SKU Rationalization Methods Training Course

Professional Development Training Course Outline

Category	Logistics and Supply Chain Management	**Duration**	5 Days
Base Fee	$1,500 USD	**Delivery Mode**	Online / On-site Hybrid

Course Introduction

The modern retail and manufacturing landscape faces immense pressure to optimize product portfolios while maximizing profitability and operational efficiency. SKU Rationalization Methods Training Course provides participants with a comprehensive framework to evaluate, analyze, and streamline their inventory of Stock Keeping Units (SKUs) using data-driven approaches and advanced decision-making tools. This course emphasizes techniques to identify underperforming SKUs, reduce carrying costs, improve product assortment, and enhance customer satisfaction. Participants will learn how to balance demand variability, supply chain efficiency, and product lifecycle considerations to maintain a competitive edge in a dynamic marketplace.

With a focus on practical application, this training leverages case studies, real-world examples, and analytical tools to equip participants with actionable insights for inventory management, category optimization, and strategic product planning. By the end of the program, attendees will be able to implement robust SKU rationalization processes, reduce excess inventory, and improve organizational profitability. This course is designed for professionals seeking to enhance their knowledge of inventory analytics, operational efficiency, and strategic supply chain management, enabling informed decisions that drive sustainable business growth.

Programme Curriculum

SKU Rationalization Methods Training Course

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Course Objectives

1. Understand the principles and importance of SKU rationalization in modern supply chains
2. Identify underperforming SKUs using quantitative and qualitative metrics
3. Apply data-driven methods to optimize product portfolios
4. Implement lifecycle analysis to determine SKU viability
5. Evaluate demand variability and customer preference patterns
6. Reduce inventory carrying costs and improve cash flow
7. Enhance category management strategies for retail and manufacturing
8. Integrate SKU rationalization into overall sales and operations planning
9. Use analytics software and tools for effective SKU decision-making
10. Develop a structured approach for SKU review and elimination
11. Analyze historical sales data to forecast SKU performance
12. Apply industry best practices to streamline inventory and product assortment
13. Prepare actionable recommendations for executive decision-making

Organizational Benefits

- Improved inventory turnover rates
- Reduced warehouse storage costs
- Enhanced customer satisfaction through optimized assortment
- Streamlined supply chain operations
- Data-driven product portfolio management
- Increased profitability and revenue growth
- Reduced obsolescence of slow-moving SKUs

- Improved cross-functional collaboration between sales and operations
- Enhanced decision-making using analytics insights
- Stronger alignment between product strategy and market demand

Target Audiences

- Supply chain managers
- Inventory planners
- Category managers
- Retail operations executives
- Manufacturing planners
- Procurement specialists
- Business analysts
- Operations consultants

Course Duration: 5 days

Course Modules

Module 1: Introduction to SKU Rationalization

- Definition and importance of SKU rationalization
- Understanding inventory complexity
- Business case for SKU reduction
- Challenges in SKU management
- Case Study: Leading retail company SKU review
- Tools and frameworks for SKU analysis

Module 2: Data Collection and Analysis

- Sources of SKU data
- Sales and inventory performance metrics
- Customer demand analysis
- Data validation techniques
- Case Study: Historical sales data analysis
- Using analytics tools for SKU assessment

Module 3: Product Lifecycle Analysis

- Stages of product lifecycle
- Evaluating SKU performance over lifecycle
- Identifying obsolete products
- Lifecycle impact on profitability
- Case Study: Product phase-out strategy
- Techniques for lifecycle-based SKU decisions

Module 4: Demand Variability and Forecasting

- Understanding demand patterns
- Forecasting SKU demand
- Managing seasonal SKUs
- Handling unpredictable demand
- Case Study: Demand-driven SKU optimization
- Forecasting software applications

Module 5: Inventory Cost Management

- Calculating carrying costs
- Identifying cost-saving opportunities
- Balancing stock availability and cost
- Reducing overstock and stockouts
- Case Study: Cost reduction through SKU elimination
- Techniques for cost-effective inventory

Module 6: Category Management and SKU Prioritization

- Linking SKU rationalization to category strategy
- Ranking SKUs based on profitability and demand
- Cross-functional collaboration in category management
- SKU segmentation techniques
- Case Study: Retail category rationalization
- Decision matrices for SKU prioritization

Module 7: Implementation and Change Management

- Steps to implement SKU rationalization

- Communicating changes across the organization
- Employee engagement strategies
- Monitoring results and performance metrics
- Case Study: Successful SKU reduction implementation
- Continuous improvement and monitoring

Module 8: Advanced Analytical Tools and Techniques

- Introduction to SKU optimization software
- Predictive analytics for SKU performance
- Scenario planning and simulation
- Integration with ERP systems
- Case Study: Data-driven SKU decisions
- Leveraging AI and machine learning in SKU analysis

Training Methodology

- Interactive lectures and presentations
- Hands-on data analysis exercises
- Group discussions and peer learning
- Case study evaluations and real-world applications
- Role-playing for decision-making practice
- Use of analytics software tools and simulations

Register as a group from 3 participants for a Discount

Send us an email: info@fineskilltrainingcenter.org or call *+254769199797*

Certification

Upon successful completion of this training, participants will be issued with a globally- recognized certificate.

Tailor-Made Course

We also offer tailor-made courses based on your needs.

Key Notes

a. The participant must be conversant with English.

b. Upon completion of training the participant will be issued with an Authorized Training Certificate

c. Course duration is flexible and the contents can be modified to fit any number of days.

d. The course fee includes facilitation training materials, 2 coffee breaks, buffet lunch and A Certificate upon successful completion of Training.

e. One-year post-training support Consultation and Coaching provided after the course.

f. Payment should be done at least a week before commence of the training, to Fineskill Training Center account, as indicated in the invoice so as to enable us prepare better for you.

Upcoming Scheduled Sessions

Start Date	End Date	Location	Price
23 Nov 2026	27 Nov 2026	Online	$1,000
23 Nov 2026	27 Nov 2026	Physical	$1,500
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$3,000
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$4,500
23 Nov 2026	27 Nov 2026	Physical	$6,000
23 Nov 2026	27 Nov 2026	Physical	$6,000

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Register Online Now

Email: info@fineskilltrainingcenter.com | Website: www.fineskilltrainingcenter.com