



**This was retyped in August 2018 due to difficulties in copying it from the original
January /February 1969**

MIDDLE MANAGEMENT COURSE

The first Middle Management Course commenced on Thursday, 13th February, for recently appointed Buyers and certain Department Managers. The course is planned to run for 14 weeks and to cover most subjects appertaining to the buyers work; some of the subjects covered on the course are House Management, Merchandising, Stock Control, Sales Promotion and Display, Training Aims and Objectives, Administration and Office Function, Personnel, Recruitment Selection, Morale, Security, Human Relations, Case Studies and Merchandise Salesmanship.

It is planned to run the course each year and to incorporate a Department Managers and trainee Department Manager/Buyers course later in the year.

The inaugural talk was given by the Managing Director. He gave a very interesting talk in the History, Policies and Aims of the business, with emphasis on plans for the future development of the Company. He continued the talk with an outline of the changing pattern of Retailing today and the possible effect of the Slough Redevelopment Scheme on the progress of the Company.

On Thursday, 20th February, The Merchandise Director gave a good informative talk on Merchandise Policy, and this talk will be followed on 27th February by one on Merchandise Techniques given by Mr. Morley, the Fashion Accessories Controller.