

GROW YOUR RETAIL BUSINESS WITH AUSTRALIAN GOVERNMENT SUPPORT



Accelerate your business performance with RAPID RETAILING. This innovative retail business improvement program is FREE to small business retailers taking the challenge to grow their business. RAPID RETAILING, which is funded under the Australian Government's Building Entrepreneurship in Small Business (BESB) program administered through AusIndustry, supports training and mentoring of participating retail businesses to a standard recognised by the Australian Retailers Association as an Accredited Retail Professional.

What support exists?

the Australian Retailers Association can assist you meet the challenges of retail competition. Rapid Retailing is a comprehensive program of support designed to strengthen retail businesses with practical improvement and execution strategies. Each participant is supported by a program of education, mentoring and structured networking groups with fellow retailers through both workshop and on site visits.

Launch of business program and mentoring for your retail businesses

the RAPID RETAILING PROGRAM is multi faceted with a strong retail financial theme. It aims to develop the skills of participants to successfully move their business forward

with an in-depth focus on business improvement.

The program provides participants the opportunity to participate in 4 full day workshops, followed by 4 on-site mentoring sessions (2 hour duration) with an experienced retail business mentor. This program assists you in making the most of the opportunities for growing your business with RAPID RETAILING.

Your trainers and mentors

The RAPID RETAILING PROGRAM brings you the expertise of leading industry trainers and mentors equipped with a high level of current experience in supporting all profiles of retail businesses. This means you get the best retail advice to help your business grow and prosper.

UP TO \$3,000 OF RETAIL TRAINING & MENTORING FOR \$200



RETAIL
ACCREDITED
PRODUCTIVITY
IMPROVEMENT
DEVELOPMENT



A USTRALIAN
R E T A I L E R S
A S S O C I A T I O N



RETAIL ACCREDITED PRODUCTIVITY IMPROVEMENT DEVELOPMENT

ON COMPLETION OF THE PROGRAM EACH RETAILER WILL HAVE ACQUIRED:

- ▲ *Practical templates to successfully build and implement a Business Improvement Plan*
- ▲ *Guidance from retail specialists in areas of:*
 - *Merchandise Management*
 - *Buying and Stock Management*
 - *Financial Analysis*
 - *Profit & Loss & Balance Sheets*
 - *Cash Flow*
 - *Financial Forecasting*
 - *Store Layout and Visual Merchandising*
 - *Advertising and Promotions*
 - *Store Systems*
 - *Customer Service*
- ▲ *An improved understanding of current retail issues*
- ▲ *Options for continuing business education*
- ▲ *Ongoing professional development through future networking opportunities*
- ▲ *Recognition as an Australian Retailers Association Accredited Professional*
- ▲ **\$ 3,000 of FREE consulting and mentoring support**

YOUR COMMITMENT

To be eligible for this RAPID RETAILING PROGRAM a participant will be required to undertake a retail business improvement analysis as part of the enrolment process at an investment of only \$200.

Take this opportunity to gain the value of \$3,000 of consulting, mentoring, workshops and networking support with Retail Experts.

ARE YOU ELIGIBLE

This program is available to Retailers who are either business owners or managers of small sized retail businesses. To confirm your eligibility please complete the attached expression of interest form.

The RAPID RETAILING PROGRAM will commence from April 2008

THIS PROGRAM IS FREE TO THE FIRST 100 ELIGIBLE APPLICANTS (NSW & VIC)

For more information please contact Garry Terrill via email garry.terrill@vic.ara.com.au or telephone (03) 9321 5000

EXPRESSION OF INTEREST

Participant Name _____

Participant Position _____

Business Name _____

Business Type _____

Years of Business Operation _____

Business Address (Street) _____

Business Address (Postal) _____

Phone _____

Fax _____

Mobile _____

Email _____

Are you prepared to undertake a
Retail Business Improvement Analysis
to support your enrolment? Yes No

Signature _____

**Return to ARA via fax: (03) 9321 5041 or
email susie.simons@ara.com.au**

This project is proudly supported by



An Australian Government Initiative

AusIndustry

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