LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Intro to Retail Buying: Products, Prices & Shelf Space

Workshop Level

LAPT — London Academy of Professional Training

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Reference RT-RBM-W • Retail Centres (old)

UKPRN 10067351 • Registered in England and Wales, company 4984798

6	19	76	440	60%	Lifetime
SUBJECTS	CHAPTERS	CLASSES	TOTAL MARKS	PASS MARK	VALIDITY

AT A GLANCE

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

CURRICULUM

1 How Products Get on the Shelf

4 chapters · 16 classes · **90 marks**

- **1 From Supplier to Store** — 4 classes
  - 1.1 The Retail Supply Chain Explained
  - 1.2 Types of Suppliers and Brands
  - 1.3 Ordering, Delivery and Receiving Stock
  - 1.4 Warehouse to Shop Floor Movement
- **2 Getting Products Ready for Sale** — 4 classes
  - 2.1 Checking Quality and Quantity on Arrival
  - 2.2 Barcodes, Labels and Price Tags
  - 2.3 Adding Products to the Stock System
  - 2.4 Handling Damaged or Wrong Deliveries
- **3 Different Retail Store Types** — 4 classes
  - 3.1 Supermarkets, Boutiques and Convenience Stores
  - 3.2 Online Shops and Marketplaces
  - 3.3 How Store Size Shapes What Is Stocked
  - 3.4 Seasonal Products and Timing
- **4 Understanding Product Supply Chain** — 4 classes
  - 4.1 Introduction to Retail Supply Chain
  - 4.2 Understanding Customer Orders
  - 4.3 Loading Procedures for Dispatch
  - 4.4 Best Practices in Order Fulfillment

2 What a Buyer Does All Day

3 chapters · 12 classes · **65 marks**

- **1 The Buyer's Role and Daily Tasks** — 4 classes
  - 1.1 Buyer, Merchandiser and Planner Roles
  - 1.2 A Typical Day in a Buying Office
  - 1.3 Reading Daily Sales Reports
  - 1.4 Working With Store Teams
- **2 Choosing the Product Range** — 4 classes
  - 2.1 What a Product Range Means
  - 2.2 Good, Better and Best Choices
  - 2.3 Adding New Lines and Dropping Old Ones
  - 2.4 Balancing Variety and Simplicity
- **3 Supplier Meetings and Ordering** — 4 classes
  - 3.1 Preparing for a Supplier Meeting
  - 3.2 Asking the Right Questions About Samples
  - 3.3 Placing a Simple Purchase Order
  - 3.4 Building Trust With Suppliers

3 Cost Price, Selling Price and Margin

3 chapters · 12 classes · **65 marks**

- **1 Understanding Costs and Prices** — 4 classes
  - 1.1 What Cost Price Includes
  - 1.2 What Selling Price Means
  - 1.3 Tax, Discounts and the Final Price
  - 1.4 Reading a Supplier Price List
- **2 Simple Margin and Markup Sums** — 4 classes
  - 2.1 Working Out Profit on One Item
  - 2.2 Margin Percentage Made Easy
  - 2.3 Markup Versus Margin
  - 2.4 Practising With Real Shop Examples
- **3 Setting Prices That Work** — 4 classes
  - 3.1 Comparing Prices With Competitors
  - 3.2 Price Points Customers Like
  - 3.3 Offers, Bundles and Sale Pricing
  - 3.4 Protecting Profit During a Sale

4 Choosing What Customers Want

3 chapters · 12 classes · **65 marks**

- **1 Learning From Sales Clues** — 4 classes
  - 1.1 Best Sellers and Slow Sellers
  - 1.2 Spotting Sales Patterns Over Weeks
  - 1.3 Stock Left on Shelf and What It Tells Us
  - 1.4 Using a Simple Sales Chart
- **2 Listening to Customers** — 4 classes
  - 2.1 Gathering Feedback in Store
  - 2.2 Reading Online Reviews and Ratings
  - 2.3 Customer Requests and Missing Products
  - 2.4 Understanding Different Customer Groups
- **3 Making Smart Product Choices** — 4 classes
  - 3.1 Spotting Trends Without Overbuying
  - 3.2 Testing a New Product in a Few Stores
  - 3.3 How Much to Order and When
  - 3.4 Avoiding Stock-Outs and Excess Stock

5 Shelf Space and Product Placement

3 chapters · 12 classes · **90 marks**

- **1 How Shelf Space Is Shared** — 4 classes
  - 1.1 Store Layout and Customer Walking Paths
  - 1.2 Eye-Level and Other Shelf Zones
  - 1.3 Giving Space to Fast Sellers
  - 1.4 Planograms: A Simple Shelf Plan
- **2 Displays That Help Products Sell** — 4 classes
  - 2.1 Grouping Related Products Together
  - 2.2 End Caps, Counters and Window Displays
  - 2.3 Signs, Colours and Lighting Basics
  - 2.4 Keeping Shelves Full and Tidy
- **3 Checking That Displays Work** — 4 classes
  - 3.1 Walking the Shop Floor With a Checklist
  - 3.2 Comparing Sales Before and After a Change
  - 3.3 Moving Slow Products to Better Spots
  - 3.4 Clearing Old Stock and Making Room

6 Retail Buying Careers and Next Steps

3 chapters · 12 classes · **65 marks**

- **1 Careers in Buying and Merchandising** — 4 classes
  - 1.1 Assistant Buyer and Merchandiser Jobs
  - 1.2 Growing From Assistant to Senior Buyer
  - 1.3 Jobs in Stores, Head Offices and Online
  - 1.4 What Employers Expect From Newcomers
- **2 Skills to Build Early** — 4 classes
  - 2.1 Number Skills and Spreadsheet Basics
  - 2.2 Negotiation and Communication Habits
  - 2.3 Staying Organised With Deadlines
  - 2.4 Preparing for a Retail Job Interview
- **3 The Path to the Foundation Certificate** — 4 classes
  - 3.1 What Retail Inventory Operations Covers
  - 3.2 Reviewing What You Learned Today
  - 3.3 Setting Your Own Career Goals
  - 3.4 Enrolling and Planning Your Next Step