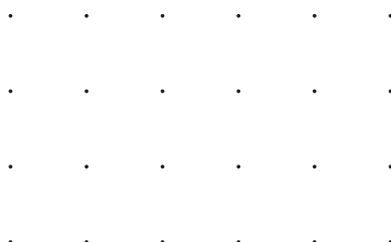




# Strategic Planning and Management in Retailing

Retail Management for Executives

2022



# Strategic Planning and Management in Retailing

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## Dates

Sunday 29 May – Friday 3 June 2022

## Location

RACV Cape Schanck Resort  
Trent Jones Drive,  
Cape Schanck, VIC, 3939

## Cost

Early Bird (ends 30/4/22) AUD\$10,800 plus GST  
Full Registration AUD\$12,000 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 plans 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 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 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 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.

## Enquiries & Registrations

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

**Kristy Horne**

+613 9214 5961

[khorne@swinburne.edu.au](mailto:khorne@swinburne.edu.au)

# Program Facilitators

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## Lawrence J. Ring

Lawrence 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. His teaching and research interests focus on marketing management, and marketing and retailing strategy. In 1983, he co-founded the successful long running 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

Ronald 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. His expertise involves managing the in-store and digital retail experience, improving customer satisfaction and improving customer profitability and customer lifetime value. Hess has also taught the Strategic Planning and Management in Retailing program for about ten years, and has worked with many retailers in Australia, U.S., South America, Europe, and Asia.

## John S. Strong

John 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 taught the Strategic Planning and Management in Retailing program for almost two decades, and has worked with numerous retailers across Australia, the Americas, Europe, Africa, and Asia.

## Sample Program Schedule

### Day One

The Eight Ways to Win in Retailing

### Day Two

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

Financial and Productivity Analysis

### Day Three

Financial and Productivity Analysis  
Group Exercise

Master Matrix Group Exercise, productivity by department by store

### Day Four

Assortment Planning and Merchandise Management Exercise

Integrated Framework for Strategic Resource Management

Begin Online Exercise

Strategic Thinking and Planning

### Day Five

Marketing Research, Segmentation and Positioning Case

Examples: TJ Maxx, Meijer Hypermarkets Customer Satisfaction and Social Media Examples: Sephora, Ulta Beauty

### Day Six

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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CRICOS Provider Code: 00111D  
Training Organisation Identifier: 3059

The information contained in this brochure was correct at the time of publication, July 2021. CXI Research Group reserves the right to alter or amend the material contained in this guide. Course information may change, for the most up-to-date information please contact the CXI team.