

# FOCUS GERMANY

## Innovative Management in the German Retail Industry



This module begins with informative and theoretical seminars (30%) in preparation for the ensuing practical activities programme (70%) which will cover practical information relating to the innovative management in the German retailing industry. The courses may focus on different areas of the industry such as food & beverage retail, consumer electronics, furniture, discount retailing, department stores & shop-in-shop systems and DIY and bulk consumer goods and lasts for 1-2 weeks. Participants meet up with industry specialists and representatives from local companies in the retail industry. The practical experience programme may also include visits to state regulatory bodies. All groups should specify in detail their actual objectives, so that interest-groups may be combined and the best experts and most relevant organisations and ministries can be contacted in order to organise the most productive visits possible:

1. Information for students and professors – knowledge-acquisition and practical experience in the retail field
2. Information for retail businessmen / wholesalers – know-how and contact acquisition
3. Information for retail companies and or exporters – international know-how acquisition
4. Information for potential buyers and investors – sourcing M&A candidates in retail industry sector
5. Information for general business interests – any combination of the above and general business-contacts

### Sample for 2-week Programme on Innovative Management in the German Retail Industry

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| <b>Week 1 Content</b> | <b>Day 1:</b><br>Key-note lecture by professor for retail business management & preparation of case study or practical research assignment | <b>Day 2:</b><br>Visit of in multinational supermarket chain (Walmart/Woolworth) for talks with senior and/or middle management level concerning competition management        | <b>Day 3:</b><br>Visit of in local or national supermarket chain (ALDI/LIDL) for talks with senior and/or middle management level concerning product marketing and pricing | <b>Day 4:</b><br>Visit of consumer goods chain retail store ((Saturn/Mediamarkt) for talks with middle management level concerning competition management                               | <b>Day 5:</b><br>Visit of flagship store eg from famous fashion company eg BOSS  |
|                       | <b>Week 2 Content</b>  | <b>Day 6:</b><br>Visit of flagship luxury department store eg KaDeWe from large retail concern – innovative techniques for customer loyalty programmes and customer networking | <b>Day 7:</b><br>Visit to local regulatory authorities and local retail business boosting schemes  | <b>Day 8:</b><br>Personnel problems and legal aspects of retail industry in Germany – maximising of profit in minimal time with well-trained personnel – seminars with industry experts | <b>Day 9:</b><br>Talks with national leaders from the furniture industry (IKEA + local manufacturers ) on competition management and innovative product design |