



# Retail DNA

## Mastering Retail Financials for Better Decision Making

Understanding the financial drivers of retail performance empowers smarter, more strategic decisions across pricing, investment, and profitability. This course equips participants with the knowledge and tools to confidently manage department or store-level financials and drive sustainable growth.

### Course overview

- **Introduction to the Retail DNA Framework** - Learn how customer base, frequency, and transaction value combine with cost of goods sold and cost of doing business to shape profitability.
- **Profitability Levers and Strategic Focus** - Identify where to invest time, energy, and resources for maximum return and long-term performance gains.
- **Reading a Profit & Loss Statement** - Build confidence in interpreting financial reports and understanding their business implications
- **Key Financial Concepts Explained** - Gain a solid grasp of gross and net margin, contribution to margin and profit, margin blending, and margin management.
- **Pricing with Precision** - Understand cost pricing, mark-up vs margin, GST, and weighted or moving average costing to inform smarter pricing decisions.
- **The True Impact of Discounting** - Learn when and how to discount – and how it affects your margins and profitability.
- **Mastering Margin Blending** - Apply contribution to margin blending techniques to optimise your product mix.
- **Unlocking Additional Revenue Streams** - Explore alternative income channels such as space rentals, scan-backs, rebates, incentives, co-funded promotions, and fixture subsidies.
- **Driving Departmental and Behavioural Shifts** - Use strike rate data and internal market share analysis to influence team performance and customer behaviour.