

Retail Essentials 1: Finance

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PROGRAMME

- 1000 Registration and coffee**
- 1030 Basic retail numbers**
- Percentages, gross and net sales, profit, margin and mark-up
 - Shrinkage and overheads.
- 1130 KPIs**
- Conversion rate, spend per visitor, average transaction value
 - What factors influence each KPI
 - How KPIs can be used to give insight into retail performance.
- 1230 Lunch**
- 1330 Measuring Sales**
- Rate of sale, sales by square metre, average selling price
 - Reading a profit and loss account.
- 1430 Stock Management**
- How much stock to buy to support sales
 - Stock turn
 - Running an open to buy system.
- 1530 Summary Including Top Finance Tips**
- 1600 Close**