



“IMPROVING RETAIL PROFITABILITY” (4 HOURS)

Audience: Primarily for owner/managers.

Formats: - Combined - recommended minimum of 4 and maximum of 20 participants.
- One-on-one with specialist AW consultant.

Venue: - Combined - an external training venue.
- One-on-one - a suitable consulting environment.

“Improving Retail Profitability” is a comprehensive examination of how to improve the profitability of retail businesses. The program was commissioned by AW specifically for retail in response to requests from clients and was authored by a former partner in PriceWaterhouseCoopers who is now running his own successful financial management training consultancy. The content has been further enhanced by a senior partner in Johnston Rorke Chartered Accountants.

Topics include:

- **Profit & Loss Statements**
- **Calculating Gross Profit**
- **Calculating Breakeven Point**
- **Changing the Big Four**
- **Determining Selling Cost**
- **Sales per Square Metre**
- **Advertising Effectiveness**
- **Increasing Items per Transaction**
- **Increasing Average Transaction Value**
- **Conversion Rate in Your Store**
- **Key Profit Drivers**
- **Calculating return on Investment**

The program includes a comprehensive workbook and practical exercises that will educate and empower you to better capture and utilise your retail business' financial information to boost its performance.