Maximizing Retail and E-commerce Profitability through Advanced Inventory Strategy Training Course



09 - 13 Nov 2026

Casablanca

4500 € (Per Person)

Ref: #IM1393_260570

Course Introduction / Overview:

This comprehensive program from BIG BEN Training Center offers a deep dive into Inventory Management for Retail and E-commerce Businesses, focusing on the advanced strategies necessary for success in today's demanding omnichannel landscape. Effective inventory control is not merely about counting stock; it is a critical driver of profitability, cash flow, and customer satisfaction. This training course is meticulously designed to equip participants with modern, data-driven techniques for inventory optimization, demand forecasting, and supply chain performance improvement. The retail sector, particularly the rapidly expanding e-commerce industry, faces unique challenges related to real-time stock visibility, managing product variations, and minimizing inventory shrinkage and dead stock. Drawing on established academic principles, such as those discussed by renowned supply chain expert David J. Piasecki in his book Inventory Management Explained: A Focus on Forecasting, Lot Sizing, Safety Stock, and Ordering Systems, this course integrates foundational theory with practical application. We explore everything from foundational concepts like ABC analysis and safety stock calculation to cutting-edge areas like the strategic use of Vendor Managed Inventory (VMI) and the complexities of omnichannel fulfillment. Participants will learn to accurately forecast demand, set optimal reorder points, and reduce holding costs, ensuring the right product is in the right place at the right time. The focus remains on maximizing inventory turnover and enhancing overall business performance in a competitive market.

Target Audience / This training course is suitable for:

- Inventory Managers and Specialists.
- Supply Chain Directors and Analysts.
- Retail Operations Managers.
- E-commerce Business Owners and Logistics Coordinators.
- Financial Planners and Analysts responsible for working capital.
- Warehouse and Distribution Center Supervisors.
- Merchandising and Planning Professionals.
- Purchasing and Procurement Officers.
- Individuals seeking advanced knowledge in omnichannel inventory strategy.

Target Sectors and Industries:

- Traditional Retail (Brick-and-Mortar).
- E-commerce and Online Marketplace Businesses.
- Wholesale and Distribution.
- Fast-Moving Consumer Goods (FMCG).
- Apparel and Fashion Retail.
- Electronics and Specialty Retail.
- Government agencies and equivalents involved in large-scale procurement and material management.

Target Organizations Departments:

- Supply Chain and Logistics.
- Operations and Planning.
- Merchandising and Procurement.
- Finance and Accounting.
- E-commerce Operations.
- Warehouse and Inventory Control.
- Retail Store Management.

Course Offerings:

By the end of this course, the participants will have able to:

- Apply advanced demand forecasting models to improve inventory accuracy and planning.
- Conduct a comprehensive ABC analysis and implement effective inventory categorization strategies.
- Calculate and optimize safety stock levels and Economic Order Quantity (EOQ) to reduce stockouts and holding costs.
- Design and manage a seamless omnichannel fulfillment strategy, integrating in-store and e-commerce inventory.
- Implement best practices for managing inventory shrinkage, including loss prevention and damage reduction.
- Utilize key performance indicators (Inventory KPIs) to measure and enhance overall supply chain performance.
- Develop effective strategies for managing obsolete, slow-moving, and dead stock.
- Evaluate and leverage modern inventory management systems for real-time visibility and control.
- Structure efficient warehouse and stockroom operations to support rapid order fulfillment.

Course Methodology:

The training course adopts a highly interactive and practical methodology designed for immediate workplace application. The approach blends instructor-led lectures with intensive group activities, ensuring a dynamic learning environment where theoretical concepts of inventory control are instantly translated into actionable skills. Core to the methodology are real-world retail inventory management case studies and focused workshops that tackle common challenges in the e-commerce industry, such as managing seasonal spikes and coordinating multi-location stock. Participants will engage in collaborative problem-solving exercises, simulating scenarios like calculating optimal reorder points or performing a comprehensive inventory turnover analysis for a retail chain. The curriculum makes extensive use of practical tools and templates, allowing participants to use and adapt what they learn to their organization's systems. Regular feedback sessions and reflective discussions are integrated throughout the week to consolidate learning and allow for customized guidance from the instructor. BIG BEN Training Center emphasizes a data-driven decision-making approach, providing participants with the skills to use analytics for better stock optimization and to drive significant improvements in supply chain performance. The ultimate goal is to move beyond mere theory and equip every participant with the confidence to lead strategic inventory initiatives.

Course Agenda (Course Units):

Unit One: Inventory Fundamentals and Strategic Retail/E-commerce Alignment

- Foundations of Modern Inventory Management and its Role in Profitability.
- Understanding the Total Cost of Inventory: Holding, Ordering, and Stockout Costs.
- ABC Analysis for Strategic Inventory Categorization and Control.
- Inventory Accuracy Best Practices: Cycle Counting and Physical Inventory Processes.
- Integrating Retail and E-commerce Inventory for Omnichannel Success.
- Key Inventory KPIs (Turnover, Days Sales of Inventory, Fill Rate) and Measurement.
- The Impact of Lead Time Variability on Supply Chain Performance.

Unit Two: Demand Forecasting and Planning

- Quantitative vs. Qualitative Demand Forecasting Models for Retail.
- Time Series Analysis: Moving Averages, Exponential Smoothing, and Trend Projection.
- Forecasting for Seasonality, Promotions, and New Product Introductions.
- Calculating Safety Stock Levels to Mitigate Demand and Lead Time Uncertainty.
- Setting Optimal Reorder Points and Maximum Stock Levels.
- Determining the Economic Order Quantity (EOQ) and its Modern Relevance.
- Introduction to Advanced Planning Systems (APS) for Inventory Optimization.

Unit Three: Inventory Control Systems and Replenishment

- Designing and Implementing Continuous and Periodic Review Systems.
- Understanding and Applying the Two-Bin and Visual Inventory Control Methods.
- Vendor Managed Inventory (VMI) and Collaborative Planning, Forecasting, and Replenishment (CPFR).
- Managing Drop shipping and Third-Party Logistics (3PL) Inventory.
- Best Practices for Purchase Order Management and Inbound Logistics.
- Strategies for Effective Inventory Allocation Across Multiple Retail Locations.
- Utilizing Technology: Barcoding, RFID, and Real-Time Inventory Management Systems.

Unit Four: Warehouse Operations and Omnichannel Fulfillment

- Optimizing Warehouse Layout and Storage for Retail and E-commerce Efficiency.
- Order Picking Strategies: Zone, Batch, and Wave Picking for High-Volume Fulfillment.
- Streamlining Receiving and Putaway Processes for Rapid Stock Control.
- Managing Returns and Reverse Logistics in the E-commerce Industry.
- Strategies for Buy Online, Pick-up In-Store (BOPIS) and Ship-From-Store Fulfillment.
- Reducing Inventory Shrinkage through Security, Audits, and Process Control.
- Handling Obsolete, Slow-Moving, and Dead Stock Liquidation Strategies.

Unit Five: Financial Impact and Strategic Supply Chain Performance

- Linking Inventory Management Decisions to the Cash Conversion Cycle.
- Financial Reporting: Impact of Inventory Valuation (FIFO, LIFO, Weighted Average).
- Analyzing and Minimizing Inventory Holding Costs and Capital Tie-up.
- Developing a Risk Management Strategy for Supply Chain Disruptions.
- The Role of Data Analytics and Business Intelligence in Inventory Optimization.
- Building Cross-Functional Collaboration between Inventory, Sales, and Finance Teams.
- Developing an Action Plan for Continuous Inventory Strategy Improvement.

FAQ:

Qualifications required for registering to this course?

There are no requirements.

How long is each daily session, and what is the total number of training hours for the course?

This training course spans five days, with daily sessions ranging between 4 to 5 hours, including breaks and interactive activities, bringing the total duration to 20 - 25 training hours.

Something to think about:

Given the growing complexity of consumer behavior across digital and physical touchpoints, how should a multi-national retailer strategically balance the cost of maintaining high inventory accuracy in multiple locations against the potential revenue loss from a stockout in a single, high-demand sales channel?

What unique qualities does this course offer compared to other courses?

This Maximizing Retail and E-commerce Profitability through Advanced Inventory Strategy Training Course is unique because it moves past traditional warehouse management to focus specifically on the complex, integrated challenges of the omnichannel era. Unlike programs that emphasize only manufacturing, this curriculum is tailored directly to the high-velocity, low-margin environment of the retail and e-commerce industry. A key distinction is the deep dive into strategic financial and operational linkage. Participants don't just learn to count stock; they learn how inventory control directly impacts the cash conversion cycle, which is essential for working capital management in retail. The course places heavy emphasis on data-driven decision-making, providing practical frameworks for implementing advanced demand forecasting models that account for the unpredictable nature of online sales and promotional cycles. We focus on real-world strategies for mitigating common retail pain points, such as drastically reducing inventory shrinkage and effectively liquidating dead stock to free up capital. BIG BEN Training Center's approach ensures that participants leave with an integrated understanding of how to use inventory optimization as a strategic weapon to enhance supply chain performance and, most importantly, maximize profitability across all sales channels.