

Providing Better Information for Management Decisions Through

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

2 Week Training Workshop

✓ Incorporating Good & Best Industry Practices

A 2 Week Training Program

Program Overview

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 Long Term Success of your Organization. The program also covers the relevant Good and Best Industry Practices.

PROGRAM CONTENT

1. Key Issues in Managing Large Chains
 - a. Customer Needs
 - b. Real Needs & Expectations
2. Customer's Processes:
 - a. Prequalification Process
 - b. Evaluation Process
 - c. Buying Process
 - d. Post-Buying Process
3. Electronic Buying
4. Understanding Strategic Aspects:
 - a. Market Strategy
 - b. Locating Strategy
 - c. Competitive Advantage Strategy
 - d. Human Resource Development Strategy
5. Logistics Strategy
6. Building Loyal Customer Base
7. Publicity Strategy
8. Internet & Electronic Strategies
9. Information Strategy
10. Service Retailing Strategy
11. Managing Chains
 - a. Planning
 - b. Monitoring

- c. Reporting
- d. Human Resource Development
- e. Solving Day to Day Problems
- f. Coordinating
- g. Selecting & Motivating Staff
- h. Customer Experience
- 12. Service Delivery Management, Logistics
- 13. Vendor Management & Development
- 14. Promotions
- 15. Program Recommendations & Action Plan.
- 16. Setting up Early warning system to Provide Decision Support Data
- 17. Workshop Case Studies 1
- 18. Workshop Case Studies 2
- 19. Program Recommendations
- 20. An Individualized Action Plan for each Participant.

- 2. A Business Unit/Organizational Action Plan

Benefits to Organization

Sending participant/s to this program will benefit the organization in the following ways

- 1. Quickly makes the participants competent, effective and productive on his job. Useful especially for
 - 1. Training New employees
 - 2. Competency Building in Existing Employees Transferred to a New Assignment
 - 3. Training Prior to a New Project or Initiative Planned in the Organization
- 2. Create Competency in the employee to perform his job well. including in relation to
 - 1. Relevant Technical Knowledge, Skills and Competencies
 - 2. Organizations' Strategic Objectives
 - 3. Needs and Expectations of the Stakeholders/ Customers (internal & external)
 - 4. Good Management Practices
 - 5. Identifying opportunities to Exceed Stakeholder/ Customer Expectations
- 3. Create a pool of trained manpower who can cost-effectively disseminate the knowledge to large number of employees inside the organization. This is made possible by Euro Training's unique easy to understand and use methodology based on Checklist & Quality Assurance Approaches.
- 4. Euro Training Instructors often act as mentors for your trained employees. A most effective way to ensure effective competency development and application by your motivated staff. We do have consultants available

Program Outcomes and Take-Away/s

Euro Training is in the business of providing practical useful training programs. Programs that

- 1. Help the participant implement improvements in his organization.
- 2. Help the participant gain Multi-discipline understanding of the issues so that he can incorporate the needs and expectations of all his stakeholders/ customers in his improvement proposals and actions.
- 3. Help build a knowledge framework in which job related experience can be caught and remembered as his experience.

Typical participant will take away a personalized action plan for himself, his business unit or his organization on how to apply the program contents to improve performance. The action plan may have two components:

- 1. A Personal Action Plan

Retailing Strategy and Management Skills for Successful Building Chain of Retail Outlets (BRM501)

across Americas, Europe, Asia and Africa (Please inquire about our post program mentoring plans)

This Program is Intended for...

Those new to the field take away a good multi-discipline understanding of the issues involved in the program works. It helps them become productive quickly and builds in them a knowledge framework that will help identify, understand, classify and remember on the job experiences in his memory.

More experiences participants take-away an individualized action plan as mentioned elsewhere in this technical sheet.

Implementation Teams: This program can be used to train implementation teams where...

1. a new project or initiative being started in your organization
2. a new strategic focus is being initiated
3. just prior to a Consultant being hired to advise the organization.

Each participant will take away a memorable and potentially life changing experience from the program.

Participants will include...

- Executives
- Management Consultants
- Management Auditors Analysts
- Department Managers and Assistant Managers
- ISO-9001 Team Members, QS-9000 Coordinators, QA Teams
- Improvement Teams, TQM Teams
- Engineers & Technical Staff fulfilling Managerial Roles

Language of Instruction

Unless otherwise stated the program instruction is in Standard Day-to-Day English. Participants can request the instructor to provide a program vocabulary which will ensure they have no problem understanding the content.

Registration Recommendations

Team Nominations: Since the program aims to ensure the participants have his individualized improvement plan at the end of the program, and foreseeing the effort involved, anticipating resistance and implementation requirements it is recommended that the organization nominate **at least two participants together** (three will be more desirable to allow for attrition) for this program.

It is anticipated that these 2 or more participants will work together as a team or provide mutual support in order to implement the action plan.

Single nominations will also be accepted for the program.

For Latest Program Dates Email

brm501@EuroTraining.com

www.eurotraining.com/bro/brm501.php

REGISTRATION FORM	
Program:	Retailing Strategy and Management Skills for Successful Building Chain of Retail Outlets (BRM501)
Location Where Attending:	
Program Dates:	
Whether Participant will Consider Alternate date if one requested is not available:	
Participant Name Prefix: Mr/Ms/Mrs	
Participant Name:	
Participant Job Title:	
Participant Department & Section:	
Participant Employer/ Company:	
Participant's Present Job Responsibilities:	
Participant Email Address:	
Participant Mobile Number:	
Sponsored by:	
Sponsoring Company:	
Job Title of Sponsoring Authority:	
Name of Sponsoring Authority:	
Email of Sponsoring Authority:	
Fax of Sponsoring Authority:	
Telephone Nos. of Sponsoring Authority:	
Web Site of Sponsoring Company:	
Invoice Reference:	
Invoicing Address:	

REGISTRATION INFORMATION

- To register:** Please send us an official letter confirming registration (on organizational letterhead or Authorized Email).
- Program Fee is
 - USD \$8,900 per participant and includes Course Materials, Certificate, Refreshments and Lunch. (Fee at London, Paris and Kuala Lumpur is \$9,790 per participant)
- Accommodation & Taxes/VAT (if applicable) is not included in Program fee. Special rates will be available at venue hotel for the participants.
- Special discount of 10% is offered for participants who pay their fees at least 45 days before start of the program.
- Refund will not be considered where the participants cancel his registration less than 3 weeks before start of the program. Alternate nominations will be allowed anytime before program start.
- All participants are required to fill in Participant Information form - on first day of the program. Each program Undergoes Customization to Better Meet Participant Present and Future Career Needs. Please be prepared to let the Instructor/s know about your organization's Special Needs, Interests or Initiatives.
- It is always useful for participants to bring their existing problems or case studies, work-process flow charts or job related problems for discussion - consideration will be at sole discretion of the program director/s.
- Provisional Registration:** You can make a provisional registration by sending us an email – an official registration request can be made within 2 weeks. This will ensure we will reserve a seat. All provisional registrations automatically cancel 2 weeks before program start.
- Please note: No Live Voice Requests for Registration or Provisional Registrations.