



# STRATEGIC PLANNING AND MANAGEMENT IN RETAILING **ONLINE 2021**

Retail Management for Executives

# STRATEGIC PLANNING AND MANAGEMENT IN RETAILING

## ONLINE 2021

### Dates

Monday 31 May – Friday 4 June 2021

Monday 7 June – Friday 11 June 2021

### Delivered online via Zoom

Ten online sessions delivered over a two week period

### Cost

Early Bird (ends 30/4/21) AUD\$8,550 plus GST

Full Registration AUD\$9,500 plus GST

## Overview

The retail industry drives the global economy. The largest sector by revenue and employees, retail is fragmented across a broad spectrum of organisations, ranging from massive big-box stores and highly specialised outlets to a wide variety of online and multichannel retailers.

In today's value-driven environment, margins are often tight, expenses can be high, and finding an edge is challenging even for established operations—especially in the face of fierce competition from online retailers.

To succeed, retailers of all types (bricks and clicks) need executives with the skills and understanding to leverage available information, data on trends, and competitive analysis. That's why Swinburne Business School offers Strategic Planning and Management in Retailing. This program helps retail businesses develop the effective strategies and dynamic leaders needed to compete and win in the global retail marketplace.

For retail leadership and management, the constant pressure on revenues presents a variety of challenges. Executives must learn to leverage financial and productivity data, market position and trend information, and consumer research to formulate an effective plan for continuous growth.

## Program Topics

Strategic Planning and Management in Retailing provides a strategic look at the best methods to win in the highly competitive retail sector.

Topics include:

- Building Retail Strategy and Culture
- Financial and Productivity Analysis: the Strategic Profit Model and the Strategic Resource Model
- Omnichannel and Online Retailing
- Strategic Thinking and Planning
- Case Studies on Leading Global Retailers, Social Media, and Online Retailing

## Skills to Succeed

In a highly collaborative and interactive online setting, peers from across the retail industry and around the world share ideas, explore best practices, and learn to:

- Think more strategically about the business
- Become more data driven in building strategy, including financial modelling and productivity analysis
- Interpret consumer, competitive, and market research insights effectively—and implement changes based on the data
- Develop and apply enhanced merchandising management and assortment strategies
- Manage strategic resources efficiently

## Dynamic Learning Environment

Designed specifically for leaders across the retail sector, this online program will help you learn to adapt to the continued changes in the retail sector—especially those that dramatically affect efficiency and profitability including the growing tide of online retail transactions.

A diverse participant mix collaborates in an online and interactive setting, looking at best practices, sharing ideas, and exploring nuanced and broad-based approaches to effective leadership, management, and planning.

## The Swinburne Advantage

In collaboration with the Customer Experience and Insight (CXI) Research Group, Swinburne Business School programs are led by highly-regarded researchers and educators who are both thought leaders and pragmatic practitioners.

With a focus on real-world business challenges, Swinburne's suite of executive education programs develop participants through instruction, collaboration, and peer interaction.

For more information about developing the tactics, strategies, and skills needed to thrive in today's global business environment, contact:

## Enquiries & Registrations

Contact Kristy Horne

khorne@swinburne.edu.au

# PROGRAM FACILITATORS



**Lawrence J. Ring** is Chancellor Professor of Business and the Executive MBA Alumni professor of Executive Education at the Raymond A. Mason School of Business at the College of William & Mary. He was the founder and first director of William & Mary's Executive MBA Program, and served the business school as associate dean for academic affairs. His teaching and research interests focus on marketing management, and marketing and retailing strategy. He has received numerous teaching awards including the Thomas Ashley Graves Award for Sustained Excellence in Teaching. He is the co-author of the books: *Decisions in Marketing*, *Retail Management*, and *Strategic Marketing*, and has published a variety of scholarly articles, technical notes, and cases. In 1983, he co-founded the executive education program, Strategic Planning and Management in Retailing. He has served on the boards of directors of five publicly-held retail companies.



**Ronald L. Hess** is an Associate Professor of Marketing at the Mason School of Business at the College of William & Mary. He currently teaches Customer Experience Management and the Business-to-Business Marketing Career Acceleration Module (CAM) in the William & Mary MBA Program. He is a two-time winner of the Outstanding Professor Award at the Mason School of Business at the College of William & Mary. Professor Hess has considerable experience in consulting and executive education in the retail industry. His expertise involves managing the in-store and digital retail experience, improving customer satisfaction and improving customer profitability and customer lifetime value. He has published scholarly research in several highly reputable academic journals and authored cases on many important retailers. Hess has also taught in the Babson Strategic Retailing Program for about ten years, and has worked with many retailers in Australia, U.S., South America, Europe, and Asia.



**John S. Strong** is the CSX professor of finance and economics at the Raymond A. Mason School of Business at the College of William & Mary (USA). He received his master's degree and PhD from Harvard, where he also has taught. Strong focuses on financial analysis of retailing, especially in the areas of productivity analysis, project evaluation, acquisition valuation, the retail credit industry, and merchandise performance. He has published numerous articles and cases on these subjects, and is currently writing a comprehensive text on retail finance. He is a twenty-time winner of the William & Mary MBA and Executive MBA Outstanding Professor Awards, and received the Thomas Jefferson Teaching Award at the college's Tercentenary Celebration in 1993. He has taught in the Babson Strategic Retailing Program for almost two decades, and has worked with numerous retailers across Australia, the Americas, Europe, Africa, and Asia.

## Sample Program Schedule

### Session One

*The Eight Ways to Win in Retailing*

### Session Two

*Comprehensive Retailing Strategy Case*  
*Examples: Target Stores, Uniqlo, Whole Foods*

### Session Three

*Financial and Productivity Analysis*

### Session Four

*Financial and Productivity Analysis Group Exercise*

### Session Five

*Master Matrix Group Exercise, productivity by department by store*

### Session Six

*Assortment Planning and Merchandise Management Exercise*  
*Integrated Framework for Strategic Resource Management*

### Session Seven

*Merchandise Management Case, Strategic Market Planning Lecture*

### Session Eight

*Marketing Research Positioning Case*  
*Examples: TJ Maxx, Meijer Hypermarkets*

### Session Nine

*Customer Satisfaction and Social Media*  
*Examples: Sephora, Ulta Beauty*

### Session Ten

*Strategic Transformation Case*  
*Examples: Best Buy, Amazon, Zara & H&M*

*Twenty-Two Tiny Retailing Tidbits*

## **CXI Research Group**

[swinburne.edu.au/cxigroup](http://swinburne.edu.au/cxigroup)

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