

Effective Merchandise Management in the Book Business

by Ashley Bala

COURSE OBJECTIVE

This workshop will focus on effective merchandise management practices in the book business. Participants will learn how well and how fast they can turn merchandise into profit. They will be taught to acquire an assortment of merchandise that achieves customer's demand, and at same time takes into consideration sales volume, costs and expenses in order to promote growth and profit.

TARGET AUDIENCE

Retailers, Booksellers, Merchandise Managers, Operations & Logistics Managers, Distributors, Publishers, and all those with an interest in promoting the growth and profit of their respective business enterprises.

DATE & TIME

26 – 28 Sept 2007 (Wed – Fri),
9am to 1pm

VENUE

The Blue Room, the Arts House
(at the old Parliament)

COURSE OUTLINE

Lesson 1 – *Effective Merchandise Management to achieve profitable stock turn*

- a) What is Stock Turn?
- b) Benefits of Optimum Stock Turn

Lesson 2 - *How to Achieve a Higher Stock Turn*

- a) Stock the Right Merchandise
 - Fast Sellers
 - Basic Demand Lines
 - Slow Sellers
- b) Improve the Rate of Stock Turn

Lesson 3 – *How to Manage Stocks Well?*

- a) Effective Stock Management
- b) Checklist for New Lines/Buying

Lesson 4 – *Keeping Stocks at an Optimum Level*

- a) Create a Buying Plan
- b) Set Stocks at Optimum Level
- c) Watch Delivery Dates

Lesson 5 – *Buy Right, Promote Right*

- a) Evaluate Suppliers
- b) Be the Valued Customer

Organised by:



Supported by:



Effective Merchandise Management in the Book Business

by *Ashley Bala*

ABOUT THE WORKSHOP LEADER

Mr. Ashley Bala, SNP's former Executive VP (Retail Planning) and COO of myepb.com, has spent over 25 years in the book industry. Having worked in local listed companies, multinational companies and government listed companies, he has a good understanding of merchandising from a retail perspective. Ashley has in depth hands on understanding of retailing from a shop-floor perspective and a good understanding of the retailing of books in particular.

ABOUT THE ORGANISER

NBDCS is a non-profit society, established in 1969, that is committed to promoting storytelling, reading, writing and publishing in Singapore. CLAP, the training arm of NBDCS, is dedicated to upgrading professionals in publishing and literary arts. NBDCS has also been organising the annual Singapore International Storytelling Festival and Asian Children's Writers & Illustrators Conference; bringing together local and foreign experts to share their very own unique tips and techniques.

COURSE ADMINISTRATION

Registration Fees

Registration Fee : SGD\$375 per participant
Early Bird : **SGD\$330** per participant (received and paid on/ before **19th September 2007**)

Ways to register

1. Register online by visiting www.bookcouncil.sg/clap.htm
or
2. Complete the form below and fax it to (65) 6742 9466.

Cancellation & Substitution

Fees paid are non-refundable but transferable. Requests for substitution must be made on/before 19th September 2007. A cancellation charge of 25% of the course fee is applicable for cancellations made after 19th September 2007.

Payment

Payment is required before the workshop commences or within 30 days of receipt of invoice, whichever is earlier. Payment to be made in Singapore Dollars, by cash, cheque or bank draft, payable to "NBDCS". You may deliver your payment, with your name and contact details attached, immediately after you have faxed/emailed/submitted your online registration.

Mailing Address

National Book Development Council of Singapore
Geylang East Community Library
50 Geylang East Avenue 1
Singapore 389777

Enquiries

Email : clap@bookcouncil.sg
Tel : (65) 6848 8290

REGISTRATION FORM - EFFECTIVE MERCHADISE MANAGEMENT IN THE BOOK BUSINESS

Mr/Mrs/Ms/Dr _____

Organisation _____

Designation _____

Address _____

Tel _____

Mobile _____

Fax _____

Email _____

Signature _____