Retail 201 Training

COURSE CONTENT

About Multisoft

Train yourself with the best and develop valuable in-demand skills with Multisoft Systems. A leading certification training provider, Multisoft collaborates with top technologies to bring world-class one-on-one and certification trainings. With the goal to empower professionals and business across the globe, we offer more than 1500 training courses, which are delivered by Multisoft's global subject matter experts. We offer tailored corporate training; project Based Training, comprehensive learning solution with lifetime e-learning access, after training support and globally recognized training certificates.

About Course

The Retail 201 course offered by Multisoft Systems is designed to equip retail professionals with advanced skills in retail management, focusing on strategic planning, operational excellence, and customer relationship management.

Module 1: Strategic Retail Management

1.1 Evolution of Retail Strategies

- ✓ Understanding the shift in retail landscapes
- ✓ Case studies of successful retail strategies

1.2 Developing a Competitive Edge

- ✓ Analyzing competitive environments
- ✓ Building unique selling propositions

Module 2: Operational Excellence in Retail

2.1 Advanced Inventory Management

- ✓ Techniques for efficient stock handling
- ✓ Impact of inventory management on profitability

2.2 Supply Chain Optimization

- ✓ Streamlining supply chain processes
- ✓ Leveraging technology for supply chain improvements

Module 3: Enhancing Customer Experience

3.1 Customer Relationship Management (CRM) Strategies

- ✓ Tools and techniques for effective CRM
- ✓ Integrating omnichannel strategies for enhanced customer interaction

3.2 Advanced Sales Techniques

- ✓ Upselling and cross-selling
- ✓ Emotional intelligence in sales

Module 4: Technology and Innovation in Retail

4.1 Digital Transformation in Retail

- ✓ Role of AI and machine learning
- ✓ Implementing IoT solutions in retail environments

4.2 E-commerce Strategies

- ✓ Building a successful e-commerce platform
- ✓ Integrating physical and digital sales channels

Module 5: Financial Management and Analytics

5.1 Retail Analytics

- ✓ Using data analytics for business decisions
- ✓ Tools and platforms for retail analytics

5.2 Financial Strategies for Retail Growth

- ✓ Budgeting and financial forecasting
- ✓ Risk management in retail