

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Merchandising Strategy & Planning

Leadership Level



LAPT — London Academy of Professional Training

Address 85 Great Portland Street, W1W 7LT, London, United Kingdom

Email info@lapt.org

Telephone +44 7513 283044

Web lapt.org

Reference RT-RBM-L • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-RBM-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1

Data-Driven Merchandising

5 chapters · 30 classes 65 marks

• 1 Understanding Retail Data Metrics — 6 classes

› 1.1 Recognizing Key Retail Metrics

› 1.2 Interpreting Sales and Revenue Data

› 1.3 Analyzing Customer Behavior Through Data

› 1.4 Evaluating Inventory Performance Metrics

› 1.5 Leveraging Data for Market Trend Insights

› 1.6 Applying Data Metrics to Optimize Merchandising Strategies

• 2 Data Collection Methods in Merchandising — 6 classes

› 2.1 Understanding Data Collection in Merchandising

› 2.2 Exploring Quantitative Data Collection Methods

› 2.3 Utilizing Qualitative Approaches for Rich Insights

› 2.4 Integrating Technology in Data Collection

› 2.5 Analyzing Data for Effective Merchandising Strategies

› 2.6 Applying Data-Driven Insights to Real-World Scenarios

• 3 Analyzing Consumer Behavior Through Data — 6 classes

› 3.1 Understanding the Importance of Consumer Data in Merchandising

› 3.2 Identifying Key Consumer Behavior Patterns

› 3.3 Analyzing Purchase Data to Uncover Trends

› 3.4 Utilizing Segmentation Techniques to Tailor Strategies

› 3.5 Applying Predictive Analytics to Forecast Consumer Behavior

› 3.6 Implementing Data-Driven Insights into Merchandising Strategies

• 4 Data-Driven Decision Making in Merchandising Planning — 6 classes

› 4.1 Understanding the Importance of Data in Merchandising

› 4.2 Identifying Key Data Sources for Merchandising Decisions

› 4.3 Analyzing Consumer Data for Trend Insights

› 4.4 Utilizing Predictive Analytics for Inventory Planning

› 4.5 Implementing Data-Driven Pricing Strategies

› 4.6 Evaluating the Impact of Data-Driven Decisions in Merchandising

• 5 Advanced Forecasting Techniques for Retail — 6 classes

› 5.1 Understanding the Role of Data in Forecasting

› 5.2 Exploring Advanced Statistical Models

› 5.3 Implementing Machine Learning for Trend Analysis

› 5.4 Optimizing Inventory with Predictive Analytics

› 5.5 Aligning Forecasts with Marketing Strategies

› 5.6 Evaluating Forecast Accuracy and Adjusting Strategies

• 1 Understanding Merchandising Leadership Dynamics — 6 classes

- › 1.1 Defining Effective Leadership in Merchandising
- › 1.2 Analyzing Team Dynamics in Merchandising
- › 1.3 Exploring Leadership Styles for Merchandising Success
- › 1.4 Identifying Key Skills for Leading Merchandising Teams
- › 1.5 Applying Emotional Intelligence in Merchandising Leadership
- › 1.6 Developing Strategies for Collaborative Decision-Making

• 2 Building and Motivating Effective Merchandising Teams — 6 classes

- › 2.1 Understanding Team Dynamics in Merchandising
- › 2.2 Identifying Key Roles in Merchandising Teams
- › 2.3 Strategies for Building Cohesive Teams
- › 2.4 Motivating Team Members with Effective Leadership
- › 2.5 Addressing Conflict and Challenges in Teams
- › 2.6 Driving Team Success through Goal Alignment

• 3 Strategic Decision Making in Merchandising — 6 classes

- › 3.1 Understanding Strategic Decision Making in Merchandising
- › 3.2 Identifying Key Variables in Merchandising Strategies
- › 3.3 Analyzing Market Trends to Inform Decisions
- › 3.4 Evaluating Risks and Opportunities in Merchandising
- › 3.5 Utilizing Data to Drive Strategic Decisions
- › 3.6 Applying Strategic Decision Making in Team Scenarios

• 4 Communication and Conflict Resolution in Merchandising Teams

— 6 classes

- › 4.1 Understanding Communication Dynamics in Merchandising Teams
- › 4.2 Identifying Common Conflict Triggers in Merchandising
- › 4.3 Enhancing Active Listening Skills for Merchandising Leaders
- › 4.4 Developing Effective Feedback Techniques in Team Settings
- › 4.5 Implementing Conflict Resolution Strategies in Merchandising
- › 4.6 Applying Communication and Conflict Resolution Skills in Real Scenarios

• 5 Leading Innovation and Change in Merchandising — 6 classes

- › 5.1 Understanding Innovation in Merchandising
- › 5.2 Exploring the Dynamics of Change in Retail
- › 5.3 Identifying Barriers to Innovation
- › 5.4 Developing Strategies for Leading Change
- › 5.5 Fostering a Culture of Creativity and Collaboration
- › 5.6 Measuring and Reflecting on Change Implementation

• 1 Understanding Market Dynamics in Retail — 6 classes

- › 1.1 Explore Key Concepts of Market Dynamics
- › 1.2 Analyze Consumer Behavior in Retail Markets
- › 1.3 Identify Economic Influences on Retail Trends
- › 1.4 Examine Technological Impacts on Retail Dynamics
- › 1.5 Assess Competitive Forces in the Retail Environment
- › 1.6 Develop Strategies for Trend Forecasting

• 2 Data Analysis Techniques for Retail Insights — 6 classes

- › 2.1 Understanding Retail Data Sources
- › 2.2 Exploring Data Collection Methods
- › 2.3 Analyzing Consumer Buying Patterns
- › 2.4 Identifying Key Market Trends
- › 2.5 Applying Statistical Tools for Insights
- › 2.6 Interpreting Data for Strategic Decisions

• 3 Identifying Consumer Trends in the Retail Market — 6 classes

- › 3.1 Understanding Retail Consumer Behavior Dynamics
- › 3.2 Analyzing Current Retail Market Indicators
- › 3.3 Exploring Methods to Identify Emerging Trends
- › 3.4 Utilizing Data Analytics for Trend Forecasting
- › 3.5 Leveraging Social Media Insights in Retail
- › 3.6 Applying Trend Analysis to Retail Strategy Development

• 4 Forecasting Techniques for Retail Demand — 6 classes

- › 4.1 Explore the Basics of Retail Demand Forecasting
- › 4.2 Understand Key Variables Influencing Retail Demand
- › 4.3 Analyze Historical Sales Data for Trends
- › 4.4 Apply Quantitative Forecasting Models
- › 4.5 Utilize Qualitative Methods in Demand Prediction
- › 4.6 Implement Integrated Forecasting Techniques in Retail

• 5 Strategic Implementation of Trend Forecasts — 6 classes

- › 5.1 Understanding Trend Forecasting Models
- › 5.2 Analyzing Market Conditions for Strategic Insights
- › 5.3 Identifying Key Indicators for Future Trends
- › 5.4 Integrating Forecasts into Strategic Planning
- › 5.5 Adapting Strategies for Market Changes
- › 5.6 Evaluating the Impact of Trend Forecast Implementation

• 1 The Evolution of Retail: Trends and Innovations — 6 classes

- › 1.1 Understanding Historical Retail Shifts
- › 1.2 Identifying Key Retail Innovations Today
- › 1.3 Analyzing Digital Disruption in Retail
- › 1.4 Exploring the Role of Omnichannel Strategies
- › 1.5 Evaluating Sustainable Practices in Retail
- › 1.6 Applying Emerging Retail Technologies

• 2 Consumer Behaviour and Market Dynamics — 6 classes

- › 2.1 Understanding Consumer Behaviour: Key Concepts and Theories
- › 2.2 Analyzing Market Dynamics: Trends and Influences
- › 2.3 Identifying Consumer Needs and Preferences
- › 2.4 Segmenting Markets: Approaches and Strategies
- › 2.5 Interpreting Data Insights: Tools and Techniques
- › 2.6 Applying Consumer Behaviour Insights to Retail Strategy

• 3 Creative Retail Strategies and Business Models — 6 classes

- › 3.1 Understanding Creative Retail Strategies
- › 3.2 Analyzing Successful Business Models in Retail
- › 3.3 Exploring the Role of Innovation in Retail Spaces
- › 3.4 Identifying Trends and Consumer Behavior Patterns
- › 3.5 Designing a Unique Value Proposition for Retail
- › 3.6 Applying Innovative Strategies to Real-World Scenarios

• 4 Technology-Driven Retail Transformation — 6 classes

- › 4.1 Understanding Technology's Role in Retail Evolution
- › 4.2 Exploring Innovations in Customer Experience
- › 4.3 Leveraging Data Analytics for Strategic Decisions
- › 4.4 Integrating Artificial Intelligence in Retail Operations
- › 4.5 Implementing Omnichannel Strategies for Seamless Shopping
- › 4.6 Evaluating the Impact of Emerging Technologies on Retail

• 5 Sustainable Retail Practices and Ethics

• 1 Understanding the Role of Strategic Merchandising in Retail — 6 classes

- › 1.1 Defining Strategic Merchandising in Retail
- › 1.2 Identifying Key Components of Merchandising Strategy
- › 1.3 Analyzing Consumer Behavior and Its Impact on Merchandising
- › 1.4 Exploring the Role of Data in Retail Merchandising Decisions
- › 1.5 Integrating Merchandising with Marketing and Sales
- › 1.6 Applying Strategic Merchandising for Competitive Advantage

• 2 Market Analysis and Consumer Insights — 6 classes

- › 2.1 Understanding Market Dynamics in Merchandising
- › 2.2 Identifying Key Consumer Segments
- › 2.3 Analyzing Consumer Behavior Patterns
- › 2.4 Techniques for Gathering Consumer Insights
- › 2.5 Applying Data Analytics to Market Analysis
- › 2.6 Integrating Consumer Insights into Merchandising Strategy

• 3 Merchandise Planning and Budgeting Techniques — 6 classes

- › 3.1 Understanding Merchandise Planning Foundations
- › 3.2 Analyzing Market Trends for Effective Planning
- › 3.3 Developing Merchandise Budgets: Key Principles
- › 3.4 Implementing Inventory Control and Allocation Techniques
- › 3.5 Evaluating Financial Performance in Merchandising
- › 3.6 Applying Integrated Planning and Budgeting Strategies

• 4 Implementing Merchandising Strategies Across Channels — 6 classes

- › 4.1 Understanding Multi-Channel Retailing Dynamics
- › 4.2 Analyzing Consumer Behavior across Channel Platforms
- › 4.3 Integrating Cross-Channel Merchandising Strategies
- › 4.4 Optimizing Inventory Management for Omnichannel Success
- › 4.5 Implementing Effective Digital Merchandising Tactics
- › 4.6 Evaluating Channel Performance and Strategic Adjustments

• 5 Leveraging Technology and Innovation in Merchandising — 6 classes

- › 5.1 Exploring the Impact of Technology on Merchandising
- › 5.2 Analyzing Digital Tools for Inventory Management
- › 5.3 Utilizing Data Analytics for Consumer Insights
- › 5.4 Integrating AI for Personalized Shopping Experiences
- › 5.5 Adopting Emerging Technologies in Merchandising
- › 5.6 Evaluating Innovation Strategies for Competitive Advantage