



## Mary Portas Master Class 3 - Buying for your customer

**Duration: One day**

**Price: £200 + VAT**

### **An inspirational programme for shop owners and managers**

A unique series of innovative masterclasses created with Mary Portas and delivered exclusively through the National Skills Academy for Retail's network of retail skills shops. Covering every stage of creating and running a successful retail business, each module has an invaluable set of hints and tips to improve the performance of all companies.

### **Buying for your customer: Buying the products that will attract customers and deliver profit**

Effective buying requires skill, insight and a fantastic commercial eye.

Get it right and you deliver profit; get it wrong and it can be a very costly mistake.

This master class provides you with all the information, tips and tools to help you get to know your brand, competition and shoppers inside out; in short, the skills to become a great buyer.

As well as looking at key elements like how brand value, vision and a grasp of your financial performance translates into buying, 'Buying for your customer' covers the importance of product mix, pricing and value and building relationships with suppliers. As ever, Mary imparts her unparalleled knowledge of getting the right merchandise at the right price to your customers.

Retailer interviews, video case studies and real-life examples of successful sourcing and buying decisions taken by businesses just like yours to drive sales and profitability, 'Buying for your customer' will give you a unique and invaluable insight into:

- **Who** you are buying for
- **What** you are going to buy
- **How** to buy profitably

This programme is highly interactive, accessible to all and contains easy to follow exercises that can make an immediate impact on how you run the buying side of your business. After the master class you will feel inspired to source, select and sell products that match your brand and shoppers' tastes perfectly - delivering that all-important profit.

'Buying for your customer' is the third of seven master classes that make up the *Mary Portas guide to successful retailing*.