



The Trading Challenge

part of First Friday's Challenge Series

presented by Numensa Retail Consulting



The Trading Challenge is a team-based experience that challenges teams to trade a product category, optimise in-season performance and deliver profit through a series of varied and life-like trading scenarios

A one-day workshop for up to 16 delegates

First Friday's unique Trading Challenge helps individuals and teams explore the three stages of product trading, evaluate, forecast and take action, and work together to trade a product category throughout a season.

Facilitators with extensive retail commercial experience and expertise guide teams with information and tools enabling them to review product performance and make customer-focused trading decisions.

Valuable retail insights and best practice are shared in the quest to trade successfully during early, mid and end-of-season timeframes whilst optimising overall trading performance.

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:

- Explore the thought processes involved in trading a category or department within a multi-channel business
- Understand the key elements of trading and how they can be applied within their role
- 'Tell the story' behind the numbers and present memorable summary trading information
- Recognise the importance and value of working as a team to make trading decisions

Audience

This workshop is suitable for anybody within a core buying and merchandising role who either contributes to, or is responsible for, product trading.

The Trading 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 curriculum.



"Packed, interactive and full of tips on how to start with the top line and then drill down to detail."

"Great opportunity to work in a team, try out new ideas and share practice."



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>

