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| DATE | OBJECTIVE | AUDIENCE |
| all | team leads | merchant |
| Week of January 18, 2016 | Introduce the organization-wide eLearning course | x |  |  |

## SUBJECT: COMING SOON - retail math at bebe university

Early this year, the Merchant Retail Math eLearning course will launch on bebe University. We are product people, and people-people. The business underlies everything we do at bebe.



*Double click to play video.*

WHAT IS THE RETAIL MATH E-LEARNING COURSE?

The Retail Math eLearning course will give all members of the bebe organization a foundational understanding of retail math – from the merchant perspective.

It will walk through key business concepts and metrics important to measuring sales, profit, inventory, and buying. You will see the connection between your work and the work of the corporate merchant teams.

The course is self-directed and self-paced. You can login when you have 10 minutes. Videos will guide you through each topic, and quizzes will test your knowledge and application of concepts.

WHAT IS THE MERCHANT PERSPECTIVE?

The retail and wholesale trade is the merchant’s concern. The course doesn’t teach operational retail math – it guides you through retail math as it relates to product, sales, inventory and buying.

WHY IS RETAIL MATH IMPORTANT TO bebe’s GROWTH?

The Retail Math training will improve our results and strategies by enabling a better understanding of key merchant concepts. The business decisions we make will be stronger. We will understand our customer more fully through our data-driven results. We will then exceed her expectations.

LAUNCH DATE: February 2016