

## OPTIMIZING RETAIL AND MERCHANDISING FOR GROWTH

*"Maximize Retail Performance through Strategic Merchandising, Consumer Insights, and In-Store Excellence"*

### Schedule

Date	Venue	Fees (Face-to-Face)
10 - 14 Aug 2026	Dubai, UAE	USD 3495 per delegate

► **Available delivery methods:** Face-to-Face & Online Training

### Introduction

In a fast-changing retail environment, success hinges on a company's ability to understand consumer behavior, optimize merchandise mix, and deliver seamless in-store experiences. This training focuses on equipping participants with advanced retail and merchandising strategies that align with current market trends, digital influence, and evolving consumer expectations.

Participants will gain practical tools to manage product assortments, planograms, pricing, and promotional tactics, while leveraging data analytics for smarter decisions. Whether you manage a retail chain or operate in a niche market, this course empowers you to boost customer satisfaction and drive revenue growth.

### Objectives

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

- Analyze and respond to consumer trends and purchasing behavior
- Develop effective merchandising plans and assortment strategies
- Optimize store layouts and visual merchandising for maximum impact
- Implement retail KPIs and sales performance measurement tools
- Integrate omnichannel strategies for consistent customer experiences

## Why Attend

- Learn best practices in strategic merchandising and inventory planning
- Discover how store design and layout influence shopper decisions
- Gain tools to enhance product visibility and improve category performance
- Understand key retail analytics and shopper behavior insights
- Get inspired by successful retail case studies and in-store innovations

## Target Audience

This program is designed for:

- Retail and store managers
- Merchandising planners and visual merchandisers
- Category and product managers
- Sales and marketing professionals in retail
- Brand managers and retail strategists

## Individual Benefits

Key competencies that will be developed include:

- Strategic merchandising and assortment planning
- Visual merchandising and planogram optimization
- Retail data analysis and sales forecasting
- Store layout design and shopper behavior insight
- Integrated retail marketing and promotion planning

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved sales through optimized product placement and planning
- Greater alignment between retail strategy and customer needs
- Better inventory turnover and reduced stock-outs
- Enhanced customer experience and store performance
- Stronger brand presence and customer engagement

## Instructional Methodology

The course follows a blended learning approach combining theory with practice:

- Strategy Briefings - Deep dive into retail strategy, merchandising models, and omnichannel integration
- Case Studies - Real-world examples from global retailers and innovative merchandising practices
- Workshops - Hands-on exercises in layout design, inventory planning, and promotional strategy
- Peer Exchange - Group discussions on retail challenges and success stories
- Tools - Templates for retail KPIs, merchandising calendars, planograms, and pricing strategy

## MAWA EVENTS

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## Course Outline

**Training Hours:** 7:30 AM – 3:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

### Day 1: Understanding the Retail Environment

- Module 1: Retail Trends and Consumer Behavior (07:30 – 09:30)
  - Global retail landscape and evolving consumer expectations
  - Impact of technology and digital disruption
  - Identifying shopper motivations and buying patterns
- Module 2: Retail Formats and Channels (09:45 – 11:15)
  - Store-based, online, and omnichannel formats
  - Role of customer experience in format success
  - Retail channel integration and alignment
- Module 3: Workshop – Consumer Insight Mapping (11:30 – 01:00)
  - Analyze customer segments and map key motivators
  - Build customer personas for retail planning
- Module 4: Peer Exchange (02:00 – 03:30)
  - Sharing challenges and trends in regional retail markets

### Day 2: Strategic Merchandising and Planning

- Module 1: Merchandising Principles and Objectives (07:30 – 09:30)
  - Role of merchandising in driving sales and brand loyalty
  - Key components of an effective merchandising strategy
  - Understanding the product lifecycle
- Module 2: Assortment Planning and Inventory Management (09:45 – 11:15)
  - Product mix strategies
  - Seasonal planning and stock allocation
  - Inventory optimization and demand forecasting
- Module 3: Workshop – Merchandising Calendar Design (11:30 – 01:00)
  - Build a seasonal merchandising calendar
  - Plan product launches and promotions
- Module 4: Case Study – Best-in-Class Merchandising Models (02:00 – 03:30)
  - Analyze successful merchandising strategies from global brands

### Day 3: Visual Merchandising and Store Layout Optimization

- Module 1: Visual Merchandising Concepts (07:30 – 09:30)
  - Psychology of visual merchandising
  - Product display, color, lighting, and signage tactics
  - Creating impactful window displays
- Module 2: Space and Planogram Management (09:45 – 11:15)
  - Store layout principles and zoning
  - Shelf planning and planogram execution
  - Data-driven planogram adjustments
- Module 3: Workshop – Store Layout Design (11:30 – 01:00)
  - Create or critique a store layout and fixture plan
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Identify zones for featured products and promotions

- Module 4: Peer Exchange – In-Store Innovations (02:00 – 03:30)
- Discussion on layout experiments and customer feedback

### Day 4: Pricing, Promotions, and Shopper Engagement

- Module 1: Pricing Strategies in Retail (07:30 – 09:30)
- Psychological pricing techniques
- Competitive pricing and markdown management
- Linking pricing to customer value perception
- Module 2: Promotional Planning (09:45 – 11:15)
- Building effective promotional campaigns
- Aligning offers with customer journey stages
- Measuring promotional effectiveness
- Module 3: Workshop – Pricing & Promotion Planner (11:30 – 01:00)
- Design a promotional calendar with pricing tiers
- Define objectives, offers, and KPIs
- Module 4: Case Study – Retail Campaign Execution (02:00 – 03:30)
- Study a retail brand's multi-channel promotion

### Day 5: Retail Analytics and Continuous Improvement

- Module 1: Retail Performance Metrics (07:30 – 09:30)
- KPIs: sales per square foot, conversion rates, basket size
- Using POS and customer data for insights
- Performance benchmarking and dashboard tools
- Module 2: Driving Continuous Retail Improvement (09:45 – 11:15)
- Retail audits and mystery shopping
- Staff training and customer service standards
- Feedback loops for rapid adaptation
- Module 3: Workshop – Retail Improvement Plan (11:30 – 01:00)
- Design a retail performance improvement action plan
- Define metrics, actions, and monitoring tools
- Module 4: Final Review and Certification (02:00 – 03:30)
- Course recap and lessons learned
- Group presentations and feedback
- Certificate distribution

### Certification

Participants will receive a Certificate of Completion in Retail & Merchandising Optimization, confirming their mastery in designing and executing retail strategies that improve performance, shopper satisfaction, and revenue growth.

### Why Choose MAWA Events

- **Global Expertise:** More than 17 years of experience in professional training and consulting.
- **Industry-Leading Faculty:** Courses delivered by seasoned professionals with hands-on experience.
- **Practical Insights:** Learn to turn theory into actionable strategies for real-world business impact.
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Interested in running this course for your team?

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