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significant input for the development of a comprehensive training manual for food distribution center and supermarket management on the "Strategic Management of General Merchandise."

This additional information on the status of general merchandise in supermarkets has substantial management implications for personnel at all levels of the distribution system. These data suggest that many management teams have a need to reexamine their policies relative to such important merchandising considerations as product variety,

display space allocation, layout, departmental location, inventory levels, etc. Furthermore, for the first time an extensive general merchandise training program is available to all industry segments, including manufacturers, distribution center personnel, brokers, and retailers, that can be instrumental in improving the sales and profitability of general merchandise departments in supermarkets.

Footnote

¹General Merchandise Institute, a division of NAWGA, provided the financial support for this research study.

MEETING TRAINING NEEDS OF CONVENIENCE STORE INDUSTRY

by
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National Association of Convenience Stores
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The National Association of Convenience Stores offers the following programs.

Institutes

Supervisory Development Institute
Program: Develop personal skills in the areas of motivation, delegation of responsibility, time management, effective interviewing, conducting store managers meetings, communication techniques, measuring store performance through MBO and effective planning and

control methods. Practical application and action plans for implementation will be stressed.

Financial Management Institute
Program: Identify the importance of financial management in the operations of a convenience store company. Teach the application of financial management concepts and tools to operations personnel. Integrating financial and nonfinancial concepts and using information for decision making. Emphasis is on decision making not accounting techniques or math.

Merchandising Management Institute
Program: Increase return on investment through the development and evaluation of a total merchandising strategy including store lay-out, product mix pricing, space allocation and display techniques.

Training Development Institute
Program: Develop the ability to design, conduct and evaluate company training programs with an emphasis on the training skills of the trainer.

Operations Management Institute
Program: Apply management concepts of planning, organizing and controlling to the convenience store firm, using functional management concepts and management by objectives techniques. Including the development and evaluation of personal management effectiveness.

Clinics

Controller Clinic Program: Provide information and techniques designed to solve current control and other financially related problems.

Seminars

Getting Results Through People
Seminar Program: Develop the supervisory skills and techniques needed for achieving desired results through increased employee productivity.

Recruiting, Selecting and Hiring
Seminar Program: Develop the skills necessary to effectively recruit, select and hire convenience store personnel.

Shrink Control Seminar Program:
Identify and develop techniques to detect and control store level shrink.

Advertising and Promotion Seminar
Program: Develop, implement and evaluate advertising and in-store promotion programs.

Real Estate Management Seminar
Program: Assist companies improve their real estate management skills through: analysis of financial alternatives, negotiation techniques, site acquisition, site development and the administration of the real estate function.

Executive Development Seminar Program: Develop strategies and action plans for organizing, controlling and merchandising fast foods and gasoline.

Conferences

Executive Conference Program:
Further the development of the social, economic and political skills of the Chief Executive and spouse through exposure to informative, educational and entertaining speakers and topics.