



# Strategic Planning and Management in Retailing

## Develop Winning Strategies for Department Stores

**31<sup>st</sup> IGDS  
Executive Seminar**

**2<sup>nd</sup> – 6<sup>th</sup> July 2023  
Jakarta, Indonesia**

Being competitive in today's retail industry requires a strategy which meets customers' highest expectations as well as your projected profit margins.

The 31<sup>st</sup> IGDS Executive Seminar provides you with the tools and skills needed to build a winning market strategy and to improve operating performance.

Professors John S. Strong and Ron Hess explore the 'eight ways to win in retailing'; taking into account the latest global trends, strategies and tools used by some of the most successful retail businesses in the world.

## Programme Content

The 31<sup>st</sup> IGDS Executive Seminar takes an in-depth look at the ever changing world of retail. By analysing multiple case studies and real-life exercises, the course emphasises ways to implement strategic decisions through competitive assessment; financial and productivity analysis; merchandising management; and the creation of an effective corporate culture. A combination of class lectures, interactive group assignments and case study analysis focuses on the following main issues:

- 'The Eight Ways to Win In Retailing'
- Customer Experience Digital and Physical Transformation
- Financial & Productivity Models
- Analysing Performance
- Merchandise Management
- Industry Case Studies (Nordstrom & Sephora)

Upon finishing this course, you will have developed new frameworks and tools for developing strategy and improving operational performance.

## Your Benefits

- Learn the 'Eight Ways to Win In Retailing'
- Strengthen skills for financial and productivity analysis, marketing research, strategic planning
- Manage/maximize performance of merchandise, space and people
- Optimize profit per sq. m.
- Understand best practices in developing omnichannel business
- Analyse sector-leading retailers in different case studies
- Share know-how and expertise with executive colleagues during team exercises, class discussions and group assignments

## Lecturers



### **John S. Strong**

CSX Professor of Finance and Economics, Mason School of Business, College of William & Mary, USA

Dr. Strong has been involved in retail executive education for more than twenty years. His expertise and principal interest involve financial and productivity analysis of retailing. He has worked with leading retailers across Europe, the United States, Latin America, Africa and Asia, and has written multiple case studies and articles on retail performance and strategy.



### **Ron Hess**

Associate Professor of Marketing at the Mason School of Business at the College of William & Mary, USA

He currently teaches Customer Experience Management and the Business-to-Business Marketing Career Acceleration Module (CAM) course in the William & Mary MBA Program. Previously he has taught courses in Marketing Analytics, Services Marketing, Consumer Behavior, Strategy and Sales Management. Prior to his appointment at William & Mary, he spent two years teaching in the MBA and Executive Programs at the University of Central Florida.

## Who Should Attend

For maximum effectiveness and success, 2 – 3 senior managers/top management per company, ideally consisting of:

- senior and general merchandise managers,
- operation managers,
- upper-level marketing, finance, IT, HRM and MIS managers.

In general, leaders who have the capacity to influence employees are applicable to the program.

## Comments

From IGDS members who attended previously;

'This training has taught us to look into retailing as a total. In terms of productivity, ways to win in retailing, merchandising, planning and most importantly to analyze the business in depth using all the above which we have learnt.'

Susan Yip , Parkson Corporation, Malaysia.

'This program not only helps us understanding the nuances of the business we are in, but also opens our minds to what the other retailers are doing across the globe through the case studies discussed. Also, by meeting the delegates and learning about their success stories (...)'

Rahul Nayar, Shoppers Stop, India.

'I would recommend this course without hesitation (...). The content (...) proved to be highly interesting and the related work, stretching and developing. The mix of attendees was very well balanced with people from markets and business facing a variety of challenges and also coming at problem solving from different functional backgrounds (...) I left with a great insight into international.'

Sarah Cleary, Selfridges & Co, UK.

'The most valuable: analytical framework , master matrix to assess performance and mix. Really useful.' Ludovic Tiberghien, Chalhoub Group, U.A.E.

'Very beneficial in applying financial productivity models to the real world and overall sharing and learning from other delegates from around the world.'

Marco Vazzola, Woolworths, South Africa.

## Seminar Venue

### Mandarin Oriental, Jakarta

Jalan M H Thamrin

10310 Jakarta

[www.mandarinoriental.com/en/jakarta](http://www.mandarinoriental.com/en/jakarta)

A group hotel booking has been arranged from Sunday, 2<sup>nd</sup> July to Thursday, 6<sup>th</sup> July 2023 and is included in the seminar fee outlined below.



# Programme Outline\*

## Sunday, 2<sup>nd</sup> July 2023

Individual Arrivals

17.30–18.30 Optional Matahari Store Tour

18.30 Welcome Dinner

## Monday, 3<sup>rd</sup> July

### to Wednesday, 5<sup>th</sup> July 2023

08.00–12.00 Lecture/Discussion  
Team assignments

12.00–13.00 Lunch

13.00–18.30 Group works  
team assignments and  
discussions

## Thursday, 6<sup>th</sup> July 2023

08.00–12.00 Lecture/Discussion  
team assignments

12.00–13.00 Lunch

13.00–17.30 Team assignments and  
discussions

Participants at their own discretion

\*Programme is subject to final confirmation

## Language

The course and all materials  
are in English.

## Accommodation

We have arranged for a group booking at Mandarin Oriental Hotel, Jakarta from Sunday, 2nd July to Thursday, 6th July 2023

All additional nights are at the expense of each individual delegate. To arrange your booking, please complete the registration form in the e-invitation.

## Seminar Fee

Price incl. tuition, material, 4-night accommodation per delegate, is US \$3,950 (minimum of 16 delegates)

Without accommodation per delegate  
US \$3,250 per delegate

## Payment Information

The seminar fee will be pre-invoiced to your company and payments are due prior to the seminar.

## Registrations

Please submit your online registration form to IGDS before 1<sup>st</sup> May 2023 at the latest.

## Fees, Cancellation and Refund Policy

In the event that you are unable to attend this program, an appropriate substitute from your company can take your place.

Cancellations will be charged in full. It is also understood, that during the program, you will have a free agenda and will be able to participate fully.

## Insurance

Please note that all insurances are the responsibility of each individual. IGDS cannot accept responsibility for any liability.