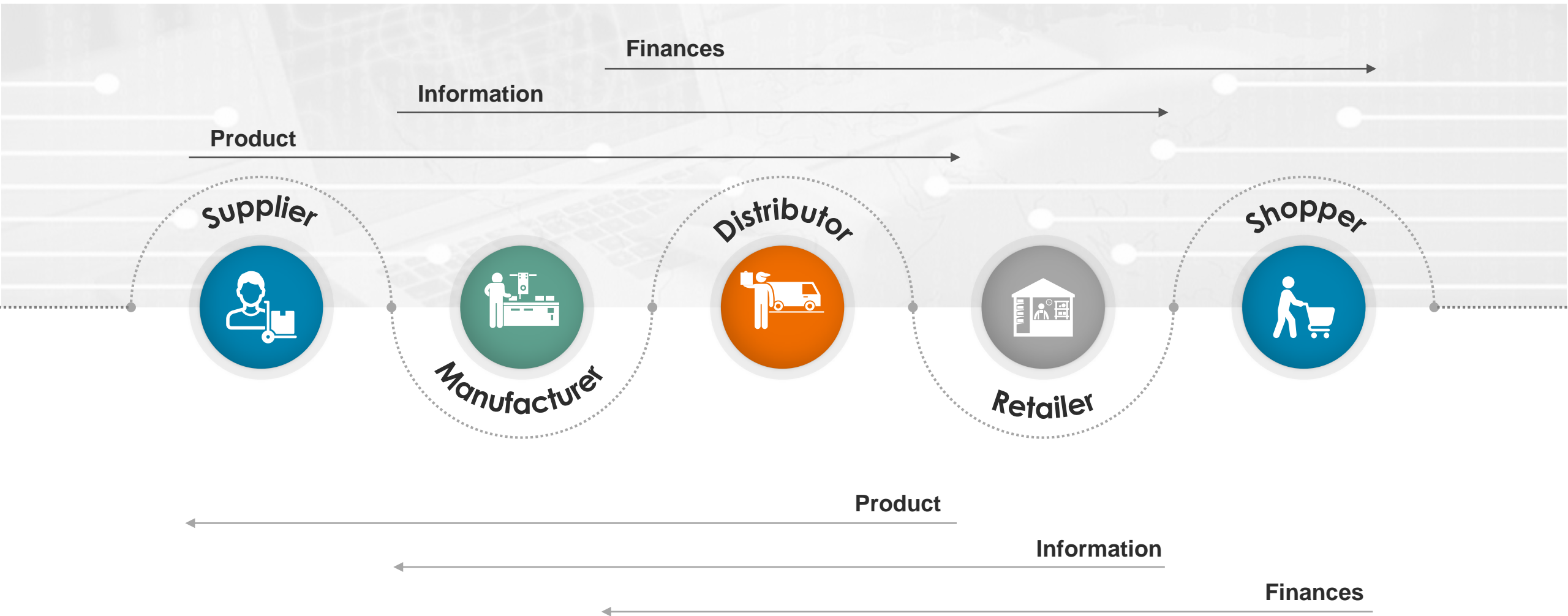
- › *Recruitment*
- › *Budgeting*
- › *Coordinating activities*

- › *Add text here*
- › *Add text here*
- › *Add text here*

Human resource management: retail store organizational Structure



Information System And Supply Chain Management



Operations, Promotion, & Marketing Communications



Retail Sales Promotional Mix Elements



Tools Used for Sales Promotion in Retail



Customer Loyalty Programme Options

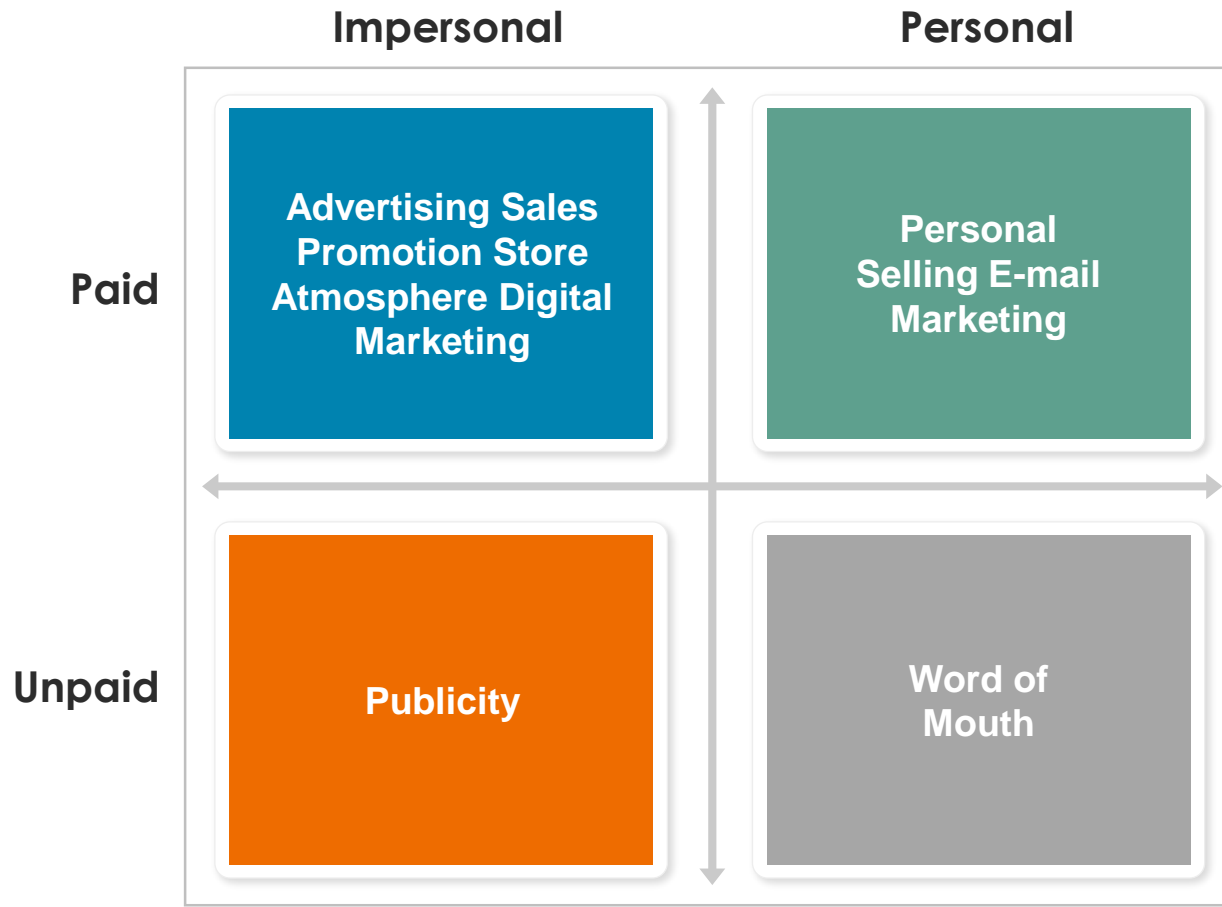


Need For Customer Loyalty Programs in Retail



Integrated Marketing Communications in Retailing

Retail Sales Promotional Mix Elements



01

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02

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03

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04

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Tools Used for Sales Promotion in Retail



Coupons



Contests



Demos



Samples



Frequent Shopper



Pop/ Pos



Prizes



Referral Gifts



2 For The Price Of 1

Customer Loyalty Program Option



Good



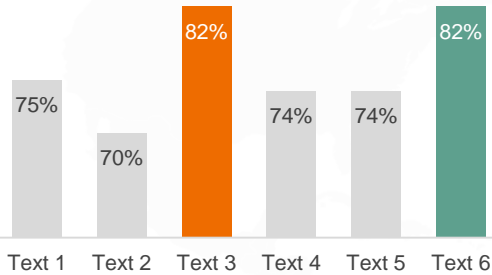
Bad

	Points	Earn points & redeem for rewards	<ul style="list-style-type: none"> › Offers control › Customer understands › Lower cost 	<ul style="list-style-type: none"> › Discount has to be large (+10%) › No control
	Discount	Immediate discount for presenting card	<ul style="list-style-type: none"> › Easy & instant › No liability 	<ul style="list-style-type: none"> › Discount has to be large (+10%) › No control
	Rebate	Rewards spend over time	<ul style="list-style-type: none"> › Easy to manage 	<ul style="list-style-type: none"> › Little control › Easy to copy e.g. stamp card › Little emotional connection
	Privilege	Earn points & redeem for rewards plus tiers of privilege	<ul style="list-style-type: none"> › Privilege lead to loyalty › Offers control › Customer understand 	<ul style="list-style-type: none"> › Low spend customer disillusion › Competitors can match

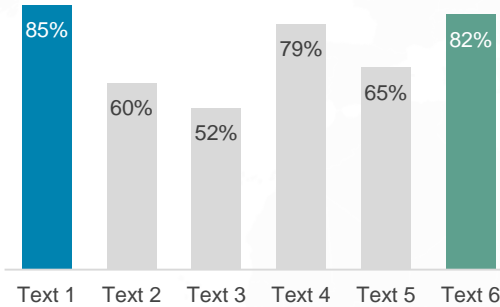
Need for customer loyalty programs in retail



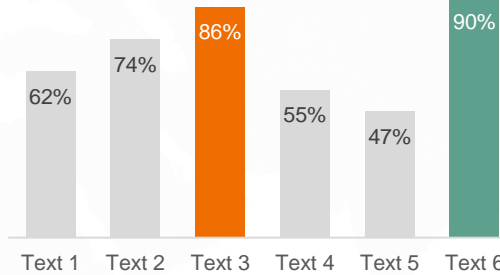
Discounted or Free Products



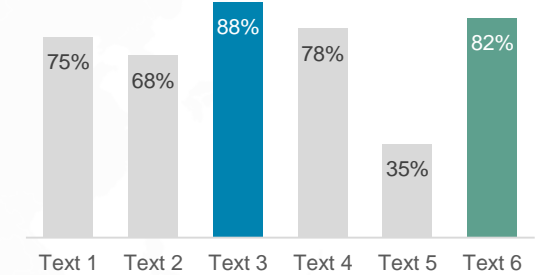
Free Shipping



Enhanced Customer Service



Exclusive Products or Events



Global Average



Asia - Pacific



Europe



Middle East / Africa



Latin America



North America

INTEGRATED MARKETING Communication In Retailing



	Advertising (Traditional & Digital)	Public Relations	Direct Marketing (Traditional & Digital)	Sales Promotions (In store & Online)	Personal Selling (Face to Face)
Branding	<i>Great for brand building</i>	<i>Helps brand awareness, credibility</i>	<i>Branding awareness, Immediate purchase</i>	<i>Encourages immediate action</i>	<i>Strong relationship built with customers</i>
Reach	<i>Large reach</i>	<i>Large reach</i>	<i>Reach limited</i>	<i>Short term tactic, not sustainable long term</i>	<i>Reach limited</i>
Targeting	<i>Targeting limited</i>	<i>Targeting limited</i>	<i>Customer level Personalization</i>	<i>Results easily measurable</i>	<i>Precise targeting possible</i>
Price	<i>Expensive</i>	<i>Free or Inexpensive</i>	<i>Expensive</i>	<i>Very Expensive</i>	<i>Expensive</i>

Merchandise Management



Managing Merchandise Assortments



Merchandise Buying Decision Process



Merchandise Buying 6 month Plan



Merchandise Allocations Table



Retail Price Management Goals



Retail Pricing Strategy

Managing Merchandise Assortments

Women's Apparel

T-shirts

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Benetton

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Style

Round Neck

Round Neck

Round Neck

Round Neck

Collared

Basic White Tee

Price Levels

\$25

\$20

\$30

\$42

\$36

\$28

Sizes Available

Small
Medium
Large, XL

Small
Medium
Large, XL

Small
Medium
Large, XL

Small
Medium
Large, XL

Small
Medium
Large, XL

Small
Medium
Large, XL

Colors Available

Turquoise

Lilac

Black

White, Pink

Purple, Navy, Black

White

Product Details

Half Sleeve,
Slim Fit

3/4th Sleeve

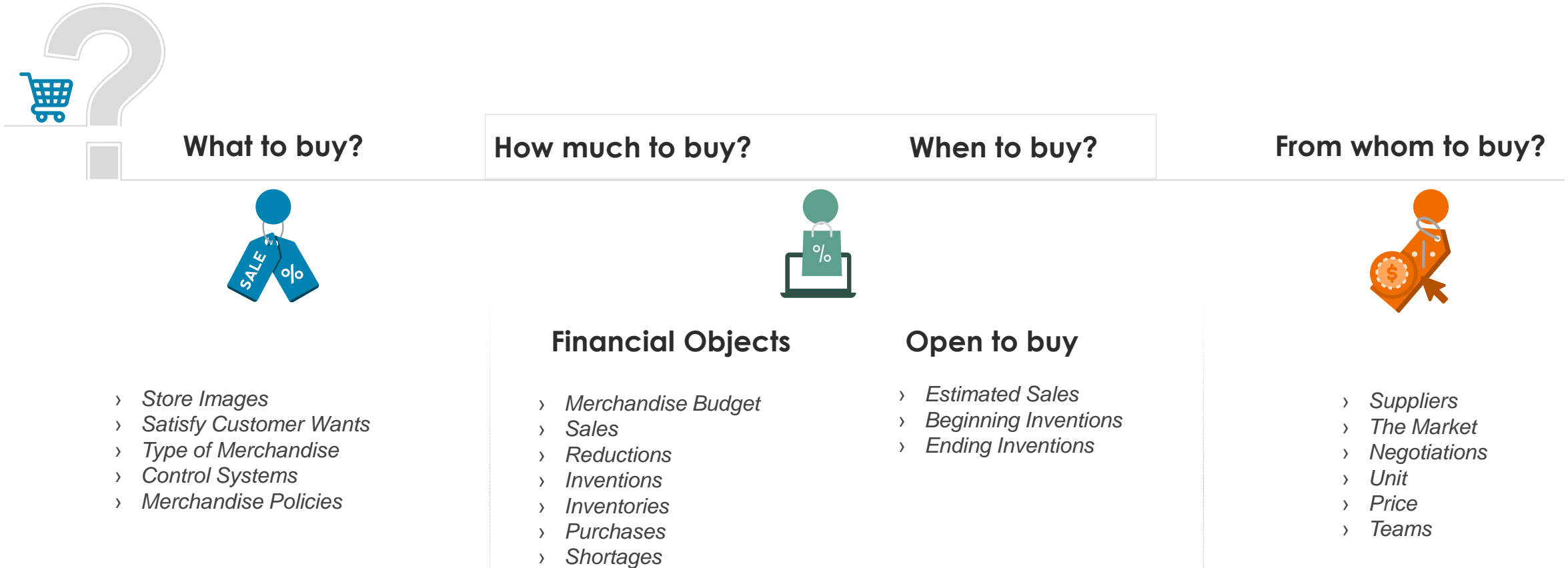
Full Sleeve

Full Sleeve,
Slim Fit

Half Sleeves

Half Sleeves

Merchandise Buying Decision Process



Merchandise Buying 6 Month Plan

Actual-Last Year	Feb	Mar	Apr	May	Jun	Jul	Total	Plan- This Year	Feb	Mar	Apr	May	Jun	Jul	Total
Beg. Month Stock (\$)	524	653	8552	9654	2370	896	7512	Beg. Month Stock (\$)	524	653	8552	9654	2370	896	7512
STS Ratio	3.5	2.8	9.1	7.6	8.1	2.4	7.5	STS Ratio	3.5	2.8	9.1	7.6	8.1	2.4	7.5
Sales	225	8745	846	248	367	4568	2150	Sales	225	8745	846	248	367	4568	2150
Sales % Total	2.7%	15.5%	5.3%	19.4%	12.7%	15.8%	22.7%	Sales % Total	2.7%	15.5%	5.3%	19.4%	12.7%	15.8%	22.7%
Markdowns	521	864	789	456	321	435	985	Markdowns	521	864	789	456	321	435	985
Markdown % total	524	653	8552	9654	2370	896	7512	Markdown % total	524	653	8552	9654	2370	896	7512
Purchases	3.5	2.8	9.1	7.6	8.1	2.4	7.5	Purchases	3.5	2.8	9.1	7.6	8.1	2.4	7.5
End Month Stock	225	8745	846	248	367	4568	2150	End Month Stock	225	8745	846	248	367	4568	2150
Future Sales	February \$7589							Future Sales	February \$7589						
STS Ratio	2.2							STS Ratio	2.2						
Actual Markdown			Average Stock				Turnover			Mark Up					
8	%		Text		Act		Text		Act		0000		95.00%		
\$4562	35.6%		\$0000		\$1528		0.0		8.5		0000		56.12%		
Last Year	Feb	Mar	Apr	May	Jun	Jul	Total	This Year	Feb	Mar	Apr	May	Jun	Jul	Total
Beg. Month Stock (\$)	524	653	8552	9654	2370	896	7512	Beg. Month Stock (\$)	524	653	8552	9654	2370	896	7512

Sales Changes % 6.5

Merchandise Allocation Table

Total Purchase by Size

Volume Ranks & number of stores

Rank	A	B	C	D	E	Total
# of stores in each rank	10	12	8	6	24	18
% each rank receives	8.2%	2.8%	3.5%	2.5%	7.6%	5.8%

	Total Purchase					Size Small					Size Medium					Size Large				
Ranking	A	B	C	D	E	A	B	C	D	E	A	B	C	D	E	A	B	C	D	E
Purchase quantity	1500					440					850					410				
Units per volume rank	45	96	30	58	15	20	11	9	7	4	20	16	44	10	27	12	10	18	26	14
Total units to stores	225	532	248	358	60	66	127	141	73	16	98	187	608	107	26	62	118	131	68	16
Total units allocated	715					424					626					395				
Balance in warehouse	56					89					74					15				

Retail Price Management Goals

5 ways to manage Retail Pricing



Enterprise – Wide Price Transparency

As all data is automatically stored in central database, pricing variables can be seen by authentic users



Price Monitoring & Analysis

Easily analyse and monitor price change decisions as all data is stored in a central database. Past data can be compare with real-time data.



System – Wide Security

Retailers have the authority to decide who can make pricing decisions and who can apply them. Thus restricting access to only authorised personnel.



Real – Time Performance Meters

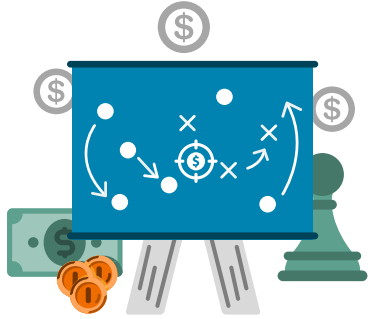
Having a central collection of data means information can be analysed anytime and can be compared with previous results.



Control & Track Campaigns

Make pricing strategy based on geographical location & customer preferences. Promotional campaigns can be easily applied at the point of sale.

Retail Pricing Strategy



Pricing Strategy

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Determine minimum price you are willing to sell your product for



Determine the maximum price



Determine 5 exact prices within the minimum & maximum price range



Use google consumer surveys to test 5 prices for your product

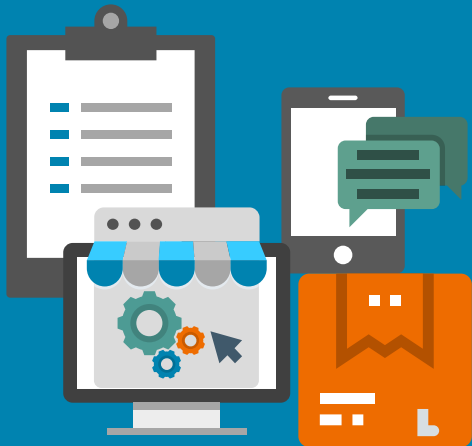


Input results from google consumer surveys into pricing spreadsheet



Arrive at the optimized price for value

Inventory Management & Control



Inventory Management System

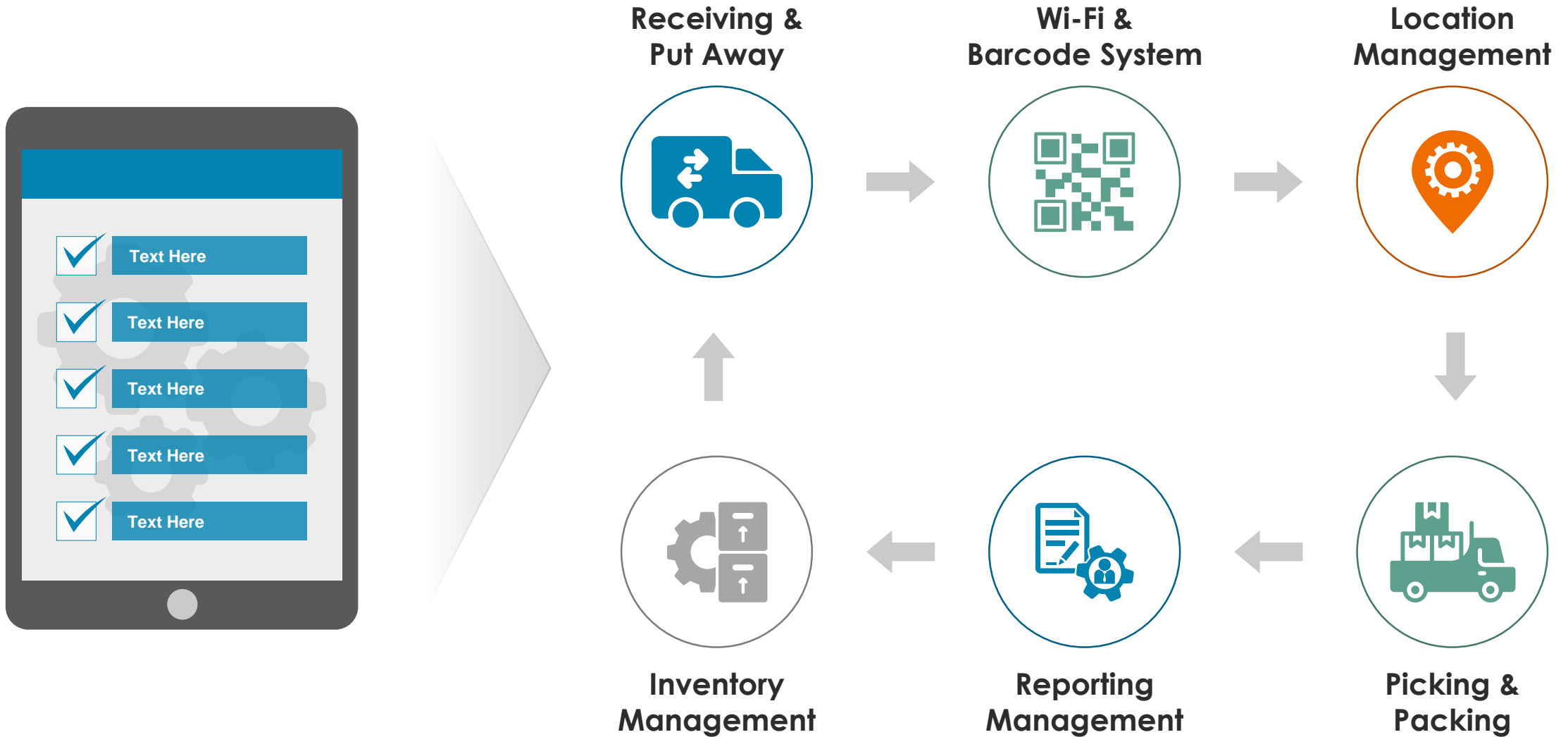


Inventory Management Framework



Inventory Control Sheet

Inventory Management System



Inventory Management Framework

 Inbound Operations	Item Arrival Overview						
 Quality Assurance	Enable quality management		Non Conformance Management		Quarter time Orders		Inventory Blocking
 Inventory Operations	Use Inventory Journals to Post Transactions	Set up Inventory Locations	Inventory Statuses	Check Stock Availability	Transfer Physical Inventory	Count Inventory	Set up Consignment
 Outbound Operations	Create Consignment Replenishment Order		Change Consignment Ownership	Trace items & Raw materials	Merge Inventory Batches	Correct Inventory Tracking Information	Check Inventory Status Using Mobile Workspace
 Inventory Control	Outbound Process		Reserve Inventory Quantities		Reserve the same batch for a sales Order		
 Inventory Control	Define Cost Structure	Define Price Calculation	Close Inventory	Adjust Inventory	Recalculate Inventory		

Inventory Control Sheet

										Grid Key	
										Discounted	Reorder
Reorder (Auto-fill)	Item No	Name	Manufacturer	Description	Cost per Item	Stock Quality	Inventory Value	Reorder Level	Days per Reorder	Item Reorder Quantity	Item Discontinued?
Ok	A123	Item A	Cole	Item A Description	\$10.0	23	\$3,000.00	80	12	90	Yes
Ok	B123	Item B	Cole	Item B Description	\$30.0	52	\$3,000.00	80	32	20	
Ok	C123	Item C	Cole	Item C Description	\$40.0	85	\$1,800.00	80	15	45	
Reorder	D123	Item D	Cole	Item D Description	\$50.0	46	\$200.00	80	3	14	
Ok	E123	Item E	Cole	Item E Description	\$80.0	52	\$400.00	80	15	50	
Ok	F123	Item F	Cole	Item F Description	\$60.0	12	\$600.00	80	40	22	
Ok	G123	Item G	Cole	Item G Description	\$70.0	30	\$800.00	80	23	80	Yes
Reorder	H123	Item H	Cole	Item H Description	\$200.0	25	\$900.00	80	12	30	
Ok							\$0.00				
Ok							\$0.00				
Ok							\$0.00				
Ok							\$0.00				
Ok							\$0.00				
Ok							\$0.00				
Ok							\$0.00				
Ok							\$0.00				
Ok							\$0.00				

Retail Management Challenges



KPI & Dashboard



KPI Metrics

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KPI Dashboards

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Retail KPI Metrics Showing Average Sales & Sell Through Rates



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\$25,000
Average
Transaction Size

\$105
Average Sales Review
per hour

48%
Customer
Retention

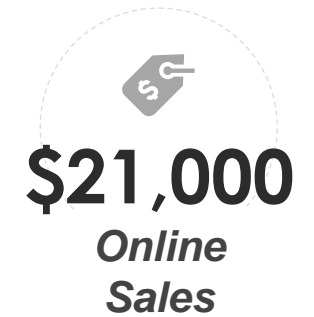
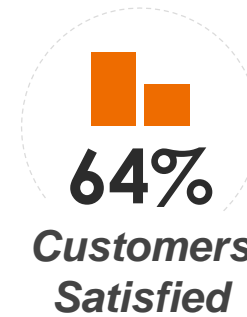
21%
Sell-through
Rate

Retail KPI Metrics Showing Average Purchase Value & Online Sales

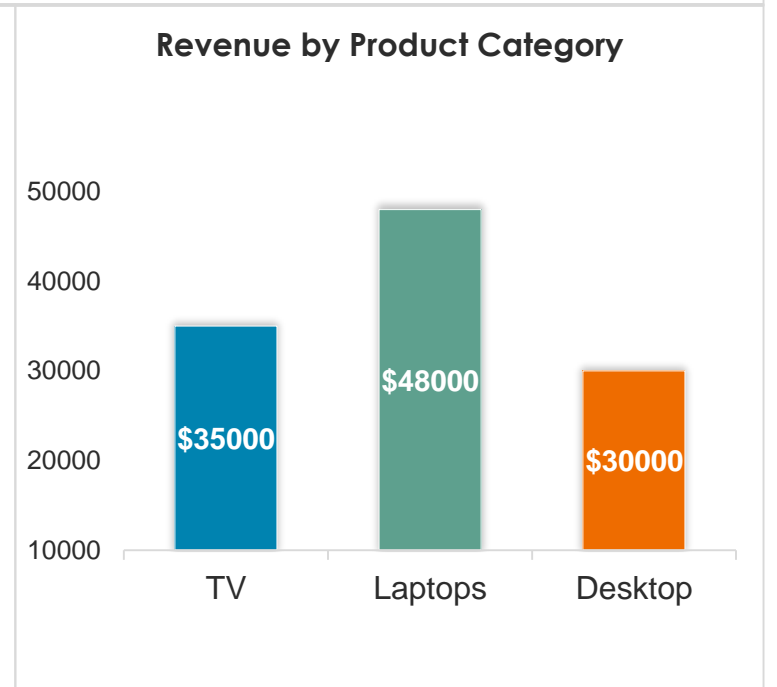
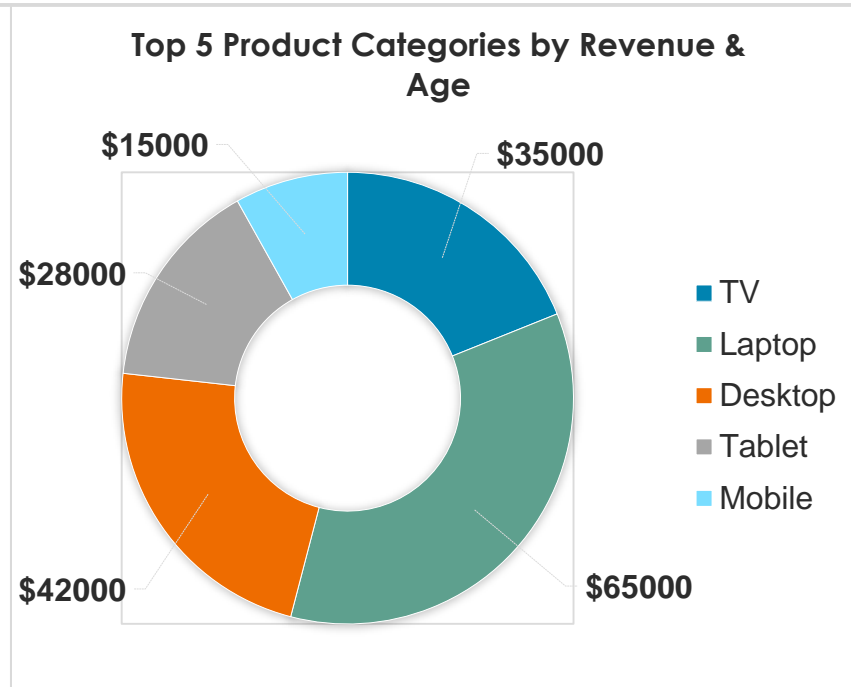
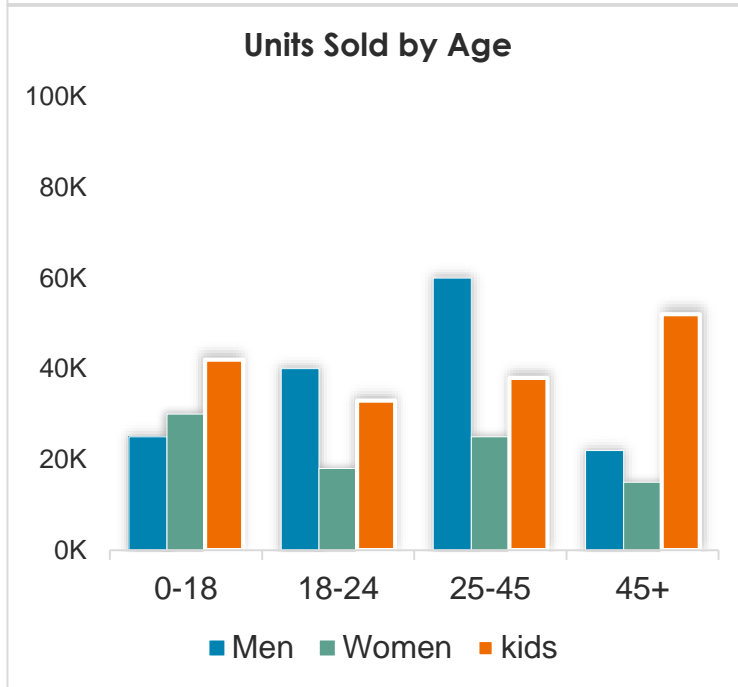
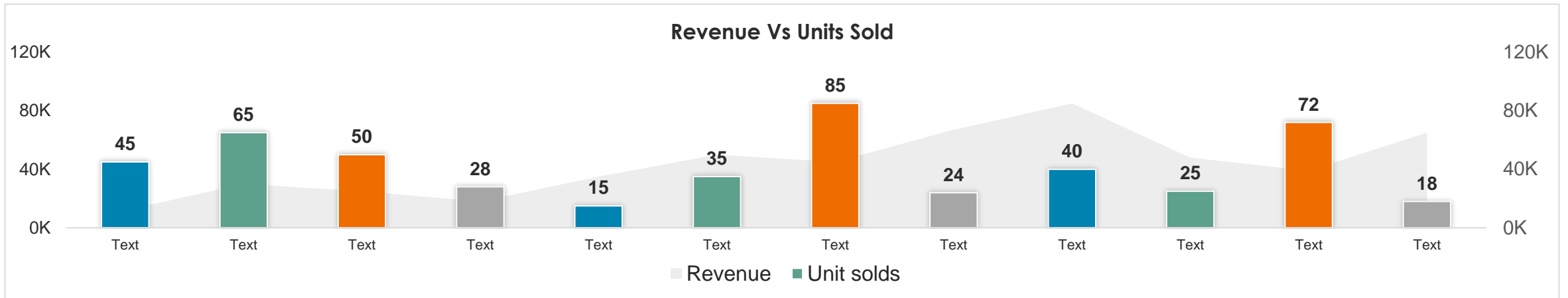


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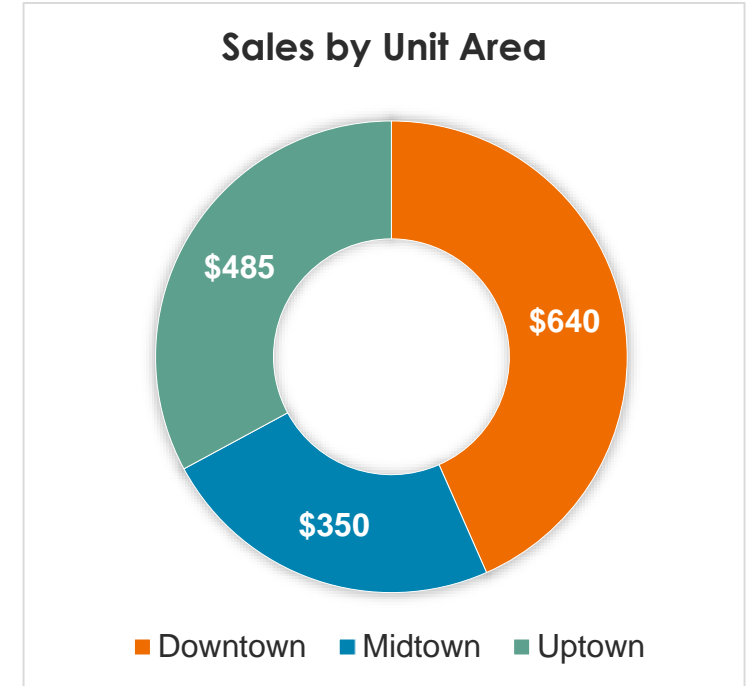
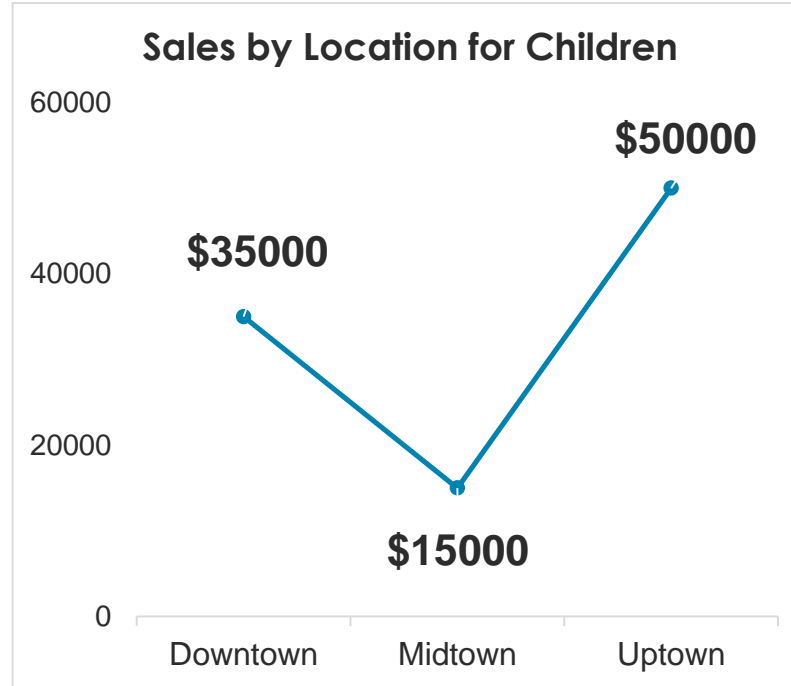
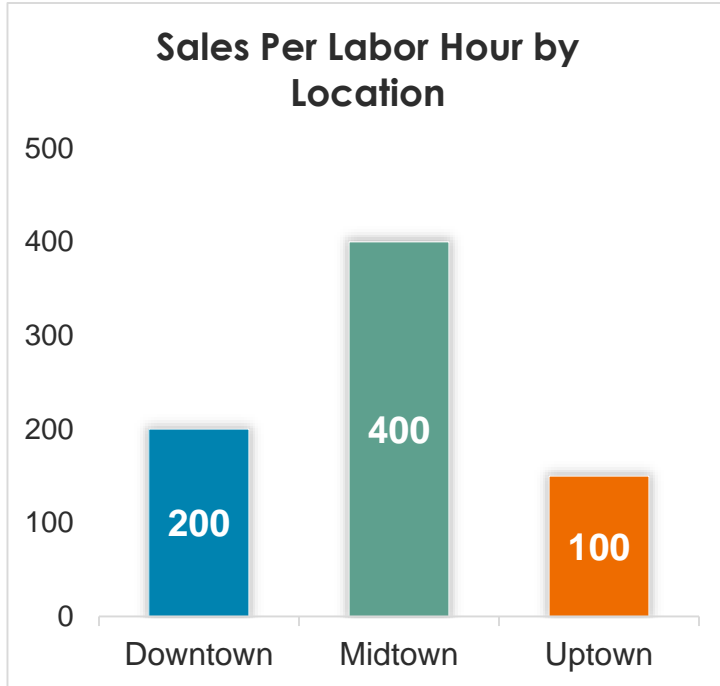
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Retail KPI Dashboard Showing Revenue Vs Units Sold



Retail KPI Dashboard Showing Total Sales Per Labor Hour Sales By Unit Area



\$273.80

Total Sales Per Labor Hour

\$1.22M

Total Sales for All Departments

\$5.44

Average Sales per Unit Area

\$178.67

Average Sales Revenue per Hour

Retail KPI Dashboard Showing Sales Revenue Customers & Out Of Stock Items

\$273.80

Total Sales Per Labor Hour

\$1.22M

Total Sales for All Departments

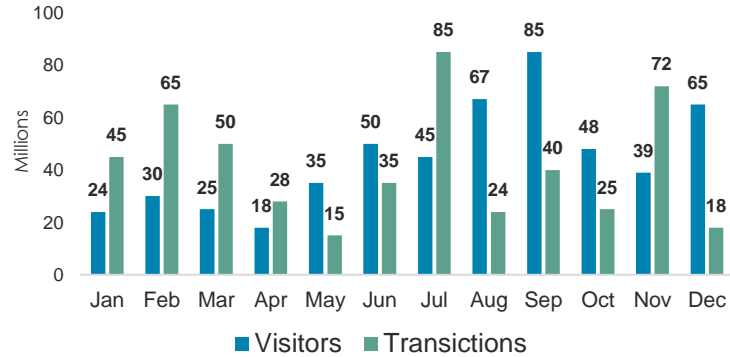
\$5.44

Average Sales per Unit Area

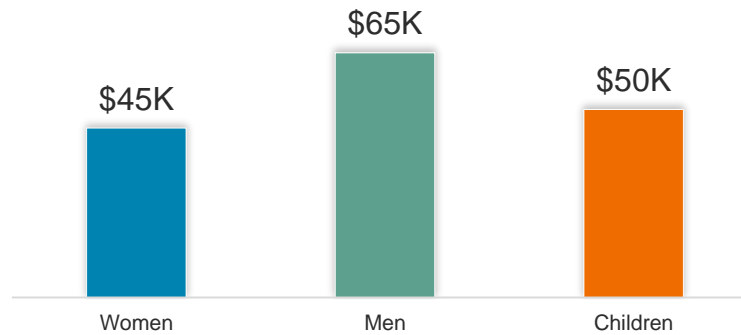
\$178.67

Average Sales Revenue per Hour

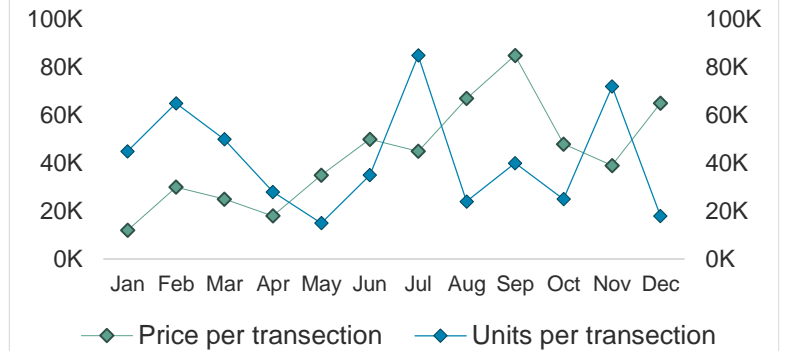
Total Customers & Visitors



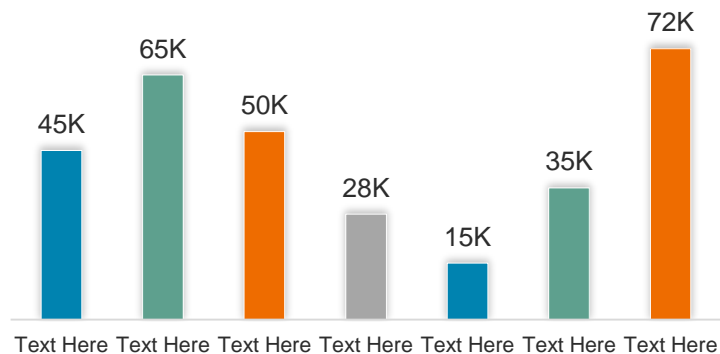
Sales by Division



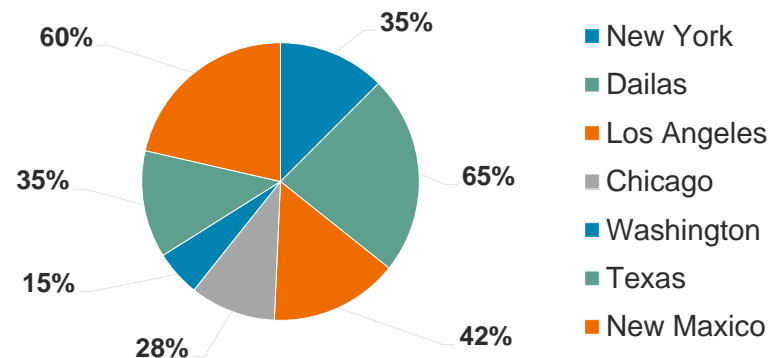
Average Price & Units per Transaction



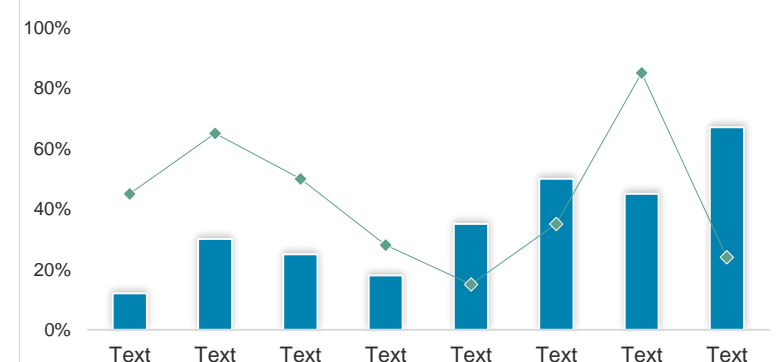
Top 7 Articles by Sold Items



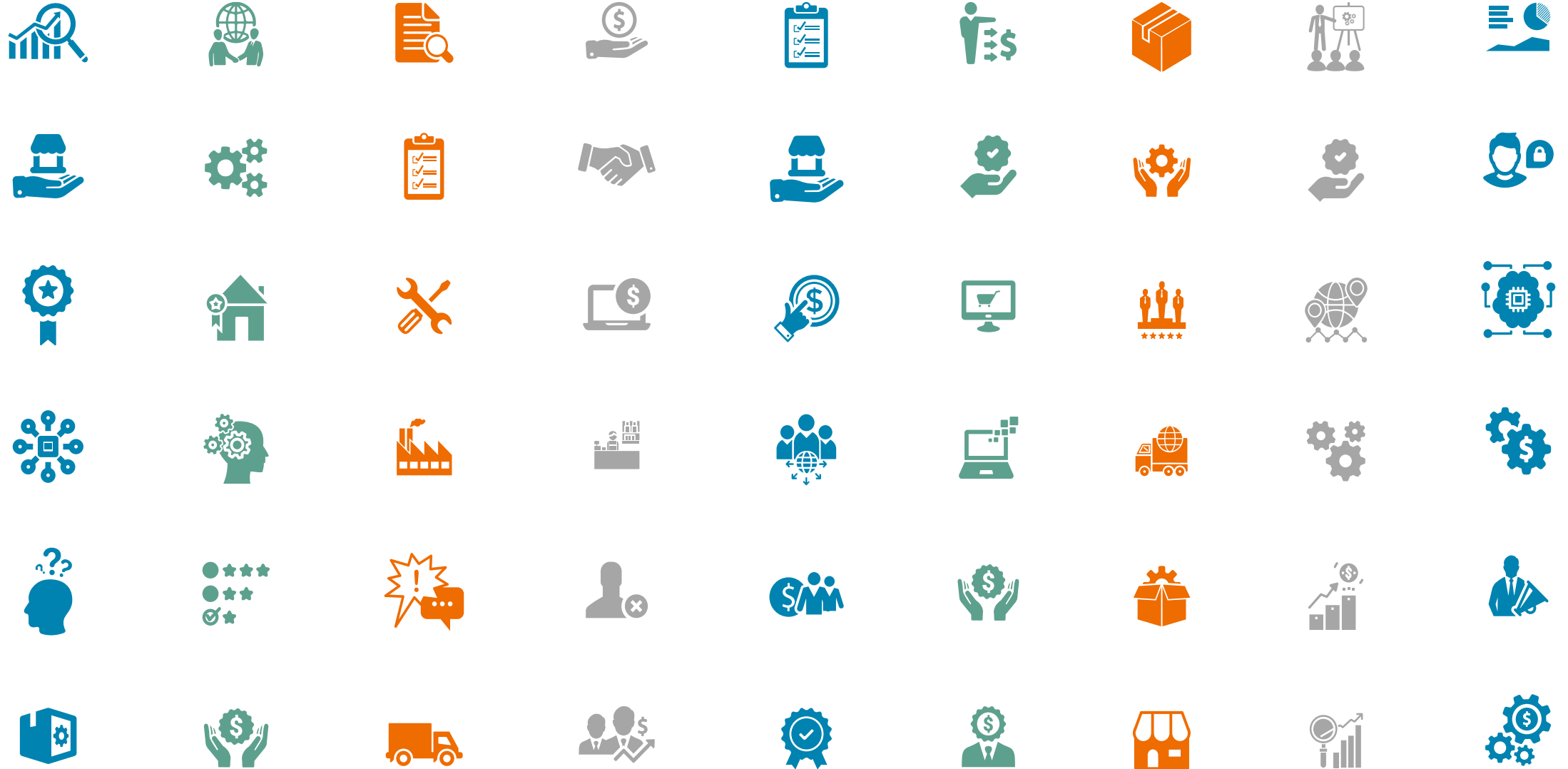
Sales by City



Out of Stock Items



Retail Management Icons Slide



Additional Slides

A decorative graphic on the right side of the slide. It features a large blue triangle pointing upwards and to the right. A thick orange line runs diagonally across the triangle, starting from the top right and extending towards the bottom left.

11:00am-11:15am



It's Time For A **Coffee Break**

Silhouettes



Man's

Woman's



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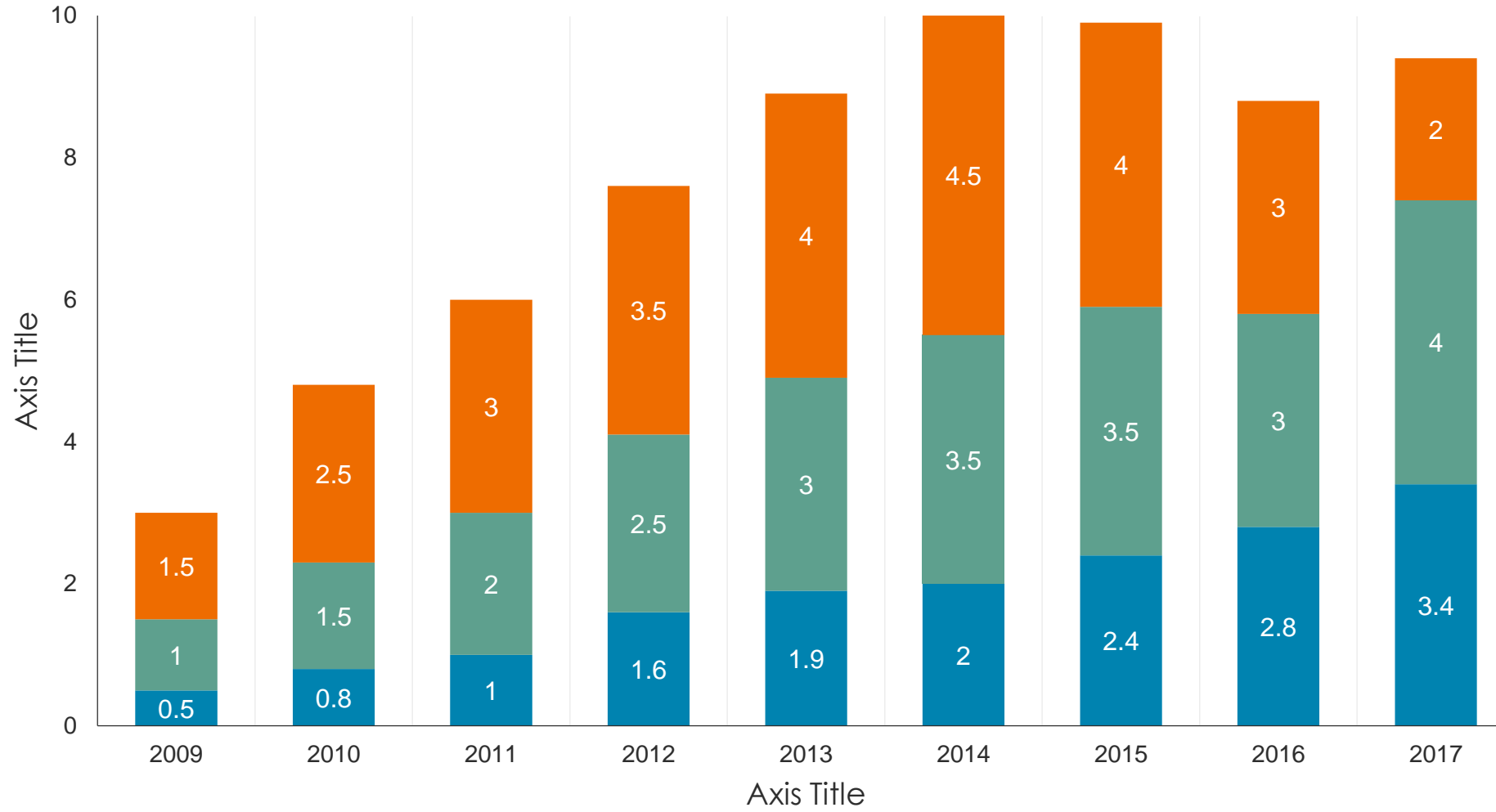
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Column Chart



Product 1

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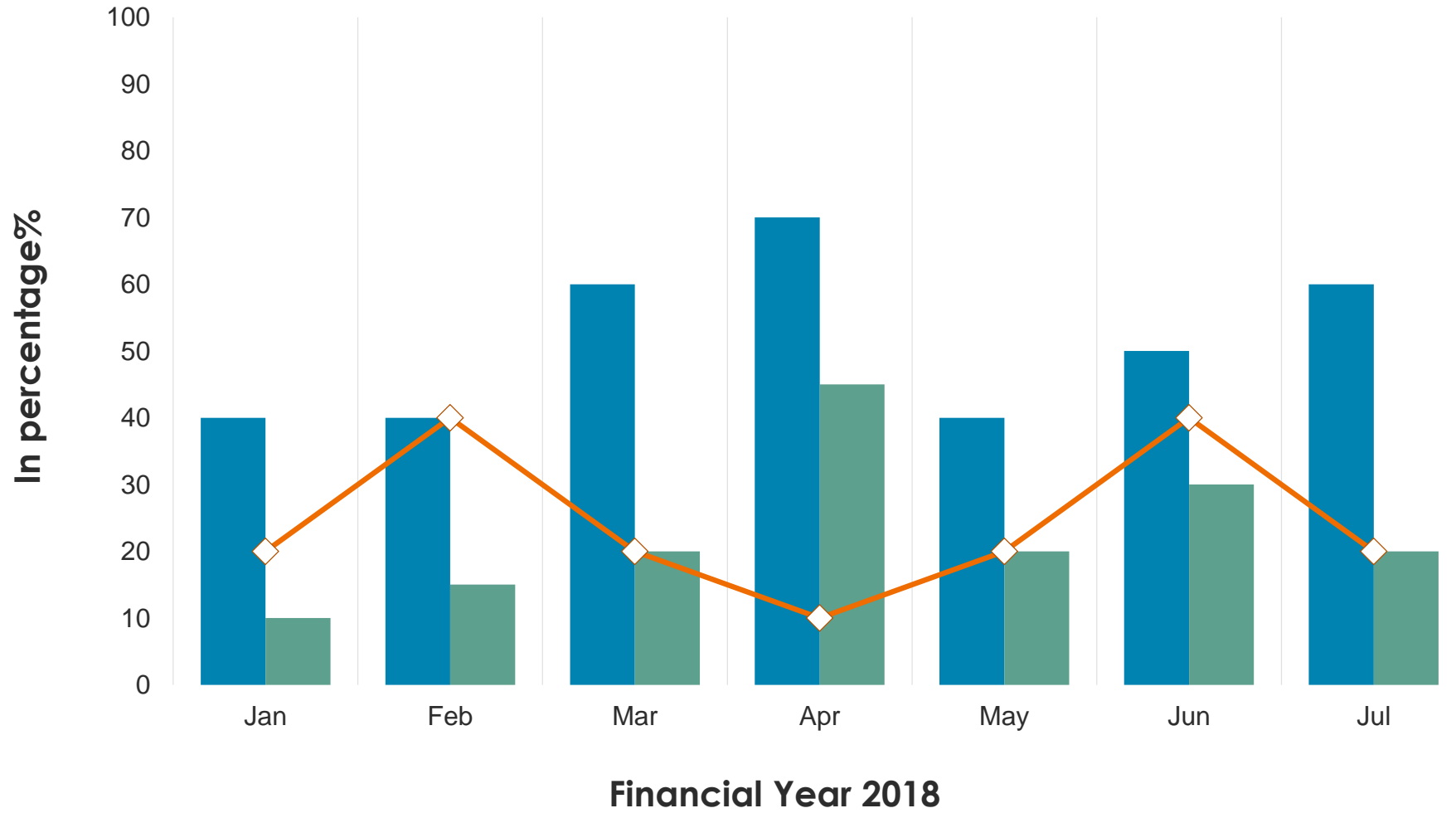
Product 2

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Product 3

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Area Chart



Product 1

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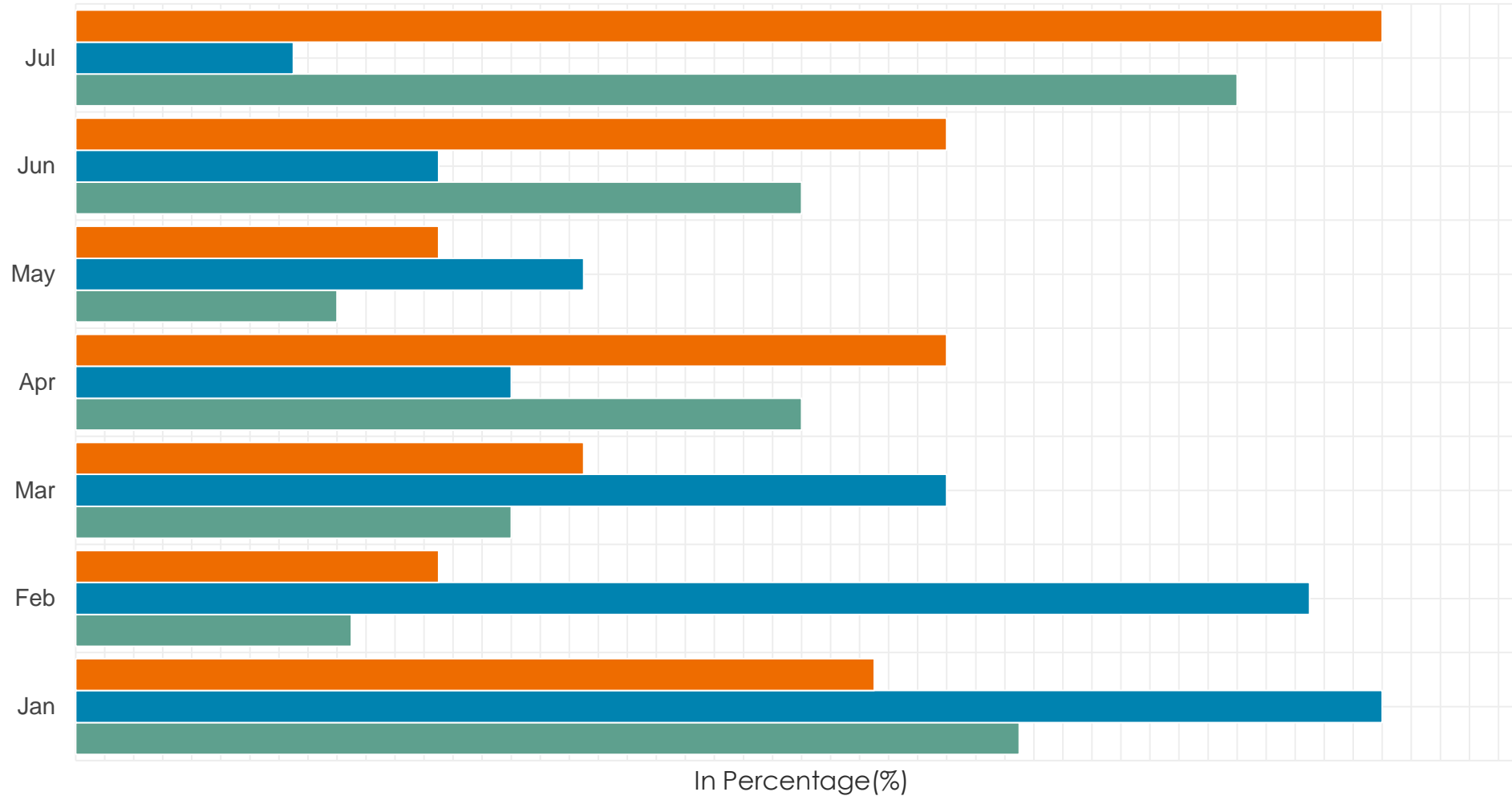
Product 2

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Product 3

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Bar Chart



Product 1

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Product 2

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Product 3

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Financial

\$659 Million

85%



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\$456 Million

75%



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\$340 Million

60%



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Our Mission



Vision

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Mission

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Goal

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Team



ANITA HESTER

CEO

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JOHN DOE

Producer

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EMMY SMITH

Developer

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Text Here

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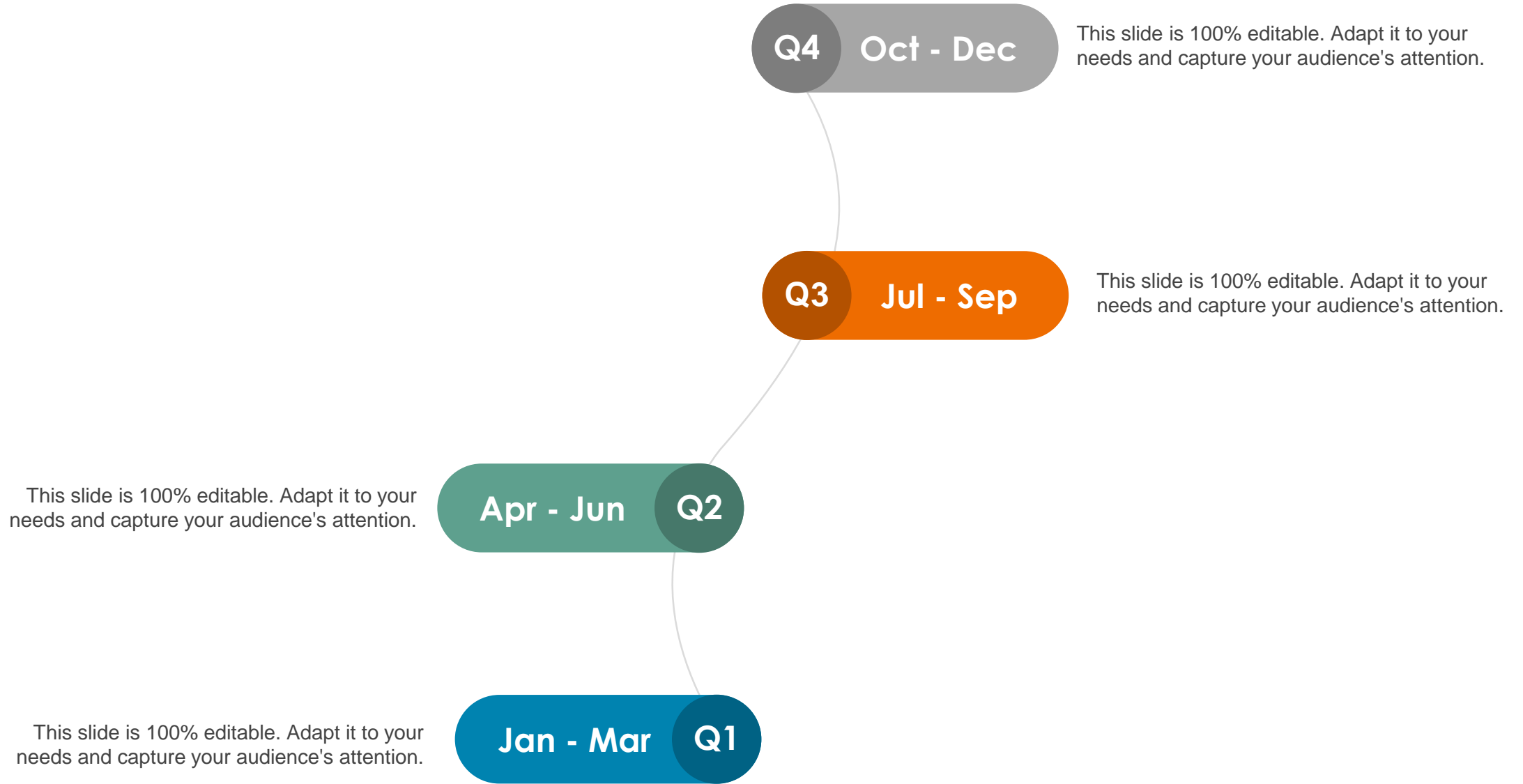
Text Here

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Timeline



Post It

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Thank You



Address

street number, city, state



Contact Numbers:

0123456789



Email Address:

emailaddress123@Gmail.com