

# € TRAINING

Retailing Strategy and Management Skills for  
Successful Building Chain of Retail Outlets

A group of four smiling professionals (two men and two women) in a meeting setting. They are wearing white shirts. The woman in the foreground is wearing a black top and a multi-strand necklace. The background is blurred, showing a modern office environment.

12 - 16 August 2024  
Bangkok (Thailand)  
JW Marriott Bangkok



# Retailing Strategy and Management Skills for Successful Building Chain of Retail Outlets

REF: ST1153 DATE: 12 - 16 August 2024 Venue: Bangkok (Thailand) - JW Marriott Bangkok Fee: 6960 Euro

## Introduction:

Globalization is rapidly Expanding the Large Store Retailing Business. Innovating techniques and strategies are required to succeed in the changing market. Traditional retailers also need to adopt these strategies in order to survive and succeed. Too many long-established retailers are losing out to new innovative marketing chains. This program will provide you the understanding and the skills required to not only survive but develop thriving business chains. It will also help you develop and implement strategies for the Long Term Success of your Organization.

The program also covers the relevant Good and Best Industry Practices.

## Course Objectives:

At the end of this course the participants will be able to:

- Analyze store operations, supervise employees, and manage inventory.
- Understand customer behavior in a retail environment.
- Develop successful sales plans to grow store profitability.
- Produce a positive shopping experience.
- Use proper merchandising and promotional strategies to improve sales performance and customer loyalty.

## Targeted Audience:

Senior retail managers who want to discover the various traits of successful retail management through actual case studies and industry best practices that showcase the required skills and strategies.

## Course Outlines:

### Unit 1: The Retail Environment and Challenges:

- Retailing Defined
- Today's Retail Environment
- The Pillars of Retail 7Ps and Related Metrics
- Retailing and Marketing Channels

### Unit 2: Retail Strategies and Business Intelligence:

- Retail Competitive Strategies
- The 5 Dimensions of a Retail Strategy
- The EST Model: Achieving Strategic Positioning
- Assessing Strengths and Weaknesses for Better Positioning
- Retail Leadership Guidelines
- The Components of Retail Business Intelligence
- Business Intelligence and Retail Operations

### Unit 3: Store Sales Performance Metrics:

- Critical Performance Questions
- What to Measure and When?
- 15 Key Retail Metrics
- The Strategic Profit Model DuPont Analysis
- Computing the Store's Return on Net Worth

### Unit 4: Retail Sales Management and Coaching:

- The New Role of the Retail Sales Associates
- Relationship Selling and Retailing
- The Retail Sales Management Process
  - Hire
  - Train
  - Set Goals and Objectives
  - Define and Measure Metrics
  - Motivate
  - Performance Evaluation
  - Rewards and Incentives

### Unit 5: Retail Performance Management:

- The Critical Components of Retail Performance
  - Improve the Quality of Leadership
  - Instill a High-Performance Culture
  - Develop and Implement HR Programs and Processes
- Evaluating Individual Performance Levels
- Developing Balanced Scorecards Store and Retail Sales Associates

### Unit 6: Customer Service Management:

- Trends in Customer Relations
- Shaping Customer Perceptions
- Developing Your Own Service Strategy
- Customer Service Requirements
- Key Ingredients of Service Strategy
- Facts about Customer Complaints
- A Retail Success Blueprint