



Category Management Knowledge Group

Advanced Retailer Understanding

This accredited program builds proficiency in understanding what Retailers are trying to accomplish. A combination of understanding the Retailer income statement, product supply measures, and the product supply chain will give you new perspective that you can apply to future decisions and recommendations that you make.

Advanced Retailer Understanding



SKILL DEVELOPMENT PROGRAM

INDIVIDUAL PURCHASE

\$198.00 USD

BUY NOW

TEAM PURCHASE

Minimum of 5 people required for bulk pricing

REQUEST QUOTE

QUESTIONS?

Check out our website.

CMKG.ORG

Upgrade Your Skills

Understanding Retailer Strategy Through Retail Math

Develop a deeper understanding of retail strategy through an analysis of the income statement, including how Category Managers influence the income statement (through sales and cost of goods sold). Develop (or build) retail math skills and learn how these measures have an influence on the retailer's income statement.

The Importance of the Product Supply Chain in Inventory Management

Hone your skills on inventory management and how this ties in with the larger product supply chain. Learn about supply chain management, the different types of supply chains and key strategies for both retailers and suppliers.

questions?

CMKG
Train Ahead.

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next
PROGRAM CURRICULUM >>



Program Curriculum

Retailer Economics and the Product Supply Chain

Intermediate Accredited Category Management Training Course

Participants will learn and practice some of the more common retail math and inventory calculations in this course. Many retailers have sophisticated computer programs that perform many of the retail math calculations, but for both retailers and suppliers, it's important to understand how this "retail math" works. It's also important to understand how a retailer's financial statement works, what drives the overall results, and some of the most common retail math calculations that tie in to the results. Income statements, balance sheets, cost of goods sold, shrink, gross margin, gross margin %, markup and markdown, and breakeven point are included in the course. The second half of the course focuses on the product supply chain for the retailer, and covers inventory turnover, inventory days on hand and GMROI.

Strategic Supply Chain Management

Advanced Accredited Category Management Training Course

Participants will understand the key dimensions that need to be balanced in effective supply chain management. Different types of supply chains are reviewed, as well as the different types of supply chain strategies for both retailers and suppliers (including "efficient" and "responsive" supply chains). Participants will learn about the three supply chain flows (information, product and financial), and how they each relate to the supply chain. Forecasts, inventory levels, order placement, product specifications, general conditions of grade, invoices, order tracking, order delivery methods, product return flows, credit terms, accounts receivable and product pricing/invoicing are covered.



Product Supply Chain Is More Than Just Moving Product

Here's a resource to help you understand more about the product supply chain. How do the decisions and recommendations that you make affect the supply chain? Do you know?

Sue Nicholls

Excerpt from **BLOG.CMKG.ORG**

Best Practices • Industry Updates • Resources • Thought Leadership

What is a Supply Chain?

A Supply Chain is a system of organizations, people, technology, activities, information and resources involved in moving a product or service from Supplier to Retailer. Supply chain activities transform natural resources, raw materials and components into a finished product that is delivered to the end Retailer. To compete and grow in today's sophisticated retail environment requires special and consistent focus on optimizing supply network management.

The purpose of the Supply Chain is to:

- Offer the right products and services at the right time,
- Across all of the different pieces of the supply chain,
- At the lowest possible cost.

What is Supply Chain Management?

Supply Chain Management is an important, but sometimes misunderstood, process for both Retailers and Suppliers. Because so many individuals, teams and departments impact the supply chain for both Retailers and Suppliers, understanding the implications of how decisions and recommendations affect the bigger picture is critical.

Supply chain management includes planning and management of all sourcing, procurement and conversion activities, plus all logistics management activities. It includes coordination and collaboration with channel partners including Suppliers, intermediaries, third-party service providers and Retailers.

Think of supply chain management as the link between major business functions and business processes within and across companies. It creates a cohesive and high-performing business model,

including all of the logistics management activities and manufacturing operations. Supply chain management drives coordination of processes and activities with and across marketing, sales, product design, finance and information technology.

Effective management is advantageous for both Suppliers and Retailers, as it reduces cost of goods sold, thereby improving margins for both.

This is only one example of the type of training you will receive in this skill development program!

Which Skill Development Program is best for your needs?

Advanced Retailer Understanding

Assortment & Space Management Skills

Becoming More Effective in Your Category Management Approach

Building Pricing and Promotion Skills

Category and Business Insights

Category and Business Insights 2

Consumer and Shopper Analytics and Insights

Proficiency in Excel

Proficiency in Understanding and Using Data 1

Proficiency in Understanding and Using Data 2

Selling Skills 1: Developing Fact-Based Powerpoint & Presentation Skills

Selling Skills 2: Strategic Selling and Collaborative Business Planning Skills

Understanding Retailer Strategy and Category Management 1

Understanding Retailer Strategy and Category Management 2



www.cmkg.org/category-management-skill-development-programs

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