Global Horizon
TRAINING CENTER

Training Course:
Retail Marketing & Marketers Management

7 - 11 February 2027
Manama (Bahrain)

Training Course:
Retail Marketing & Marketers Management

Training Course code: SM234620 From: 7 - 11 February 2027 Venue: Manama (Bahrain) - Training Course Fees: 4725 Euro

Introduction

This training program is designed by Global Horizon Training Center to provide professionals with a comprehensive understanding of retail marketing and the effective management of marketers within the retail environment.

Retailing, derived from the French term retailer to cut a piece off, represents the final link between businesses and end consumers. It encompasses a wide range of activities aimed at delivering value, satisfaction, and seamless customer experiences.

This program combines retail marketing strategies with managerial and operational practices to enable participants to plan, execute, and optimize retail performance. It addresses key areas such as retail strategy, customer relations, sales management, merchandising, and leadership ensuring a well-rounded capability to succeed in the modern retail sector.

Course Objectives

By the end of this program, participants will be able to:

- Apply key principles and practices of retail marketing management
- Understand the structure and dynamics of the retail environment
- Manage and develop marketers effectively within retail organizations
- Plan and implement the retail marketing mix product, price, place, promotion
- Analyze retail challenges and apply decision-making frameworks
- Improve customer relations and enhance retail experiences
- Align sales and marketing strategies for improved performance
- Apply advanced management concepts within retail operations

Target Audience

- Retail Managers and Supervisors
- Sales and Marketing Professionals in Retail
- Store Managers and Area Managers
- Business Development Professionals
- Entrepreneurs in retail businesses
- Professionals involved in customer relations and retail operations

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Training Outline

Day 1: Business Management & Retail Administration

- Retail organization structure and reporting lines
- Business environment and location analysis
- Business planning and forecasting
- Budgeting and financial control in retail
- Managing marketers: recruitment, training, and performance control
- Motivation, communication, and workplace effectiveness
- Pricing strategies and policies
- Office management and operational efficiency

Day 2: Retail Marketing Management & Customer Relations Part 1

- Retail marketing concepts and product management
- Retail product sectors and strategic considerations
- Traditional vs. modern retail marketing approaches
- Category management and product lifecycle
- Allocating marketers to product categories
- Monitoring and developing marketing teams
- Customer behavior and service expectations

Day 3: Retail Marketing Management & Customer Relations Part 2

- Store design, layout, and atmosphere visual merchandising
- Space allocation and product display strategies
- Store image, branding, and location strategies
- Communication channels and retail advertising
- Evaluating retail performance sales, profitability, productivity
- Ethical retailing and sustainability practices
- Negotiation and quality performance management

Day 4: Sales Management & Retail Marketing Integration

- Principles of selling and retail sales techniques
- Sales processes: engaging, demonstrating, and closing
- Consumer behavior and buying patterns
- Building and managing effective sales teams
- Sales target setting and performance monitoring
- Lead generation and customer relationship building
- Market segmentation and branding in retail

Day 5: Advanced Management & Strategic Retail Leadership

- Mission, vision, and organizational values
- Motivation theories Maslow, Herzberg, McGregor, etc.
- Leadership styles and contingency approaches
- Team development and group dynamics
- Managing organizational change and culture
- Strategic management concepts SWOT, competitive strategy
- Corporate responsibility, ethics, and sustainability

- Final case study and practical application

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Registration form on the Training Course: Retail Marketing & Marketers Management

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

Delegate Information

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Company Information

Company Name: .....
Address: .....
City / Country: .....

Person Responsible for Training and Development

Full Name (Mr / Ms / Dr / Eng): .....
Position: .....
Telephone / Mobile: .....
Personal E-Mail: .....
Official E-Mail: .....

Payment Method

☐ Please find enclosed a cheque made payable to Global Horizon

☐ Please invoice me

☐ Please invoice my company

Easy Ways To Register

Telephone: +201095004484 to provisionally reserve your place.

Fax your completed registration form to: +20233379764

E-mail to us : info@gh4t.com or training@gh4t.com

Complete & return the booking form with cheque to:Global Horizon 3 Oudai street, Aldouki, Giza, Giza Governorate, Egypt.