

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Adv Certificate in Retail Buying & Category Management

Practitioner Level



LAPT — London Academy of Professional Training

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Reference RT-RBM-P • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-RBM-P
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Assortment and Stock Management

5 chapters · 18 classes65 marks

• 1 Introduction to Assortment and Stock Management — 6 classes

› 1.1 Understanding Assortment and Stock Concepts

› 1.2 Identifying Key Components of Stock Management

› 1.3 Exploring Role of Assortment in Retail Buying

› 1.4 Analyzing Demand Patterns and Stock Levels

› 1.5 Evaluating Assortment Strategies for Retail Success

› 1.6 Implementing Basic Practices in Stock Management

• 2 Demand Forecasting and Inventory Planning — 6 classes

› 2.1 Understanding Demand Forecasting Concepts

› 2.2 Exploring Data Sources for Retail Forecasting

› 2.3 Analyzing Seasonal and Trend Patterns in Sales

› 2.4 Implementing Statistical Models for Forecasting

› 2.5 Assessing Forecast Accuracy and Adjustments

› 2.6 Developing Inventory Plans Based on Forecasts

• 3 Assortment Optimization Techniques — 6 classes

› 3.1 Understanding Assortment Optimization

› 3.2 Analyzing Consumer Demand Patterns

› 3.3 Identifying Key Assortment Drivers

› 3.4 Utilizing Data to Refine Product Selection

› 3.5 Implementing Assortment Mix Strategies

› 3.6 Evaluating Assortment Performance

• 4 Supplier Relationships and Procurement Strategies

• 5 Performance Analysis and Stock Turnover

• 1 Understanding Category Management Fundamentals — 6 classes

- › 1.1 Define the Role of Category Management in Retail
- › 1.2 Identify Key Objectives of Category Management
- › 1.3 Explore the Category Management Process
- › 1.4 Analyze Consumer Behavior and Its Impact on Categories
- › 1.5 Differentiate Between Category Roles and Strategies
- › 1.6 Apply Category Management Principles to Real-World Scenarios

• 2 Analyzing Consumer Behavior and Market Trends — 6 classes

- › 2.1 Understanding Consumer Behavior Patterns
- › 2.2 Interpreting Market Trend Data
- › 2.3 Identifying Key Consumer Segments
- › 2.4 Analyzing Competitor Strategies
- › 2.5 Linking Consumer Insights to Retail Strategies
- › 2.6 Applying Trends to Enhance Category Management

• 3 Developing Category Strategies and Tactics — 6 classes

- › 3.1 Understanding Category Roles and Strategies
- › 3.2 Analyzing Market Trends for Effective Strategy Development
- › 3.3 Aligning Category Strategies with Business Objectives
- › 3.4 Crafting Strategic Category Tactics
- › 3.5 Evaluating Competitor Strategies and Tactics
- › 3.6 Implementing and Monitoring Category Strategies

• 4 Optimizing Assortment Planning and Product Selection — 6 classes

- › 4.1 Understanding Assortment Planning Basics
- › 4.2 Identifying Key Product Selection Criteria
- › 4.3 Analyzing Consumer Demand Patterns
- › 4.4 Using Data to Drive Product Selection
- › 4.5 Balancing Variety and Depth in Product Assortments
- › 4.6 Implementing Effective Assortment Strategies

• 5 Measuring and Evaluating Category Performance — 6 classes

- › 5.1 Understanding Key Performance Indicators in Category Management
- › 5.2 Analyzing Sales and Profitability Metrics
- › 5.3 Evaluating Market Share and Growth Trends
- › 5.4 Assessing Inventory and Stock Turnover
- › 5.5 Developing Performance Benchmarking Strategies
- › 5.6 Implementing Continuous Improvement in Category Management

• 1 Understanding Retail Market Dynamics — 6 classes

- › 1.1 Identifying Key Retail Market Dynamics
- › 1.2 Analyzing Consumer Behavior Trends
- › 1.3 Exploring Technological Influences on Retail
- › 1.4 Assessing Economic Factors Impacting Retail
- › 1.5 Understanding the Competitive Landscape
- › 1.6 Applying Insights to Retail Strategy Development

• 2 Identifying Consumer Behaviour Patterns — 6 classes

- › 2.1 Understanding Consumer Needs and Desires
- › 2.2 Exploring Cultural and Social Influences
- › 2.3 Analyzing Economic and Environmental Factors
- › 2.4 Identifying Consumer Decision-Making Processes
- › 2.5 Examining Psychological Drivers in Purchases
- › 2.6 Applying Consumer Insights to Market Trends

• 3 Analyzing Market Trends and Forecasting — 6 classes

- › 3.1 Understanding the Basics of Market Trends
- › 3.2 Identifying Key Indicators and Drivers
- › 3.3 Analyzing Historical Data for Patterns
- › 3.4 Interpreting Consumer Behavior and Preferences
- › 3.5 Utilizing Tools for Market Trend Analysis
- › 3.6 Applying Forecasting Techniques in Retail

• 4 Leveraging Consumer Insights for Strategic Buying — 6 classes

- › 4.1 Understanding Consumer Insight Fundamentals
- › 4.2 Analyzing Consumer Data for Patterns
- › 4.3 Identifying Key Market Trends
- › 4.4 Translating Insights into Buying Strategies
- › 4.5 Applying Consumer Insights to Category Management
- › 4.6 Evaluating the Impact of Strategic Buying Decisions

• 5 Adapting to Emerging Retail Trends — 6 classes

- › 5.1 Understanding Emerging Retail Trends
- › 5.2 Identifying Key Drivers Behind Market Changes
- › 5.3 Analyzing Consumer Behavior in Trend Adoption
- › 5.4 Evaluating the Impact of Technology on Retail
- › 5.5 Applying Data Insights to Anticipate Future Trends
- › 5.6 Developing Strategies to Adapt to Market Shifts

• 1 Understanding the Basics of Negotiation in Retail Buying — 6 classes

- › 1.1 Exploring the Fundamentals of Negotiation in Retail
- › 1.2 Identifying Key Stakeholders in the Buying Process
- › 1.3 Understanding Buyer and Supplier Interests
- › 1.4 Developing Effective Negotiation Strategies
- › 1.5 Recognizing Common Negotiation Pitfalls
- › 1.6 Applying Negotiation Skills in Real-World Scenarios

• 2 Building Effective Supplier Relationships — 6 classes

- › 2.1 Understanding Supplier Dynamics
- › 2.2 Identifying Mutual Goals
- › 2.3 Establishing Trust and Communication
- › 2.4 Collaborating for Continuous Improvement
- › 2.5 Resolving Conflicts Effectively
- › 2.6 Evaluating and Enhancing Supplier Relationships

• 3 Advanced Negotiation Tactics for Retail Success — 6 classes

- › 3.1 Understanding Advanced Negotiation Principles
- › 3.2 Identifying Key Negotiation Leverage Points
- › 3.3 Implementing Persuasive Communication Strategies
- › 3.4 Employing Tactical Concession Techniques
- › 3.5 Building Long-term Supplier Relationships
- › 3.6 Evaluating Negotiation Outcomes for Retail Success

• 4 Evaluating Supplier Performance and Managing Challenges — 6 classes

- › 4.1 Understanding Supplier Performance Metrics
- › 4.2 Analyzing Supplier Data for Key Insights
- › 4.3 Identifying Areas for Supplier Improvement
- › 4.4 Developing Strategies to Address Supplier Challenges
- › 4.5 Implementing Supplier Performance Reviews
- › 4.6 Applying Negotiation Techniques to Enhance Supplier Relationships

• 5 Leveraging Technology in Supplier Management — 6 classes

- › 5.1 Understanding Technology's Role in Supplier Management
- › 5.2 Exploring Key Technologies for Supplier Collaboration
- › 5.3 Analyzing Data-Driven Decision Making in Supplier Management
- › 5.4 Implementing Automation in Supplier Relationship Management
- › 5.5 Evaluating the Impact of E-Procurement Systems
- › 5.6 Enhancing Supplier Performance through Digital Tools

• 1 Understanding the Retail Buying Process — 6 classes

- › 1.1 Defining the Retail Buying Process
- › 1.2 Identifying Key Stakeholders in Retail Buying
- › 1.3 Analyzing Market Trends and Consumer Behavior
- › 1.4 Evaluating Supplier Selection and Negotiation
- › 1.5 Understanding Product Assortment and Merchandising Strategies
- › 1.6 Applying the Buying Process to Real-World Scenarios

• 2 Supplier Relationship Management and Negotiation — 6 classes

- › 2.1 Understanding Supplier Relationship Dynamics
- › 2.2 Identifying Key Supplier Partnerships
- › 2.3 Exploring Ethical and Sustainable Sourcing Practices
- › 2.4 Developing Effective Communication Strategies with Suppliers
- › 2.5 Implementing Negotiation Techniques for Optimal Agreements
- › 2.6 Evaluating Supplier Performance and Relationship Impact

• 3 Analyzing Consumer Demand and Market Trends — 6 classes

- › 3.1 Understanding Consumer Demand Dynamics
- › 3.2 Identifying Market Trends through Data Analysis
- › 3.3 Interpreting Key Economic Indicators for Retail
- › 3.4 Evaluating Consumer Behavior Patterns
- › 3.5 Applying Trend Analysis to Buying Decisions
- › 3.6 Forecasting Future Demand in Retail Markets

• 4 Product Assortment and Inventory Management — 6 classes

- › 4.1 Understanding Product Assortment: Basics and Importance
- › 4.2 Analyzing Consumer Demand to Inform Product Selection
- › 4.3 Strategies for Effective Inventory Management
- › 4.4 Balancing Variety and Depth in Product Assortment
- › 4.5 Utilizing Data Analytics for Inventory Forecasting
- › 4.6 Implementing Efficient Inventory Replenishment Practices

• 5 Legal and Ethical Considerations in Retail Buying — 6 classes

- › 5.1 Understanding Legal Frameworks in Retail Buying
- › 5.2 Exploring Ethical Standards in Retail Practices
- › 5.3 Identifying Compliance Requirements in Retail Supply Chains
- › 5.4 Evaluating the Impact of Consumer Protection Laws
- › 5.5 Analyzing Ethical Dilemmas in Product Sourcing
- › 5.6 Implementing Legal and Ethical Best Practices in Retail Buying

• 1 Fundamentals of Sales Data in Retail — 6 classes

- › 1.1 Understanding Retail Sales Data Types
- › 1.2 Exploring Key Metrics in Sales Analysis
- › 1.3 Interpreting Sales Patterns and Trends
- › 1.4 Analyzing Sales Performance Using KPIs
- › 1.5 Identifying Seasonal Variations in Sales Data
- › 1.6 Applying Sales Data Insights to Retail Strategies

• 2 Techniques for Analyzing Retail Sales Data — 6 classes

- › 2.1 Understanding Key Retail Sales Metrics
- › 2.2 Interpreting Sales Trends and Patterns
- › 2.3 Identifying Top-Performing Products and Categories
- › 2.4 Analyzing Seasonal Sales Variations
- › 2.5 Evaluating Customer Purchase Behavior
- › 2.6 Applying Data Insights to Optimize Sales Strategy

• 3 Utilizing Software Tools for Sales Analysis — 6 classes

- › 3.1 Introducing Key Software Tools for Sales Analysis
- › 3.2 Navigating Sales Data Visualization Techniques
- › 3.3 Extracting Meaningful Insights from Sales Databases
- › 3.4 Applying Advanced Excel Functions for Sales Trends
- › 3.5 Leveraging Retail Analytics Platforms for Market Positioning
- › 3.6 Integrating Software Outputs into Strategic Decision-Making

• 4 Interpreting Sales Data to Inform Buying Decisions — 6 classes

- › 4.1 Understanding Key Sales Metrics
- › 4.2 Identifying Trends in Sales Data
- › 4.3 Analyzing Seasonal Sales Variations
- › 4.4 Comparing Product Category Performance
- › 4.5 Drawing Insights from Customer Purchase Patterns
- › 4.6 Applying Sales Data to Optimize Buying Decisions

• 5 Advanced Sales Data Strategies for Optimizing Category Management — 6 classes

- › 5.1 Understanding Advanced Metrics in Sales Data
- › 5.2 Identifying Key Sales Trends for Category Management
- › 5.3 Analyzing Competitor Impact on Sales Performance
- › 5.4 Leveraging Data Visualization Techniques
- › 5.5 Applying Predictive Analytics for Sales Forecasting
- › 5.6 Developing Strategies for Data-Driven Category Optimization