Multisite Retail Management

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Entry requirements							

Multisite Retail Management

Module Content & Assessment

Indicative Content

Planning Forecasting and capacity planning. Scheduling across the supply-chain, determining levels of inventory, demand management, and managing variations and fluctuations in customer needs

Communication

• Structure of reports and presentations • Gathering secondary and primary information • Basic principles of clear writing • Dealing with technical information • Use of graphics. • Diction, projection and clarity . Body language

Performance

• Module content, aims & outcomes. • Concepts of management and performance • Why organisations seek to manage performance • Performance management and strategic planning

Budgeting

Budgeting concepts
 Construction and interpretation of basic cash budgets

Competition

The competitive retail environment • Analysing competition • SWOT analysis • Competitive plan

 Property
 The importance of location in retailing L • Links with shopper behaviour • Recent trends in the development of retail locations both in-town and out-of-town andthe factors
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 Property affecting such trends • The impact of local and national government policies, and institutions. • Retail location strategies; highlighting key differences between different types of retailer and different sectors. • The development and management of planned shopping centres, and the implications of current issues for retail location strategy. • Approaches to retail location analysis, and key mathematical techniques (including analogs, gravity modelling and multiple regression). • Data sources and analytical systems used in location research, including contemporary commercial information systems

People Management and cross functional collaboration

The challenge of people management in a multi site environment • Virtual team building • Developing standardized approaches • Creating an environment of communication and cooperation

Analysis

Sales • Trends • Performance

Annonement Development		
Assessment Breakdown	70	
Coursework	100.00%	

Assessments

Full Time							
Coursework							
Assessment Type:	Business Plan 1	% of total:	100				
Assessment Date:	n/a	Outcome addressed:	1,2,3,4,5				
Non-Marked:	No						
Assessment Description: Learners will be asked to develop a detailed business plan for a multi site retail organization to include financial information, competitor analysis, and a strategy for expansion							
No End of Module Assessment							
No Workplace Assessment							

Multisite Retail Management

Module Workload							
Module Target Workload Hours 0 Hours							
Workload: Full Time							
Workload Type	Workload Description	Hours	Frequency	Average Weekly Learner Workload			
Lecture	No Description		Every Week	36.00			
Total Weekly Contact Hours			ontact Hours	36.00			

Module Resources				
Recommended Book Resources				
Patrick M Dunne, Robert F Lusch, James R Carver. Retailing, 8th. Cengage, [ISBN: 9781285091136].				
This module does not have any article/paper resources				
Other Resources				
[Website], ESRI. Location analytics for retail, http://www.esri.com/library/brochures/pd fs/location-analytics-retail.pdf				
Discussion Note:				