

UNDERSTANDING THE SMALL RETAILER WORKSHOP

For

Centre Managers

At January 2010

Conducted by:

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TAKEAWAY PROFIT



1. WORKSHOP OBJECTIVES:

1. To provide retail, centre and marketing managers with a greater understanding of retail financial management and business control by improving their knowledge, techniques and skills in:
 - a. Retail Financial Analysis, Interpreting typical retail financial reports;
 - b. Applying key retail-indicators and using retail-sector benchmarks.
 - b. Sales, Gross Margin Control, Pricing and Break-even Analysis
 - c. Category management, sales and merchandising strategies
 - d. Principles of Stock Control and working capital management
 - e. Projecting the retail sales, cashflow and profitability for a store
2. To be able to calculate the costs of doing business and use benchmarks and ratios to improve business diagnostics, reporting and modelling.
3. To improve understanding of retail business skills and tactics.
4. To receive Industry Benchmarks to assist in analyzing different retail business sectors to highlight areas of strength or weakness.
5. To assist the Manager to “link-in” with the small retail tenants to improve their retail-management and improve overall viability.



2. Course Program:-

2 Day Workshop: – ‘Understanding The Retailer’

Day One

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|---------------------|---|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00 am – 10.30am | 1 | Introductions. Understanding Retail Financial Performance <ul style="list-style-type: none">• Course objectives and materials• The 4 components of excellent retail management.• Introduction to Retail Financial Measures & Reports |
| 11.00 am - 12.30 am | 2 | Understanding Retail Financial Performance (continued) <ul style="list-style-type: none">• Clearing the Accounting ‘Haze’. Measuring a retailer’s performance. Making sense of your financial reports. A group working exercise to establish a business and measure the profit and cashflow of the retail-business. |
| 1.30am - 3.00 pm | 3 | Diagnosing A Retail Business Using KPI’s <ul style="list-style-type: none">• Diagnosing a retail business using key indicators & benchmarks.• Measuring profit, cost control, productivity on space & staff and return on funds.• What’s your break-even and safety margin?• What indicators give early warning signs of a retailer-in-trouble? |
| 3.30 pm – 5.00 pm | 4 | Team Analysis and Presentations <ul style="list-style-type: none">• How to interpret the ratio’s and use them.• Team reports on the case study – a mini-business planning format.• Calculating the improvements |

Day Two

- | | | |
|--------------------|---|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 9.00 am – 10.30 am | 5 | Tools to ensure Retail -‘Fitness’ <ul style="list-style-type: none">• How to calculate the store’s cashflow & customer breakeven.• The impact of gross profit, transaction value & cost control• Pricing, shrinkage, purchasing and discounting.• Techniques to train retail staff |
| 11.00am - 12.30 pm | 6 | Essential Strategies For Cashflow <ul style="list-style-type: none">• The Operating Cycle for a merchant and the time-cost of stock.• How to measure over/understock levels and set maximums and minimums• Techniques to assess merchandise category performance – ‘Muscle, Fat or Cancer’?• Setting simple monthly or seasonal purchasing targets |
| 1.30 pm – 3.00 pm | 7 | Budgeting for the Retailer <ul style="list-style-type: none">• Teams use a budget to model the business• Setting monthly <u>category</u> sales, purchases, gross margins, expenses, cashflow stocklevels and profit all with the click of a button• Cashflow planning – how to do it simply with Bizshed-Bud.• You don’t need to be an accountant - Allowing for tax, loans and capital items• Leave with a model to assist with loan-application and tax planning |
| 3.30 pm – 5.00 pm | 8 | Case-Study Exercise, Review and Take-away Action for Us ! <ul style="list-style-type: none">• Teams complete retail-modelling• Workshop take-aways to apply in Campbelltown Mall• Action planning & workshop review |

Centre Managers
Centre-Management Retail Training and Development Program

3. BENCHMARKING, WORKSHOP MATERIALS, INPUT & SERVICES

Participants will receive and work on a case-study using FMRC Benchmarks.

Each participant will also receive 2 new software tools called “Bizshed Toolbox” and “Bizshed-Bud” with unique calculators to assist them with many of the exercises and calculations in the course but handy for future daily management purposes.

4. WORKSHOP NUMBERS, FEES, SET-UP AND EQUIPMENT NEEDS

Workshops can be conducted at venues and locations of your choice around the country or overseas. Workshop numbers are maximum 20 people and the fee is \$825 per head and includes all tuition, complete manual, industry benchmarks and 2 sets of retail-management software tools.

The venues will need to allow the groups to be set-up in a large U-shape with break-out space. In terms of equipment we would need a large whiteboard and digital projector with large screen and flip-charts.

Participants will need calculators, laptops and pens/pencils.

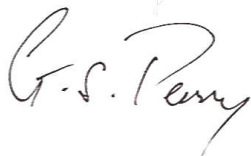
6. COPYRIGHT

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Please call me to discuss and confirm your details and reserve your preferred date. I look forward to working with you and your Managers.

Sincerely



Geoff Perry
Managing Director
FMRC Business Development
Tel: 0417 226 698



SOLUTIONS

Centre Managers
Centre-Management Retail Training and Development Program

SPEAKER PROFILE

YOUR WORKSHOP PRESENTER

GEOFF PERRY - B Fin Admin FCPA

Geoff is Managing Director of FMRC Business Development Pty Ltd. He has over 25 years experience working with retail/service and dealer franchise networks in business development. He worked in wholesale, stockbroking & public relations before joining FMRC in 1984. He became a partner & joined the board in 1988. In 1998 he established his separate company, FMRC Business Development to specialise in retailing and dealer development in franchise networks and other retail sectors

Each year his work would involve conducting approximately 20 weeks of management training, in-house consulting, chairing partner meetings and addressing conferences. He has had extensive experience working with firms in retail, automotive and service industries. He has been retained by the following companies to establish and conduct their dealer management courses; Toyota Australia (15 years), Case New Holland and John Deere (10 years) Yamaha (4 years), Canon Australia (8 years with their top-dealer group), Bridgestone Australia (4 years) plus has conducted many courses for sales and customer managers with companies like API, Sigma and Bayer. His 5-day residential course for Pharmacists is considered the leading retail-financial management course for that industry with over 2,000 pharmacists having attended.

Since 1984 he has been used to conduct similar courses for property-owners and members of the Property Council of Australia, (previously BOMA) and his courses were a regular part of the ACSC Centre and Marketing Management programmes. He has conducted many in-house courses for the major property groups in Australia and New Zealand.

He conducts regular consulting assignments each year has consulted to some of the largest and smallest retailers on issues of business review and strategic planning, valuation, merging, staff structure and succession planning, stock, merchandising, service and financial controls.

FMRC (Financial Management Research Centre) was established originally by the University of New England in 1969 to provide benchmarking for small business. Since 1983 it has been a private company. In 1998 FMRC Business Development was established by Geoff Perry as a specialist company for select professions, service, retail and automotive sectors. He is based in Armidale NSW and is noted for his ability to present practical material for the independent small business operator in an easy to understand and enjoyable manner.