

# Product Merchandiser

AS A KEY TO SUCCESS



FLIP  
FLOP  
COLLEGE

## **TARGET AUDIENCE OF THE COURSE**

Profiles of various types, all of them complementary; product group managers, product managers, quality managers, Marketing Department assistants, sales managers who want to develop in the Marketing area, technicians and Marketing professionals.

## **COURSE OBJECTIVES**

To adapt the professional profile of the Product Merchandiser through the evolution of knowledge, tools and competencies to the new market requirements.

To learn to put into practice the methodologies for product definition and design, as well as to define strategy, development, launch, commercialization and innovation of the product.

## **METHODOLOGY**

All training programs taught by FLIP FLOP COLLEGE in collaboration with the Footwear Museum, are conducted by professionals active in their disciplines and with proven experience in the professional and teaching field.

Classes are 100% practical. It is intended that the student acquires the skills and abilities necessary to perform specific work in the area studied in this course, with the time and means required for its implementation in the industry.

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## UNITS

### 1. FASHION COMPANY TODAY: PRODUCT MERCHANDISER AND OTHER KEY PLAYERS

- Introduction: Types of companies, multi-brand, online, retailers, omnichannel.
- Organization of the fashion company and main key players: Fashion Buyer, Product Merchandiser, Product Manager.
- Differences between the main figures.
- Timing and interaction between key players.
- Practical exercises.

### 2. FASHION BUYER COLLECTION MANAGEMENT OF FASHION AND SUPPLY CHAIN

- Campaign planning.
- Historical analysis and detection of best sellers.
- Creation of the new collection: Origins and sourcing.
- Planning of the purchasing structure.
  - I. Seasonality.
  - II. Store type segmentation.
  - III. Shipment planning.
- Pricing strategy.
- Purchase strategy by product type: Best sellers, image, capsule, etc.
- Product adaptation by markets: cold countries, southern hemisphere, etc.
- Practical exercises.

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## COMO CLAVE DEL ÉXITO

### 3. THE PRODUCT MERCHANDISER AS THE KEY TO SUCCESS

- Skills: Business and fashion.
- Collection management.
- Go to market calendar.
- Omnichannel range plan.
- Influence on product design.
- Best Sellers VS Brand Image.
- Line Opening. Collection presentation to different channels.
- Adaptation of the collection by channels.
- Practical exercises.

### 4. MANAGEMENT CONTROL

- The budget.
- Relationship between the controller and the key players.
- Daily, weekly and monthly budget distribution.
- Historical analysis.
- Family weights.
- Price analysis.
- Analysis of stock, rotation, replenishment.
- Margin, profit and profitability.
- Price cuts, promotions and balance management.
- Practical exercises.

### 5. THE PRODUCT MANAGER: RESULTS ANALYSIS

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## More info

For more information please  
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## Strategic alliance

For the launch and delivery of this FLIP FLOP COLLEGE Program, FLIP  
FLOP COLLEGE has partnered with El Museo del Calzado.