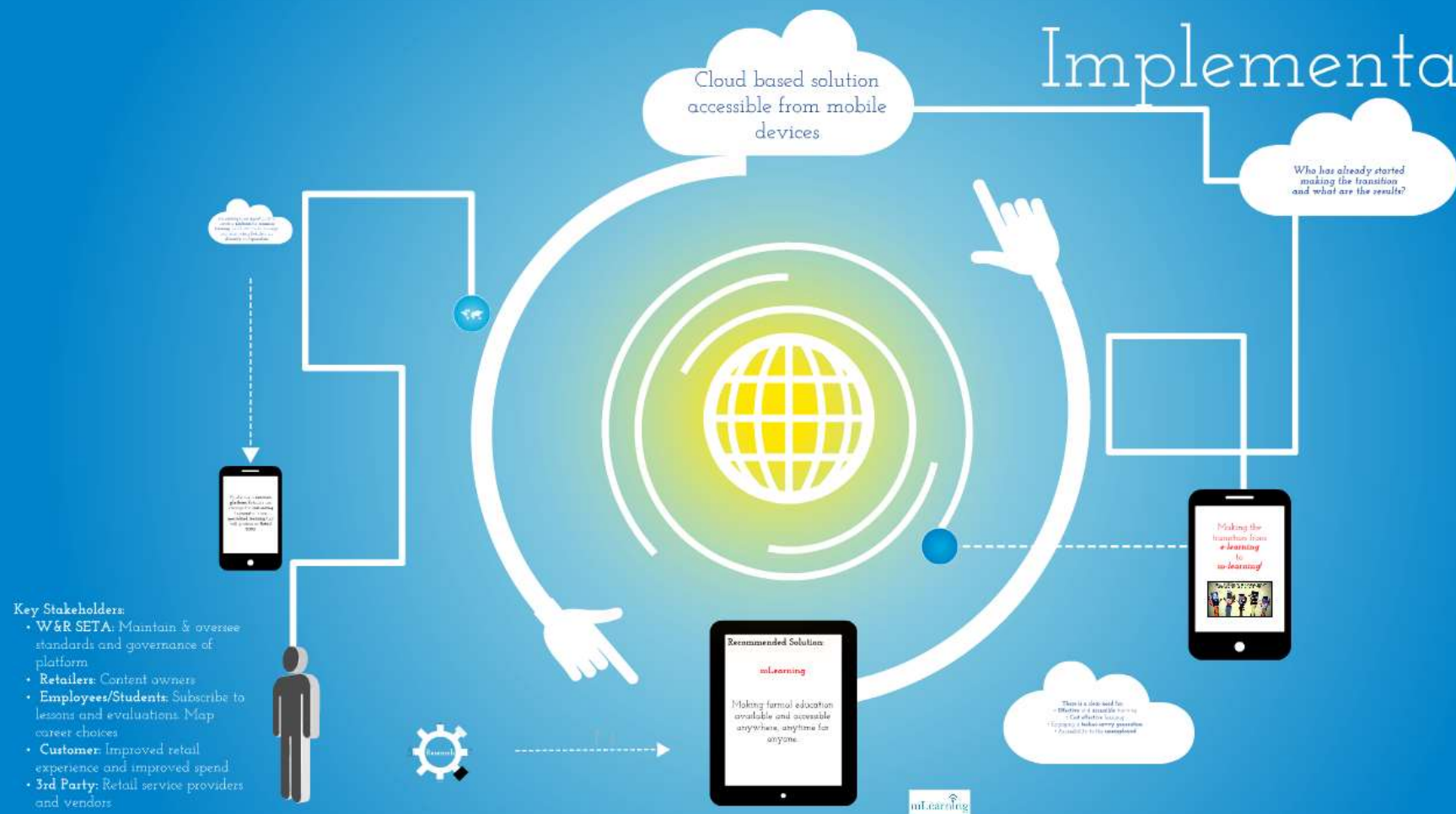


2020 Retail Visionaries



Implementation



Research Topic

An investigation into the **lack of skills** in the **retail sector**; the international lessons in upskilling the sector; and the **anticipated scarce** and **critical skills** required with reference to the **2020 landscape**.



Objective

To recommend a **practical** and **implementable solution**, to the **scarce** and **critical** skills required to support the **2020 Retail Landscape**.

Research Method

Qualitative Interpretive Study

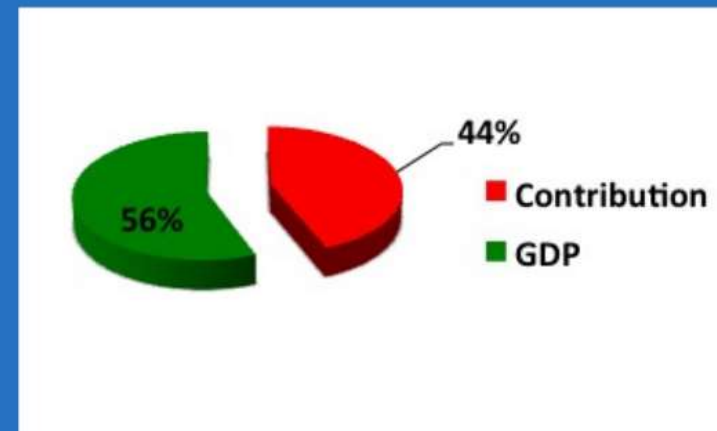
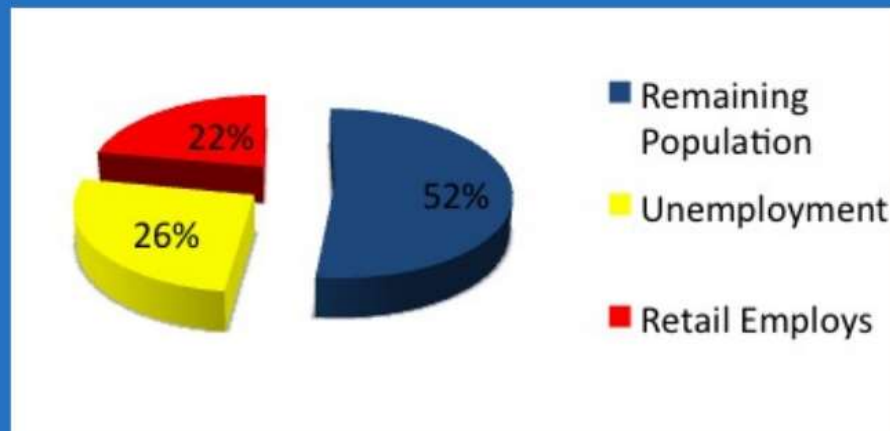
Research Approach

- Review of Academic Literature
- One on One Interviews and Discussions
- Surveys
- Local and International Observations



Literature Summary

- Retail requires 42000 Managers across functions



- By 2016 - 44% of retail will be online

Literature Review and International Findings confirms the following trends:



Collaboration



Supply Chain



Customer Centricity



Informed Customer



Omni Channel Retail


























Green-tailing

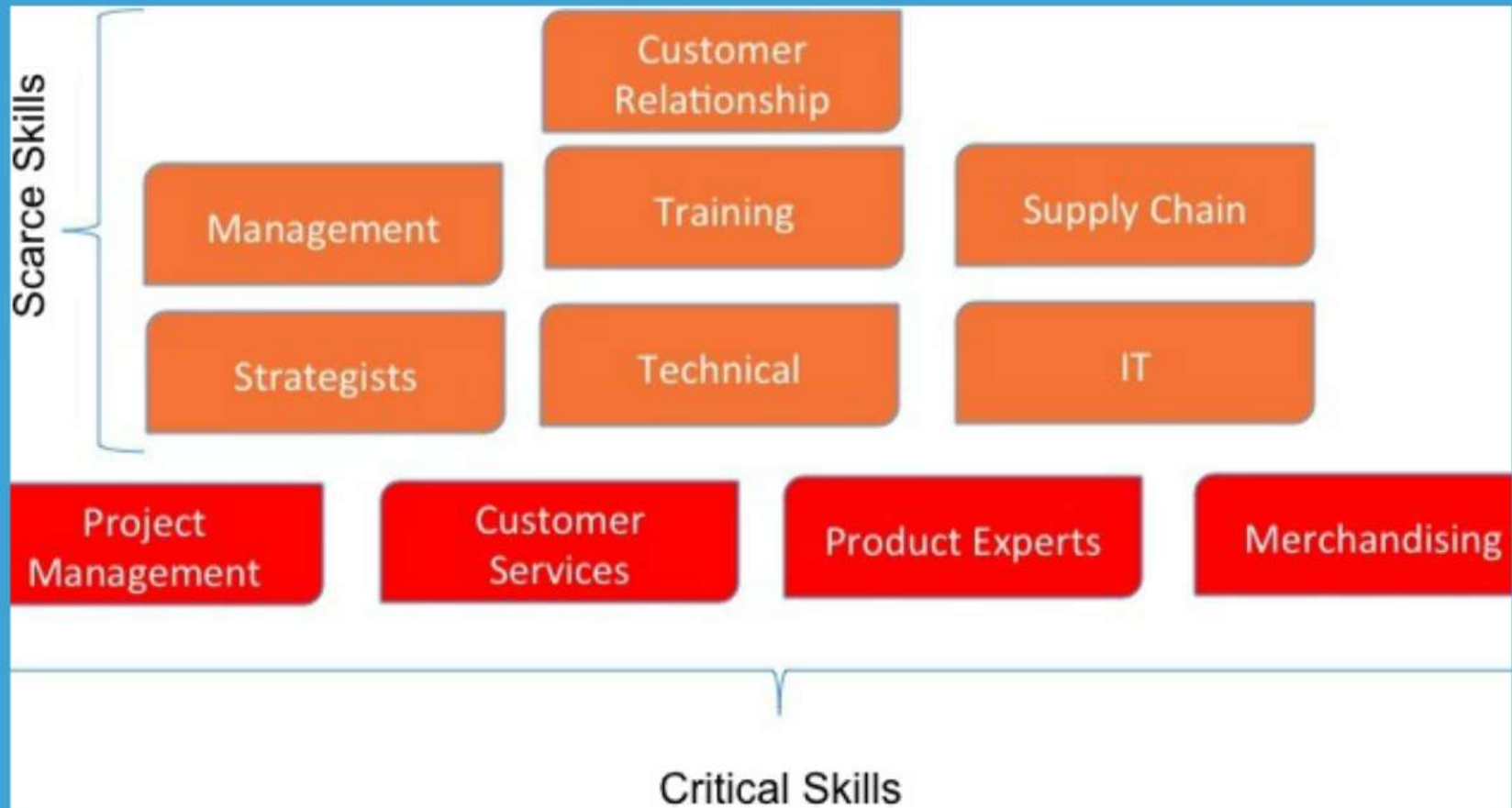


Technology

Integrated Findings Dashboard

	Area of Concern	Souh Africa	International
1	Literacy Levels		
2	Unemployment Levels		
3	Career Pathing		
4	Career of choice		
5	Collaboration		
6	Technology Advancements		
7	Optimization of the Supply Chain		
8	Social Networking		
9	Omni Channel Retailing		
10	Globalisation		
 Operational  In Progress  Concern			

Where does the skills gap exist?



Impact of Critical and Scarce Skills on SA Retail

- Poor **customer engagement** and retention
- Falling behind international **customer centricity**
- Tardy **Supply Chain** - stale stock
- Poor **IT solutions** - manual labour intense processes
- **Projects** over run **budget** and time - reduces competitive advantage
- **Lack** of **agility** to compete with global retailers

Position Retail as a career of choice

- Aimed at **school leavers** and **unemployed**
- Invest into **attracting** the **right calibre people** that want to be in retail
- Increase **retail visibility**
- **Marketing** Retail
- Career days, career path mapping, bursaries and experiential training programs



Retail Academy Solution

- Aimed at tertiary education to **improve level of skills** for the sector
- **Central hub** for retail education with emphasis on **practical learning**
- Focuses on **end to end positions** in retail
- Can be utilised as a **recruitment hub**
- **One standard** as opposed to multiple academies and inhouse training programs
- **Professionalising** careers in retail





Retail Forum Solution

- Opportunity exists for **effective** and **strategic collaboration** in the retail sector
- Prompt open **competitiveness** for the benefit of the sector
- **Link** with other sectors (education sector) in **developing curriculum** needed for **present** and **future skills**
- **Unified approach** to problem solving
- Common objective of **growing** and **positioning** the sector

4. Doing Nothing:

Risk of doing Nothing:

- **Skill imbalances** will lead to more long-term and permanent joblessness
- **Polarization** of incomes between the high and low skilled workers.
- **Slowdown** in the economy
- **Low skilled workers** will be trapped in poverty
- Decrease in **staff productivity**
- Prevent businesses from **innovating**



Decision Making Criteria

- Relevance in terms of **quick impact** to the **problem statement**
- Mindfulness of the **future trends**
- A solution that is **sustainable** and can be modified as changes occur
- A solution aligned with **technology** that allows immediate **access** to **learning**
- Improved **cost benefits**
- **Relevant** to SA

Recommended Solution:

mLearning

Making formal education
available and accessible
anywhere, anytime for
anyone.



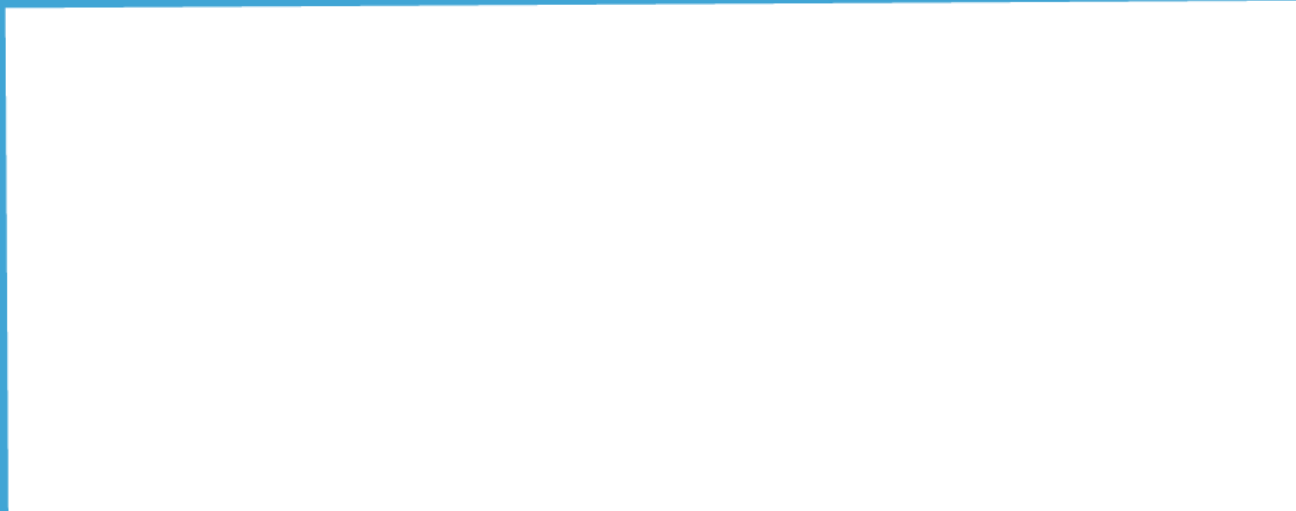
There is a clear need for:

- **Effective** and **accessible** training
 - **Cost effective** learning
- Engaging a **techno savvy generation**
 - Accessibility to the **unemployed**

Making the transition from *e-learning* to *m-learning!*



The Concept



Background: 'm' is for Mobile!



PDAs



Laptops / Compact Laptops



Tablet PCs



Mobile
phones



'Smart phones'



Games consoles



'Ultra Compact'
computers

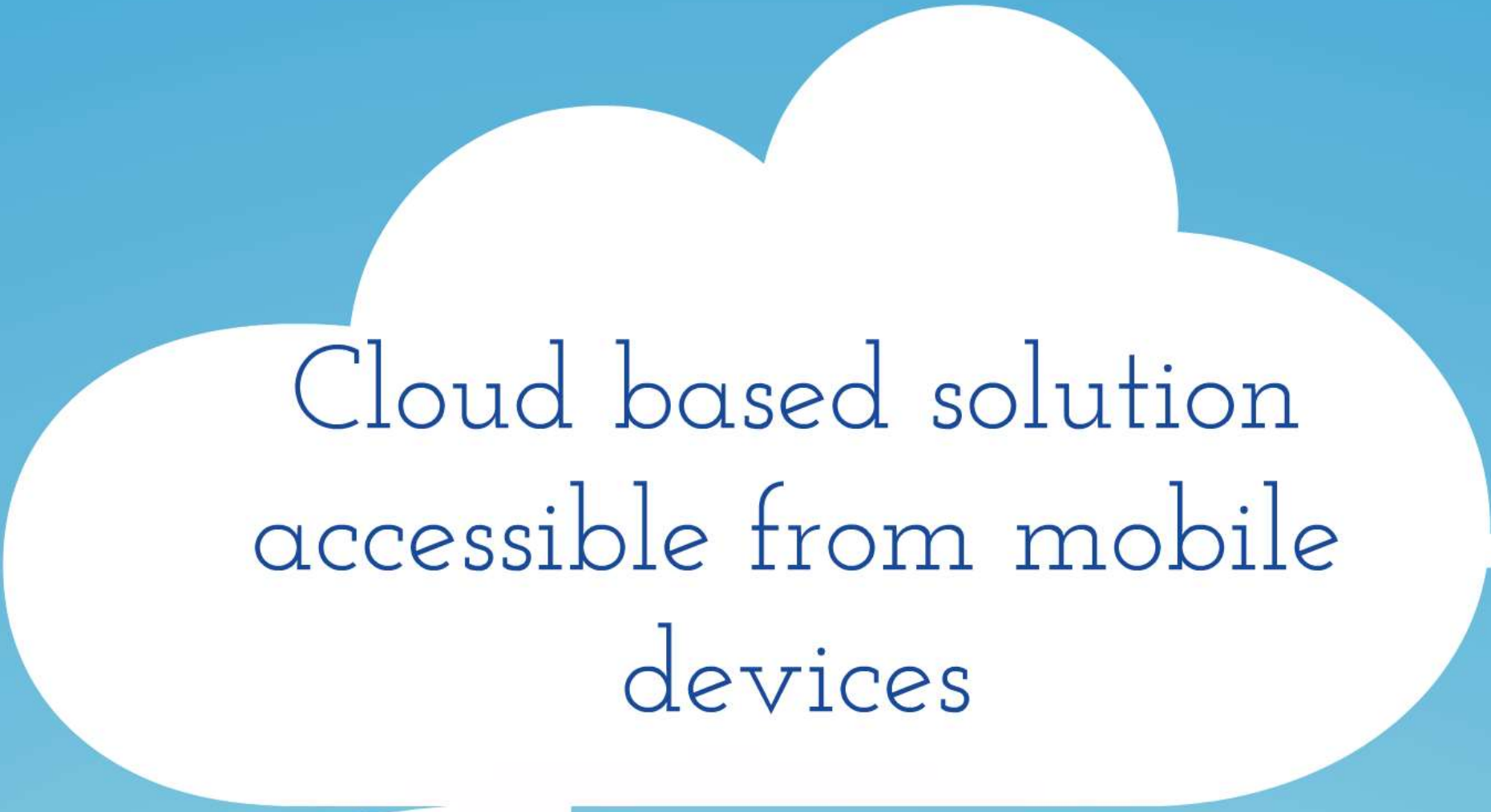


'hybrid' devices




Media players
(podcasting +/- video)





Cloud based solution
accessible from mobile
devices

- 
- Access to live classes, lectures, webinars
 - Customisable lessons per role and organisation
 - Online evaluations and assessments
 - Standard & Governance across sector (SETA)

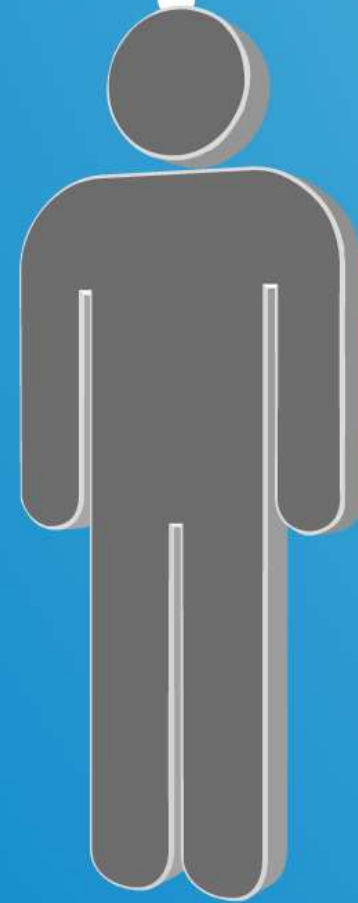
mLearning is an opportunity to create a **platform** for **common training** for all retailers to leverage, and upon which Retailers can **diversify** and **specialize**.



By sharing a **common platform** Retailers can leverage the **cost saving** to **invest** in more **specialized training** that will position for **Retail 2020**.

Key Stakeholders:

- **W&R SETA:** Maintain & oversee standards and governance of platform
- **Retailers:** Content owners
- **Employees/Students:** Subscribe to lessons and evaluations. Map career choices
- **Customer:** Improved retail experience and improved spend
- **3rd Party:** Retail service providers and vendors





Case Studies

KFC (UK)



- Launched the mLearning Zone to 1200 managers and business leaders

Successes	Result	
Time taken for learners to complete the introductory m-learning training		30%
Time taken for new training to be delivered		65%

Proctor and Gamble (US)



- Rolled out the application more than 70 countries.
- Reduced costs associated with multiple learning management systems.
- Accelerated pace of global learning, enabled faster time-to-market for new products and achieved projected \$14 million savings over five years.

Key Benefits - Retailers

FLIPPED CLASSROOM FLIPPED

- Overcome the challenges of classroom training
- Customisable lessons and knowledge base
- Continuous assessment program



- Central repository of individual skills development
- Easily accessible - Web based



- Enhanced quality of customer service



- Improved productivity

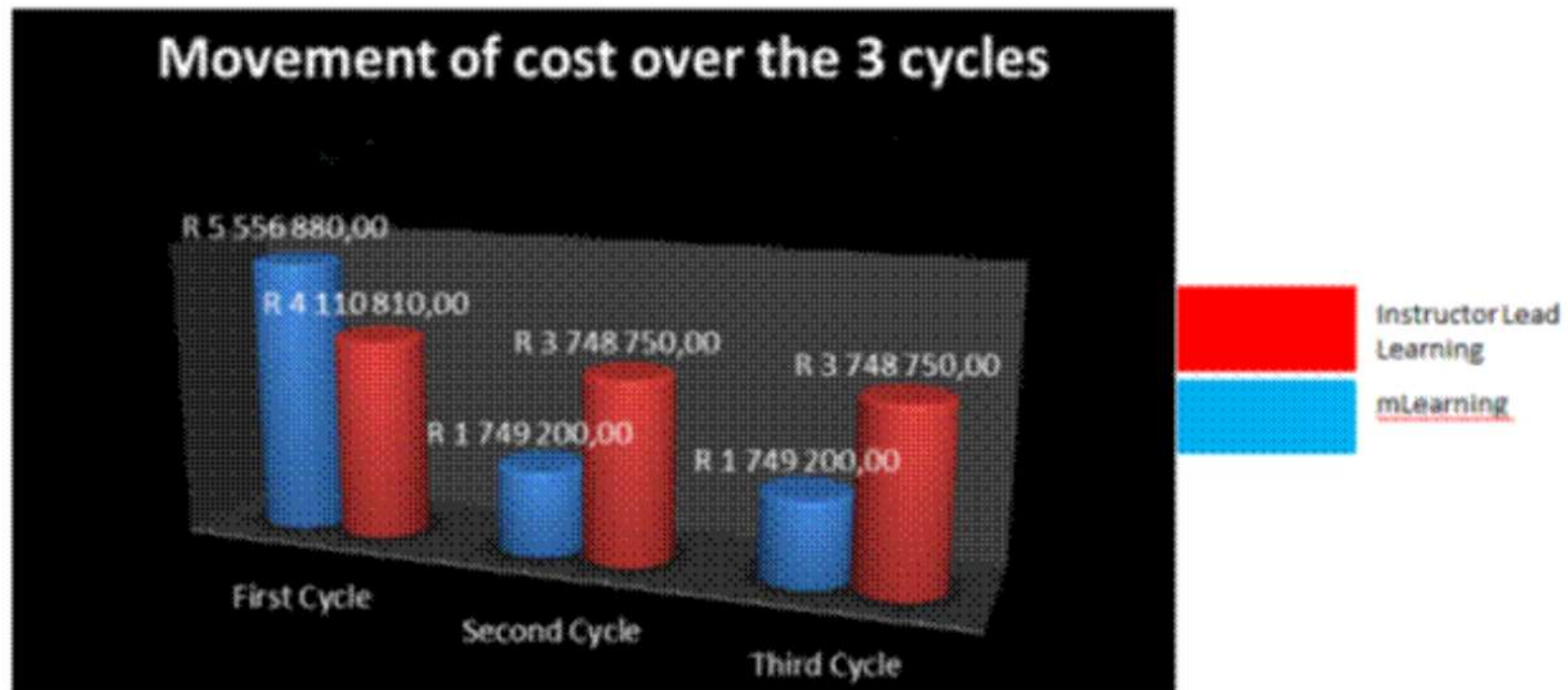
Key Benefits - Employees/ Students

- Access training and assessments prior to joining retailer
- Clear career paths and planning
- Accessible via mobile devices across country



Comparing mLearning and Instructor Lead Training

Number of training cycles	3	Trainee's Average Hourly Wage	141
Number of trainees	500	Number of training days per cycle	5



Implementation Costs

Development Costs

IS Support and Architecture (12k per month)	R	144 000,00
License Cost (Needs Assessment included - unlimited)	R	106 480,00
Instructional Design R127 267.00 per month	R	1 527 200,00
Hardware (Servers)	R	30 000,00
Application Software Procurement and Implementation	R	2 000 000,00

Development Costs Total: (per cycle)	R	3 807 680,00
---------------------------------------------	----------	---------------------

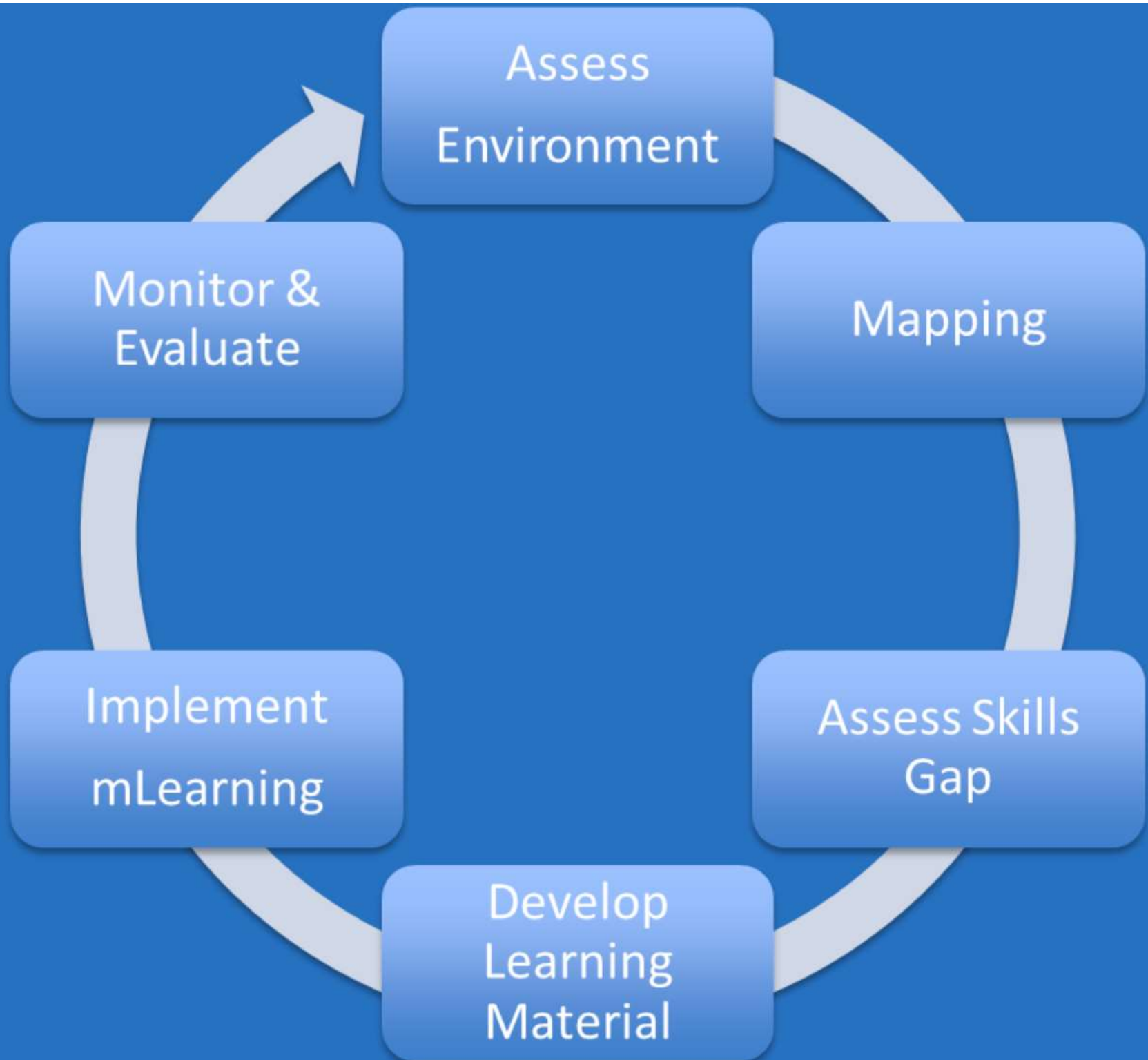
Deployment Costs

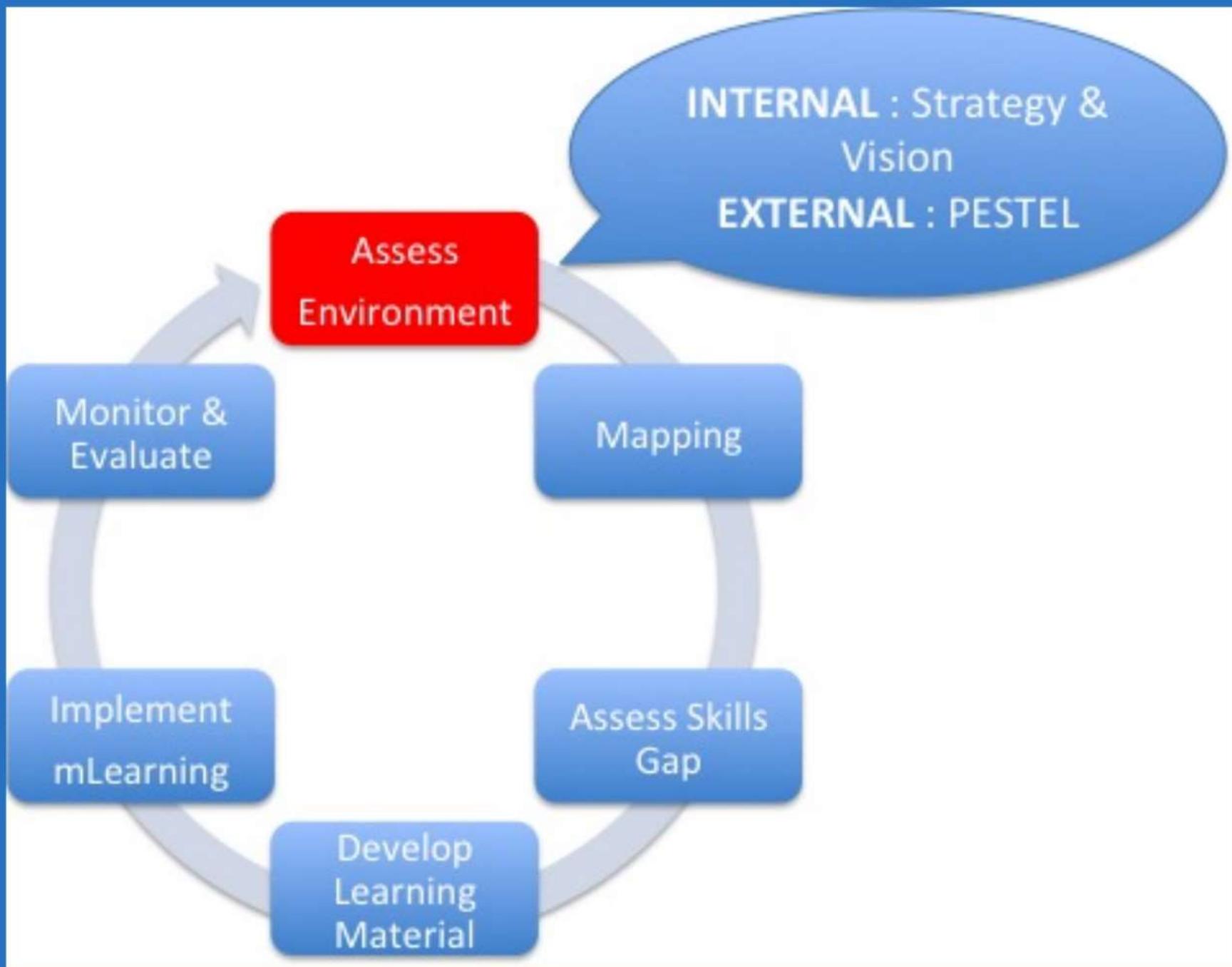
Classroom Space		0
Materials		0
Trainee's Travel		0
Trainee's Wages		0
Instructor Salary/Wage (Content Manager/Administrator)	R	30 000,00

Instructor Travel		0
-------------------	--	---

IS Support, Hosting, 14 modules customizations, 3355 hours of support and Architecture (R143 267.00/month)	R	1 719 200,00
Other		0

Deployment Costs Total: (per cycle)	R	1 749 200,00
--------------------------------------------	----------	---------------------





Current vs Future

Mapping

Assess
Environment

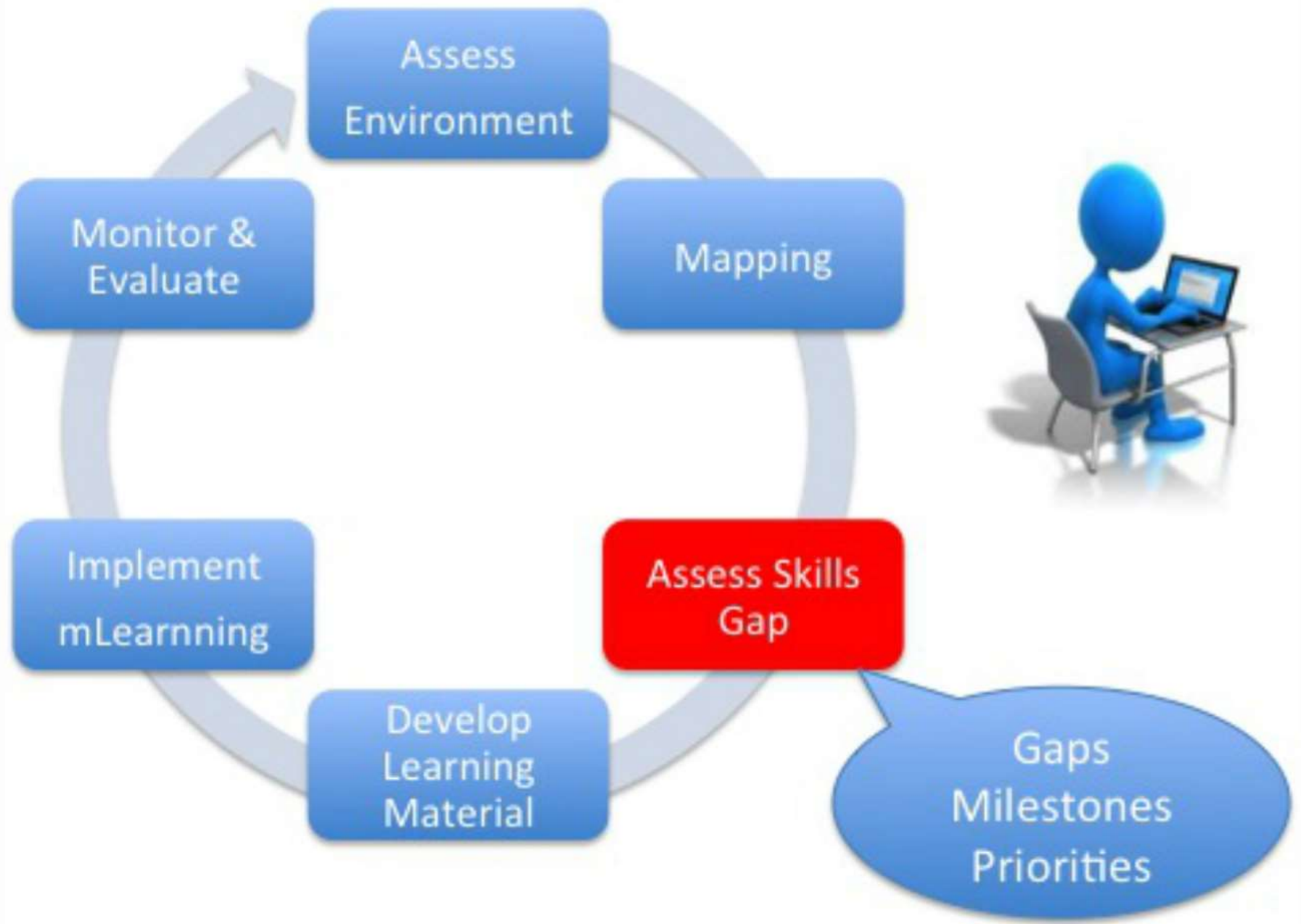
Monitor &
Evaluate

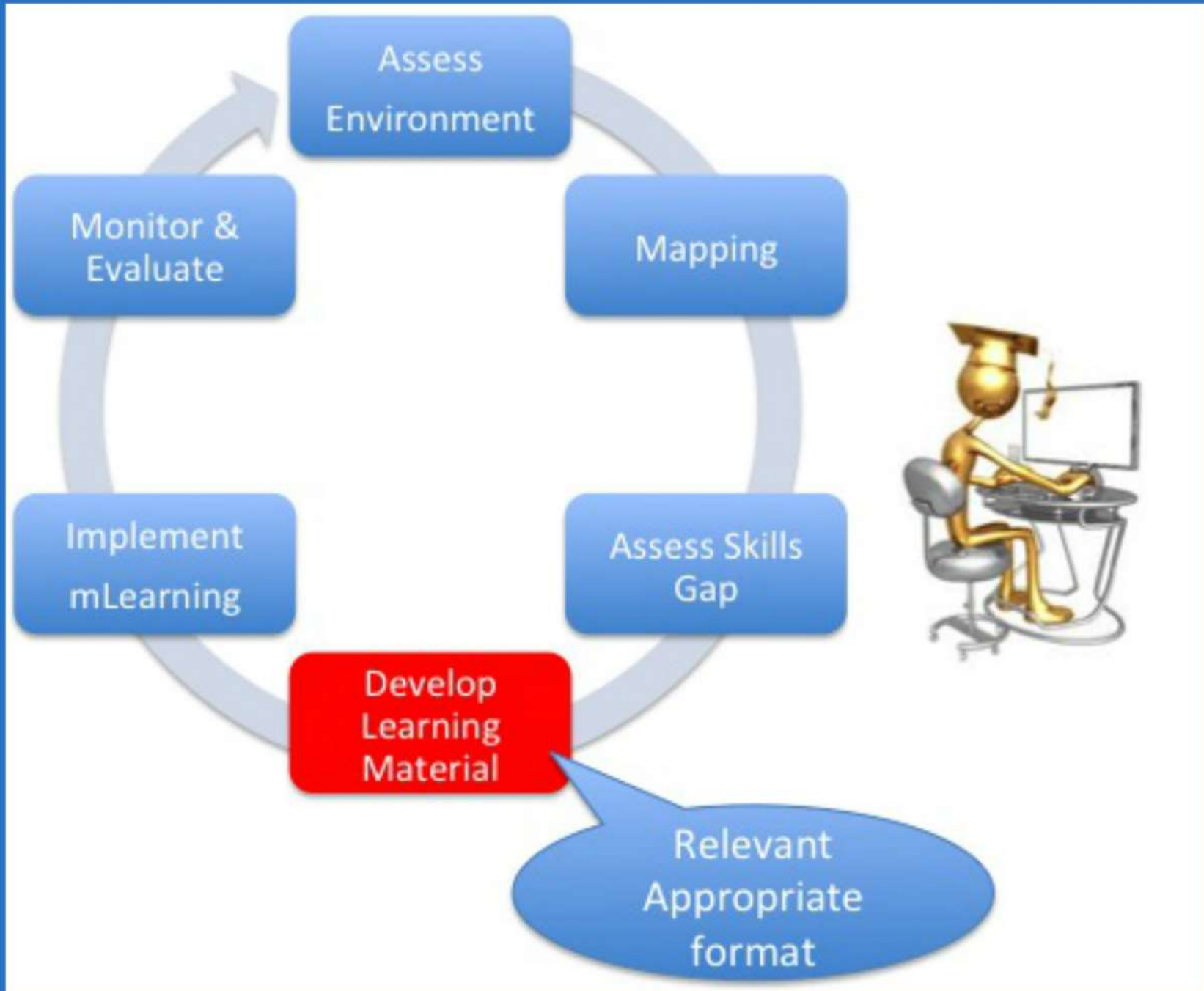
Implement
mLearning

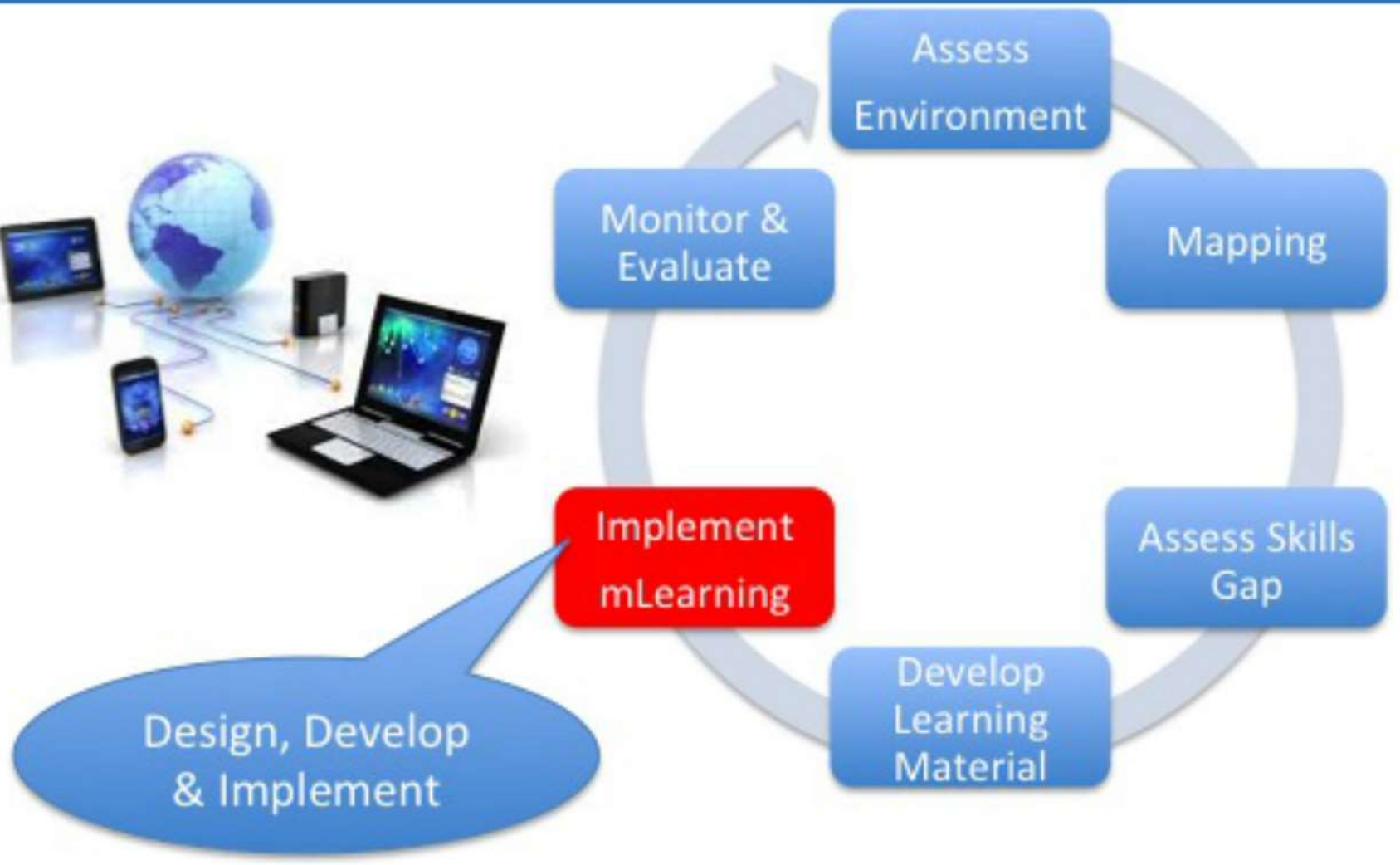
Develop
Learning
Material

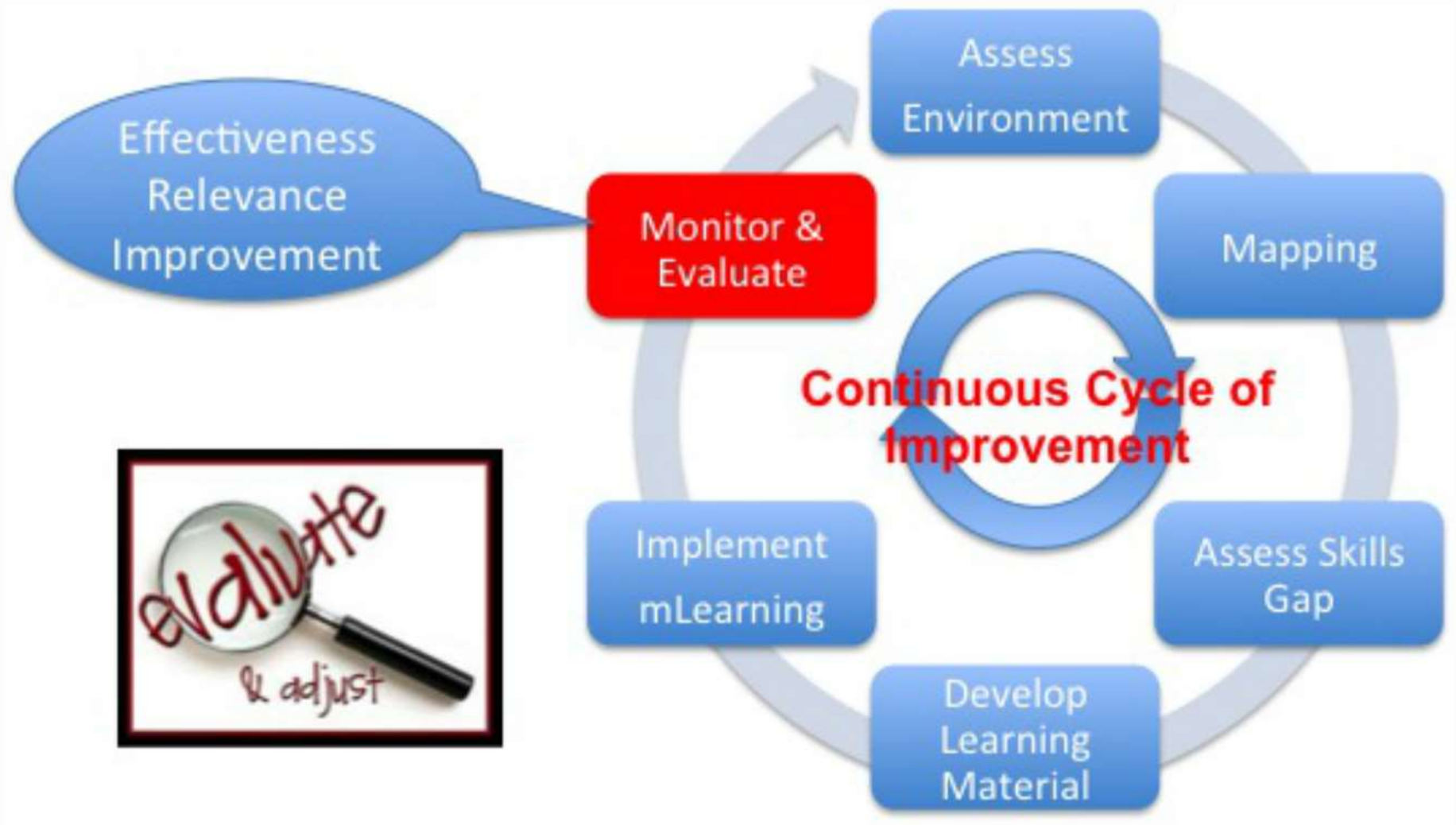
Assess Skills
Gap











Join the Retail Visionaries
in taking South African
Retail
....Back to the Future !

