Advanced Retail Management and Store Operations Training Course



30 Nov - 04 Dec 2026

Casablanca

4500 € (Per Person)

Ref: #MA7015_295202

Course Introduction / Overview:

This comprehensive training course is designed to equip retail professionals with the advanced skills and strategic insights necessary to achieve operational excellence and drive profitability in today's dynamic retail landscape. The program delves deep into the core pillars of modern retail management, moving beyond basic principles to explore sophisticated techniques in inventory control, customer experience enhancement, and team leadership. Drawing upon foundational concepts from acclaimed academics like Barry Berman and Joel R. Evans in their seminal work, "Retail Management: A Strategic Approach," this course bridges proven theory with contemporary practice. Participants will learn to analyze key performance indicators (KPIs), implement effective loss prevention strategies, and master the art of visual merchandising to create compelling store environments. At BIG BEN Training Center, we have structured this journey to transform store managers into strategic business leaders, capable of navigating the challenges of omnichannel integration and leveraging retail technology to secure a competitive edge and foster sustainable growth.

Target Audience / This training course is suitable for:

- Store Managers and Assistant Store Managers.
- Retail Area, District, and Regional Managers.
- Department Supervisors and Team Leaders.
- Retail Business Owners and Entrepreneurs.
- Merchandising and Operations Professionals.
- Individuals aspiring to senior leadership roles in the retail sector.
- Heads of Retail Operations.

Target Sectors and Industries:

- Fashion, Apparel, and Footwear Retail.
- Consumer Electronics and Technology Stores.
- Supermarkets, Hypermarkets, and Grocery Chains.
- Home Goods, Decor, and Furniture Retail.
- Luxury Goods and Specialty Boutiques.
- Pharmaceuticals and Health and Beauty Retail.
- Government-operated commercial enterprises and public sector retail services.
- Automotive Dealerships and Parts Retailers.

Target Organizations Departments:

- Retail Operations.
- Store Management.
- Sales and Customer Service.
- Merchandising and Product Management.
- Human Resources and Talent Development.
- Marketing and In-Store Promotions.
- Loss Prevention and Security.
- Supply Chain and Logistics.

Course Offerings:

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

- Develop and implement strategic plans to achieve store operations excellence.
- Master advanced inventory management, shrinkage control, and loss prevention techniques.
- Design and execute superior in-store customer experience strategies to boost loyalty.
- Utilize retail analytics and key performance indicators for data-driven decision-making.
- Lead, motivate, and manage high-performance retail teams effectively.
- Apply proven principles of store layout design and visual merchandising.
- Manage store budgets, analyze profit and loss statements, and control operational costs.
- Integrate omnichannel strategies to create a seamless customer journey across all touchpoints.
- Leverage emerging retail technologies to enhance efficiency and customer engagement.

Course Methodology:

The training methodology at BIG BEN Training Center is designed to be highly interactive, engaging, and practical, ensuring that participants can immediately apply their learning in a real-world retail environment. We move beyond traditional lectures to foster a dynamic learning atmosphere built on participation and collaboration. The course heavily utilizes case studies of successful global retail brands, allowing participants to analyze complex challenges and dissect effective strategies. Interactive group discussions and brainstorming sessions encourage the sharing of diverse experiences and perspectives, enriching the learning process for all. Practical workshops and role-playing exercises will focus on critical skills such as handling difficult customer situations, conducting performance reviews, and making data-driven merchandising decisions. Throughout the course, participants will receive constructive feedback from the instructor and peers, facilitating continuous improvement. This blended approach ensures a deep understanding of both the theory and the practical application of advanced retail management principles.

Course Agenda (Course Units):

Unit One: The Strategic Framework of Modern Retail

- The evolving global retail landscape and consumer behavior trends.
- Defining and tracking key performance indicators (KPIs) for retail success.
- The fundamentals of creating an exceptional customer experience journey.
- Competitive analysis and market positioning strategies.
- Understanding the retail value chain and its components.
- The role of brand identity in store operations.
- Introduction to omnichannel retail concepts.

Unit Two: Excellence in Store Operations and Merchandising

- Advanced inventory management and stock control techniques.
- Implementing effective loss prevention and shrinkage reduction programs.
- Optimizing store layout and traffic flow for maximum sales.
- The art and science of visual merchandising and product presentation.
- Managing store maintenance, safety, and security protocols.
- Streamlining back-office operations for greater efficiency.
- Leveraging Point of Sale (POS) data for operational insights.

Unit Three: Leading and Developing High-Performance Retail Teams

- Effective leadership and communication styles for retail managers.
- Recruitment, onboarding, and training strategies for store staff.
- Motivating teams and fostering a positive work culture.
- Conducting performance appraisals and providing constructive feedback.
- Conflict resolution and employee relations management.
- Workforce scheduling and labor cost optimization.
- Succession planning for key retail positions.

Unit Four: Financial Acumen and Commercial Growth

- Understanding retail math, margins, and markups.
- Developing and managing store budgets and sales forecasts.
- Analyzing profit and loss (P&L) statements.
- Strategic pricing models and promotional tactics.
- Local store marketing and community engagement strategies.
- Driving sales through upselling and cross-selling techniques.
- Managing supplier relationships and negotiations.

Unit Five: The Future of Retail and Strategic Integration

- Integrating e-commerce with brick-and-mortar store operations.
- The impact of technology: AI, IoT, and data analytics in retail.
- Sustainability and ethical considerations in retail management.
- Developing a strategic plan for long-term store growth.
- Change management and leading teams through transformation.
- Personal action planning for professional development.
- Capstone project: Developing an improvement plan for a retail store.

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:

In an era of rapid e-commerce growth, how can brick-and-mortar stores redefine their physical space not just as a point of sale, but as a crucial hub for brand experience and community engagement?

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

This course distinguishes itself by moving beyond foundational theories to provide a deeply integrated and strategic perspective on retail management. Unlike programs that focus on singular aspects of retail, this curriculum holistically connects every operational function from inventory and merchandising to finance and team leadership to the central goal of creating a superior, brand-defining customer experience. We emphasize the development of analytical and strategic thinking, empowering participants to not only manage daily operations but to innovate and lead their stores toward sustainable growth. The content is meticulously curated to address the contemporary challenges of an omnichannel world, preparing leaders to seamlessly blend digital and physical retail environments. By focusing on practical case studies, interactive problem-solving, and peer-to-peer learning, the course ensures that insights are not just learned but are readily transferable to the participant's own professional context, fostering a new generation of forward-thinking retail leaders.