



CERTIFIED RETAIL MANAGEMENT EXPERT

Course	Retail Management
Instructor	Certified American Academy Instructor
Recognition	CHEA, ACBSP, NOCA, DIKTI
Descriptions	<p>MNCs have greatly impacted the retail sector in the past decade, catering to its exceptional growth. Thereby, retail management professionals are demanded highly in order to grow further. Approximately there are about 2 million job offers revolving around retail management. Therefore, by subscribing to our Distance Retail Management program participants expose participantsrself to myriad opportunities.</p> <p>Throughout the years we can notice palpable changes when it comes to customer behavior. This majorly constitutes metropolitan cities and Tier II cities. This imposes a greater responsibility on retail managers to successfully gratify the customer’s needs and deliver their products. Our program helps participants gain expertise in this sector.</p> <p>With the introduction of the conglomerates like Birlas, Reliance and the TATAs, they preferably lookout for multi-skilled individuals. Retail Management gives participants the opportunity to enhance skills in sales, market analysis, inventory management, store management while maintaining a healthy customer relationship. A Retail management degree is participantsr armor in this fast paced world. Participants automatically fulfill various roles and can easily be great opportunities anywhere across the world.</p> <p>This American Academy course is designed in order for the participants to inculcate concepts and principles of both general Management and retail management. A basic overview of the fundamentals of business management and distinctive focus on retail management. The identification of various activities in the retail sector.</p> <p>Recognizing the pivotal role of logistics and supply chain management, the beneficial aspects of governance and the</p>



	<p>risks involved in the retail sector.</p> <p>This certification program is designed to give participants an understanding of the cost and financial implications involved in the retail sector. Decision making on the basis of the location of the store and its design.</p> <p>The AAPM[®] retail management certification course aids in strengthening participant’s knowledge and skills in adaptive and agile contract management and administration of all types of procurement contracts: goods, consulting services, non-consulting services, and works.</p> <p>It explores various performance-tracking, trend-analysis, supervision, risk-controlling, reporting tools, and procedures used in contract administration in line with best up-to-date international practices to ensure value for money and sustainable outcomes.</p> <p>The AAPM[®] certification process, administered by International Board of Standards IBS, identifies to the public that those individuals who have been authorized to use the AAPM[®] certification marks in the globe have met rigorous professional standards and have agreed to adhere to the principles of integrity, objectivity, competence, fairness, confidentiality, professionalism and diligence when dealing with clients.</p>
Durations	3 Days
Objectives	<p>Upon successful completion of this course, learners should be able to:</p> <ul style="list-style-type: none"> • Define retail business and identify its working mechanisms • Explain the retail business model for brick and mortar formats in detail • Define the various constituents of retail strategy • Develop and sustain a competitive advantage in retail sector • Define the practical tools and techniques of retail strategy



Target Audience

Course Contents and Descriptions

Module 1: Understanding Basics of Retail Business

- What is Retailing?
- How does Retail business work?
- Retail verticals; Roles and responsibility, Organizational structure
- What is organized Retail?
- Why retail business is significant today?

Module 2: Understanding Retail formats and strategies

- Retail classification system and retail formats
- Traditional retail formats, mom and pop stores
- What is ideal for India? Consequences

Module 3: Retail Strategy Decisions: Merchandising, Pricing

- Retail strategy mix
- Merchandising basics.
- What is merchandising? implications
- Pricing basics, methods
- Retail pricing, consequences

Module 4: Retail strategy decisions.

- Retail distribution network
- Supply chain basics
- Warehousing, physical distribution, logistics, examples
- Basics of Retail Promotion.

Module 5: Retail scenario in emerging markets (India)

- What is emerging market? Why it is significant today? What is the retail scenario in emerging markets?
- Indian retail sector evolution in different sectors.
- Characteristics of Indian consumers
- Expert opinion on Indian retail sector – research reports analysis

Module 6: E-tailing

- Basics of E-tailing basics
- Various E-tailing business models



- What is the future in E-tailing? Consequences?

<p>Case Studies</p>	<p>Case-based discussions will be conducted with topics related to the subjects of training. Exam exercises and questions evaluation.</p>
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