



Project Case History Overview New Initiative

Client: Best Buy Co., Inc.

Project: Introduction to Best Buy: Retail 101

Challenge: The complexion of the employee population has changed, in that the number of new hires without retail business experience has significantly increased. Therefore there is a training need to orient this employee base to retail practices and aspects of retail business which are unique to Best Buy: Retail 101.

Deliverables: A training course will be developed to include basic retail concepts, structure, and trends of retail and practices specific to Best Buy retail. The course will be a required course for all new hires without prior retail work history.

The following are the overall objectives as provided by Best Buy:

- To describe, from a broad perspective, the retail business
- To identify the major drivers of retail business
- To understand the retail cycle/calendar
- To understand the organization structure
- To discuss what is meant by Customer Centric
- To differentiate Best Buy from its competition
- To describe what Best Buy sells
- To understand, from a broad perspective, intra-departmental support of Retail

The training is estimated to be 4-5 hours in length with a lunch activity. The deliverables for the Retail 101 training session include:

- Train-the-Trainer Guide (appr. 10 pages)
- Facilitator Guide (appr. 50 pages)
- Participant Guide (appr. 25 pages)
- PowerPoint visuals/Overheads to support training
- NET edited videos (Yellow Tag to edit with our suggestions)