



*Training Course:
Stores Management*

*11 - 15 August 2025
Casablanca (Morocco)
New Hotel*

Training Course: Stores Management

Training Course code: PU235309 From: 11 - 15 August 2025 Venue: Casablanca (Morocco) - New Hotel Training Course
Fees: 4500 € Euro

Introduction

Welcome to the Store Management Training Program! This comprehensive course is designed to equip participants with the essential knowledge and skills needed to excel in the dynamic field of store management. Whether you're a seasoned retail professional looking to enhance your abilities or someone new to the role seeking a solid foundation, this program will provide you with valuable insights and practical strategies to effectively manage store operations, optimize inventory, deliver exceptional customer service, and drive business success.

Objectives

- Understand the key responsibilities and role of a store manager.
- Implement best practices for inventory management, including stock control, replenishment, and optimization.
- Develop effective communication and leadership skills to motivate and manage store staff.
- Deliver exceptional customer service to enhance the shopping experience and build customer loyalty.
- Master store operations and financial management techniques to drive profitability and efficiency.

Target Audience

- Aspiring store managers seeking to advance their careers in retail management.
- Current store managers looking to enhance their skills and knowledge to drive better results.
- Retail professionals transitioning into store management roles.
- Small business owners or entrepreneurs managing their own retail establishments.
- Anyone interested in gaining a comprehensive understanding of store management principles and practices.

Outline

Day 1: Introduction to Store Management

- Overview of the role of a store manager

- Importance of effective store management for business success
- Understanding the store layout and organization
- Introduction to inventory management systems
- Basic principles of customer service and its significance in store management

Day 2: Inventory Management

- Understanding stock control procedures
- Inventory tracking methods e.g., FIFO, LIFO
- Replenishment processes and stock rotation
- Inventory optimization techniques
- Introduction to inventory management software/tools

Day 3: Staff Management and Leadership

- Effective communication skills for store managers
- Staff recruitment, training, and development
- Delegation techniques and task assignment
- Conflict resolution and team motivation strategies
- Setting performance targets and conducting performance evaluations

Day 4: Customer Service Excellence

- Understanding customer needs and expectations
- Techniques for providing exceptional customer service
- Handling customer complaints and feedback
- Upselling and cross-selling strategies
- Building long-term customer relationships

Day 5: Store Operations and Financial Management

- Store opening and closing procedures

- Cash handling and POS system operation
- Monitoring sales performance and key performance indicators KPIs
- Budgeting and cost control measures
- Store security and risk management

Registration form on the Training Course: Stores Management

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Complete & Mail or fax to Global Horizon Training Center (GHTC) at the address given below

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Payment Method

- Please find enclosed a cheque made payable to Global Horizon
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