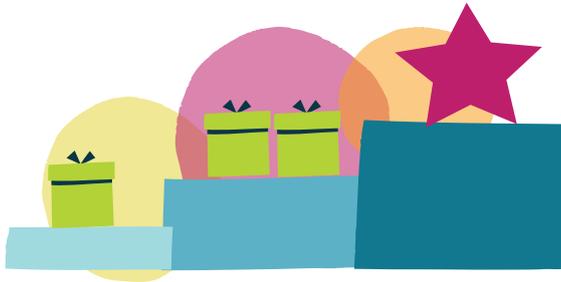




The Range Building Challenge

part of First Friday's Challenge Series

presented by Numensa Retail Consulting



The Range Building Challenge is a fast-paced, competitive team-based experience that encourages collaboration and cross-functional working as teams strive to create product ranges that meet customer expectations, exceed business goals and deliver profit

A two-day workshop for up to 16 delegates

First Friday's Range Building Challenge is a unique workshop that powerfully combines activities, top tips, retail knowledge and insights, and expert feedback to develop range building capability and awareness.

Facilitators with extensive commercial retail experience and expertise challenge teams to build a balanced, profitable and customer focused range for an international multi-channel business.

A common understanding of the success factors and mechanics within range building develops as each team defines the strategy and recommends the assortment plan to deliver a commercially successful product range.

True-to-life challenges and stimulus are introduced which challenge teams to think commercially, and the value and importance of teamworking is emphasised continually throughout the two days.

Feedback and critique from fellow delegates and facilitators alike enables each person to take away tangible actions and apply learning on-the-job.

Workshop objectives

This workshop helps delegates to:

- Understand the dynamics, challenges, complexities and stages involved in successful range building
- Work more efficiently and effectively across functions by exploring how each area within a commercial function contributes to range building, and how people and teams work together to optimise results
- Validate their current knowledge and capability levels to determine further training needs that support successful range building and personal development

Audience

This workshop is suitable for anyone who is involved in the range building process, or who would benefit from a greater understanding of it.

It is equally effective for either new or existing department teams, or delegates from a variety of commercial departments such as buying, merchandising, design, finance, marketing, sourcing and technical services.

The Range Building Challenge works equally well as a stand-alone workshop, as part of First Friday's Challenge Series, or within a wider buying and merchandising training offer.

"Our facilitators were true retail experts in range building, and what we got from two days with them was invaluable."

"The fast pace kept us on our toes and reminded us to keep the customer front of mind at all times."



To book or for further details and prices please contact: **Email** info@numensa.com.au **Phone** +61 3 9531 6520

First Friday is the leading training & development and change management business with over 100 retail clients across Europe and South Africa. Numensa Retail Consulting holds the exclusive licence to deliver this ground-breaking Challenge Series in New Zealand and Australia. <http://www.numensa.com.au>

