ENROLLMENT INFORMATION

NWACC Corporate Learning
The Shewmaker Center for Workforce Technologies
One College Drive
Bentonville, AR  72712

479-936-5175

To apply for the Shelf Management and Intactix Shelf Planning program

1. Complete Shelf Management and Intactix Shelf Planning application to Corporate Learning.

2. Complete a class registration form to enroll in:
   a. XRTL 5004 Introduction to Shelf Management and Space Planning
   b. XRTL 5006 Advanced Shelf Management and Space Planning

3. If planning to pay by check or cash, bring the application and class registration forms to Corporate Learning in the Shewmaker Center for Workforce Technologies.

4. If planning to pay by debit card, credit card, or to set up a payment plan; send in your application and class registration forms to retail@nwacc.edu. You will receive a confirmation email of enrollment and instructions on how to complete your payment arrangements.

For more information, please visit our web site:

ABOUT THE INSTRUCTOR

Eric Liberatore: has over 23 years of experience in the retail and CPG industries specializing in planogram and modular design and analysis. From 1988 to 1996, he was with Wal-Mart Stores, Inc., where he worked in the stores and the home office with the modular planning department. In 1996, he joined Intactix, the creators of Intactix ProSpace/Space Planning as a project coordinator on-site at the Wal-Mart office to assist in their transition to InterCept from Spaceman III. A big part of his role was to train Wal-Mart’s users on the new Intercept system. For the past 13 years, Eric has been in the CPG industry with suppliers including Binney and Smith, Del Monte Foods and for the past six years he has been serving as a category advisor with the Clorox Company. Eric has taught Shelf Management classes at NWACC since 2002.
The Program

The Shelf Management and Intactix Shelf Planning (ProSpace) program consists of 2 classes that meet for 13 weeks. This program will teach students how to use the Intactix Shelf Planning software, also known as ProSpace. This includes steps to complete the retail modular process, how to monitor the planograms, also known as modulars, to meet required measurements such as sales and profitability, and how to identify the right assortment and that it is placed in the right position.

Program Pre-requisites

1. Bachelor’s Degree OR successfully completed the Certified Retail Analyst program also offered at NWACC.
2. Basic knowledge of MS Office 2010.
3. 1 or more years of experience in Retail.

COURSE DESCRIPTIONS

All Pre-requisite classes must be satisfied before registering for the Shelf Management and Intactix Shelf Planning classes listed below.

Classes listed below must be taken in the order listed:

1. XRTL 5004: Introduction to Shelf Management and Space Planning
   - Identify and explain the merchandising strategies of a modular.
   - Explain how to use product and fixture libraries to develop planograms/modulars.
   - Illustrate how to use Intactix (ProSpace) software to develop planograms.
   - Determine product placement and space allocation while building planograms/modulars.
   - Use highlights, labels, charts, and reports to help analyze product placement and presentation.
   - Identify items that have too much or too little inventory.

2. XRTL 5006: Advanced Shelf Management and Space Planning
   - Explain the retail modular process.
   - Create analytical tools to monitor performance of the product assortment.
   - Demonstrate how to group planograms/modulars by geographic store clusters or store formats.
   - Explain and demonstrate how to create new and modify existing planograms/modulars to increase profitability and sales.
   - Show how to update and compare performance across planograms/modulars.
   - Demonstrate how to use Retail Link data with ProSpace charts, tables, labels, and highlighting.

ProSpace Class Costs:

- Introduction to Shelf Management and Space Planning: $650.
- Advanced Shelf Management and Space Planning: $600.

Each class meets one night a week for 13 weeks from 6:00-9:00 pm.

Entire program completed in 1 semester.
(Pre-requisite classes must be completed first)