



Accredited Africa Training Institute for Capacity Development

Unit FO409, Hatfield Plaza · 1122 Burnett St, Hatfield 0028 · Pretoria, Gauteng · South Africa

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COURSE BROCHURE

Merchandise Performance Analysis and Response

Services / Wholesale and Retail

Unit Standard 252246 · NQF Level 5 · 8 Credits · 5 Days

COURSE OVERVIEW

This course equips learners with the skills to analyse merchandise performance data and implement appropriate responses to optimise sales, reduce markdowns, and improve inventory turnover. Participants will learn to interpret key performance indicators, identify trends, and make data-driven decisions to enhance profitability.

Category	Services
Subfield	Wholesale and Retail
Unit Standard	252246
Accreditation	SAQA Accredited · NQF Level 5 · 8 Credits
Duration	5 days
Training Method	Online, On-Campus, In-House
Certificate	Issued via AATICD LMS – verifiable online

LEARNING OUTCOMES

- Analyse merchandise performance using relevant sales, inventory, and margin data.
- Evaluate product performance against key performance indicators such as sell-through rate, gross margin return on investment, and stock turn.
- Identify underperforming and overperforming merchandise categories and propose corrective actions.
- Implement response strategies including price adjustments, promotions, markdowns, and stock redistribution.
- Monitor the impact of response actions and adjust plans based on ongoing performance analysis.
- Document merchandise performance analysis and response actions for reporting and continuous improvement.

WHO SHOULD ATTEND

- Retail managers, merchandise planners, buyers, and inventory controllers who are responsible for monitoring and improving product performance in a retail environment.

COURSE OUTLINE

Day 1: Foundations of Merchandise Performance Analysis

- Introduction to merchandise performance analysis
- Key performance indicators (KPIs): sell-through rate, gross margin return on investment (GMROI), stock-to-sales ratio
- Data sources: point-of-sale (POS) systems, inventory management systems, customer databases
- Data quality and integrity principles
- Overview of retail reporting cycles
- Case study: basic performance report interpretation

Day 2: Analytical Tools and Techniques

- Excel functions for retail analysis: VLOOKUP, pivot tables, conditional formatting
- Calculating sell-through rate, turnover, and margin
- Introduction to variance analysis: actual vs. budget
- Data visualisation: charts and dashboards
- Identifying trends: moving averages, seasonality
- Diagnostic analysis: root cause of underperformance

Day 3: Category and Product Performance Evaluation

- ABC analysis for inventory classification
- Product lifecycle analysis: introduction, growth, maturity, decline
- Promotional analysis: uplift, ROI, cannibalisation
- Pricing elasticity and its effect on sales
- Assortment rationalisation principles
- Practical: conduct a category review using sample data

Day 4: Developing Performance Improvement Strategies

- Markdown optimisation strategies
- Inventory rebalancing: stock transfers, liquidation
- Vendor performance management
- Creating action plans with SMART goals
- Stakeholder communication: reports and presentations
- Simulation: develop a response plan for a struggling category

Day 5: Integration, Monitoring, and Continuous Improvement

- Building a performance monitoring dashboard
- Automated alerts for KPI thresholds
- Continuous improvement: Plan-Do-Check-Act (PDCA) cycle
- Post-implementation review and adjustment
- Case study: successful merchandise turnaround
- Final assessment: comprehensive analysis and response plan

ASSESSMENT & CERTIFICATION

Delegates are assessed through exercises and a final test. A mark of **50% or above** earns an **AATICD Certificate of Completion**, issued digitally with a unique verification code. This course carries **8 NQF credits** at **NQF Level 5**.

PRICING (PER DELEGATE, EX-VAT)

Delegates	Training Method	Price per Delegate	Total
1	Online	R 24,200.00	R 24,200.00
1	In-House	R 31,400.00	R 31,400.00
1	On-Campus (Pretoria)	R 36,200.00	R 36,200.00

UPCOMING SESSIONS

Start	End	Method	Venue
10 Aug 2026	14 Aug 2026	On-Campus	Durban, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Abu Dhabi, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Pretoria, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Dubai, UAE
10 Aug 2026	14 Aug 2026	On-Campus	Cape Town, South Africa
10 Aug 2026	14 Aug 2026	On-Campus	Mauritius
17 Aug 2026	21 Aug 2026	On-Campus	Dubai, UAE
17 Aug 2026	21 Aug 2026	On-Campus	Pretoria, South Africa

Contact us if no suitable date is listed – on-demand sessions can be arranged for groups.

HOW TO GET A QUOTE OR APPLY

- 1. Get an instant quotation online:** visit www.aaticd.co.za, open the page for this course (Unit Standard 252246) and click **Get A Quote / Apply**. Select your training method and number of delegates – your quotation is generated immediately and emailed to you with the course brochure attached.
- 2. Apply by email:** send the course title, your preferred training method (Online, In-House or On-Campus Pretoria), the number of delegates and your preferred dates to apply@aaticd.co.za – our team will reply with a formal quotation.
- 3. Apply by phone or WhatsApp:** call +27 12 004 8389 or WhatsApp +27 65 077 6310 and we will prepare your quotation and reserve your seats.
- 4. Confirm your booking:** accept the quotation and settle the invoice. As soon as payment is confirmed your delegates are enrolled and receive their AATICD LMS login details by email, along with joining instructions for their chosen training method.

Group discounts apply automatically – the more delegates you enrol, the lower the price per delegate. No payment is required to request a quotation.

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