BABSON COLLEGE

STRATEGIC PLANNING AND MANAGEMENT IN RETAILING



DATES:
April 9 - 14, 2022

PROGRAM COST:*
$8,050

LOCATION:
Babson Executive Conference Center
Wellesley, MA

Learn more about accommodations and registration details at **babson.edu/bee/retail**

*Cost includes program materials, accommodations, and meals at the award-winning Babson Executive Conference Center.

Staying competitive in the rapidly evolving global retail marketplace requires leadership that is strategic and data-driven. **Babson Executive Education's Strategic Planning and Management in Retailing program** empowers you to successfully capitalize on changes in technology and consumer behavior through new business models that you can use to drive and sustain growth in your stores.



BABSON.EDU/BEE/RETAIL

WHAT YOU WILL GAIN

Learning from world-renowned faculty who have helped hundreds of successful retail leaders, you'll explore new business models and the core concepts of high-performance retailing. Specifically, you'll learn to:

- Plan for strategic growth using productivity analysis and financial modeling, including a proprietary model for building a competitive advantage in retailing
- Analyze and interpret consumer, competitive, and market research—and implement changes based on the data
- Develop and implement enhanced merchandising management and assortment strategies

WHO SHOULD ENROLL

This program is designed for senior retailers who are seeking new methods for growing successful brick-and-mortar stores.

SAMPLE PROGRAM SCHEDULE*

Browse the sessions available to you through this residential, immersive program.

DAY 1	DAY 2	DAY 3	DAY 4	DAY 5	DAY 6
	Breakfast	Breakfast	Breakfast	Breakfast	Breakfast
Introduction The Eight Ways to Win in Retailing Key Success Factors on the Pentagon and the Triangle "What is Strategy?"	The Strategic Profit Model The Strategic Resource Model	The Master Matrix: Analyzing Productivity by Department by Store	Online Assignment Strategic Market Planning	Customer Satisfaction Sephora Case Ulta Case	Best Buy Cases: Strategic Transformation Twenty-two Tiny Retail Tidbits Graduation and Wrap-up
Lunch	Lunch	Lunch	Lunch	Lunch	Optional Lunch
D_qr Pcr_jgg I e Epmsn &SI gojm' A_qc8 Qrp_rcew _ Ib Asjrspc	Midwest Markets Case: Store and Cluster Analysis The Master Matrix	Assortment Planning Integrated Framework for Data Management	TJ Maxx Case: Store Positioning	Amazon Case: Clicks vs. Bricks	
Reception Dinner	Dinner	Dinner	Dinner	Reception Dinner	
Evening Assignment	Team Preparation	Team Preparation	Team Preparation	Team Preparation	

*Babson Executive Education continually updates program content to best serve participant needs. Course content may vary.

FOR QUESTIONS AND AVAILABLE DISCOUNTS:
CONTACT **RACHEL CRANE / RCRANE@BABSON.EDU / +1-781-239-4349**

YOUR FACULTY DIRECTOR



Lawrence Ring
Chancellor Professor of Business and Executive MBA Alumni Professor of Executive Education, Raymond A. Mason School of Business at the College of William & Mary

TESTIMONIALS

"An intense learning experience which truly develops your ability to strategically review your business."

– Geraldene du Toit,
Head of Human Resources
Pepkor Specialty Ltd.

"Great course, helps us refocus on what is important by taking a step back and comparing your company with others."

– Nicolas Osterman,
Merchandiser
Groupe Touchette Inc.