

## RETAIL BUSINESS, MERCHANDISING & E-COMMERCE STRATEGIES

“Integrating Omnichannel Retail, Digital Innovation, and Customer-Centric Merchandising for Competitive Advantage”

### Schedule

Date	Venue	Fees
22 – 26 Nov 2026	Kuwait	USD 3495 per delegate

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

### Introduction

The convergence of physical and digital retail has transformed how consumers engage with brands and make purchasing decisions. Retailers must now master both traditional merchandising techniques and agile e-commerce strategies to deliver a seamless, data-driven, and profitable customer experience.

This comprehensive 5-day training program is designed to equip retail professionals, merchandisers, and e-commerce strategists with the tools to build integrated retail models. From assortment planning and visual merchandising to digital marketing and omnichannel logistics, the course provides a full-spectrum view of what it takes to succeed in modern retail environments.

### Objectives

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

- Understand retail business models, trends, and revenue streams
- Develop merchandising strategies aligned with customer insights and brand identity
- Design and manage successful e-commerce platforms and digital sales channels
- Integrate omnichannel approaches for unified customer experiences
- Apply analytics to drive pricing, promotion, and product placement decisions

## Why Attend

- Stay ahead in a highly competitive and digitized retail market
- Design customer-centric merchandising strategies that drive loyalty and conversion
- Leverage digital platforms to expand brand reach and revenue
- Optimize inventory, assortment, and fulfillment across channels
- Gain practical tools for managing store performance and online operations

## Target Audience

This program is designed for:

- Retail Business Owners and Store Managers
- Category Managers and Visual Merchandisers
- E-Commerce and Omnichannel Strategists
- Brand Managers and Digital Marketing Professionals
- Supply Chain and Commercial Directors in Retail Operations

## Individual Benefits

Key competencies that will be developed include:

- Retail market analysis and customer segmentation
- In-store and online merchandising strategy
- E-commerce site planning, UX, and conversion optimization
- Digital marketing integration and sales funnel design
- KPI monitoring for retail and online channel performance

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- Improved customer engagement and retail brand positioning
- Increased revenue across in-store and online touchpoints
- Optimized inventory turnover and supply chain agility
- More informed pricing, promotion, and markdown strategies
- Higher return on digital marketing and technology investment

## Instructional Methodology

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

- Strategy Briefings - Global trends in retail transformation and digital commerce
- Case Studies - Leading practices from omnichannel retailers and disruptors
- Workshops - Merchandising calendars, e-commerce mock-ups, pricing models
- Peer Exchange - Experience sharing and problem-solving across retail formats
- Tools - Dashboards, merchandising templates, digital audit frameworks

## Course Outline

### DETAILED 5-DAY COURSE OUTLINE

**Training Hours:** 07:30 AM – 03:30 PM **Daily Format:** 3–4 Learning Modules | Coffee breaks: 09:30 & 11:15 | Lunch Buffet: 01:00 – 02:00

#### Day 1: Retail Business Landscape and Customer Behavior

- Module 1: Retail Business Models and Value Chains (07:30 – 09:30) • Modern retail formats, revenue streams, and competitive positioning
- Module 2: Understanding Consumer Behavior and Segmentation (09:45 – 11:15) • Lifestyle segmentation, shopping missions, and loyalty drivers
- Module 3: Store Format Strategy and Location Planning (11:30 – 01:00) • Flagship, pop-up, concept, and convenience formats
- Module 4: Workshop – Retail Concept Canvas (02:00 – 03:30) • Participants map their brand format and value proposition

#### Day 2: Merchandising Planning and Category Management

- Module 5: Merchandising Strategy and Assortment Planning (07:30 – 09:30) • SKU rationalization, product lifecycle, and brand mix
- Module 6: Pricing, Promotion, and Seasonal Planning (09:45 – 11:15) • Markdown planning, high-low pricing, and promotional events
- Module 7: Visual Merchandising and In-Store Execution (11:30 – 01:00) • Planograms, signage, fixtures, and shopper flow
- Module 8: Workshop – Assortment and Visual Strategy Plan (02:00 – 03:30) • Participants design a seasonal merchandising campaign

#### Day 3: E-Commerce and Digital Retailing

- Module 9: Building and Managing E-Commerce Platforms (07:30 – 09:30) • Website design, navigation, catalog structure, and mobile UX
- Module 10: Conversion Rate Optimization and Customer Journeys (09:45 – 11:15) • Cart recovery, product pages, and frictionless checkout
- Module 11: Payment Systems and Fulfillment Models (11:30 – 01:00) • Click-and-collect, last-mile delivery, and returns handling
- Module 12: Workshop – E-Commerce Site Planning (02:00 – 03:30) • Participants sketch a digital storefront and fulfillment approach

#### Day 4: Omnichannel Integration and Digital Marketing

- Module 13: Omnichannel Strategy and Store–Online Integration (07:30 – 09:30) • Inventory synchronization, customer profiles, and unified service
- Module 14: Social Media, Content, and Influencer Marketing (09:45 – 11:15) • Digital storytelling, UGC, and brand engagement
- Module 15: Campaign Design and ROI Analysis (11:30 – 01:00) • Paid media, SEO, email marketing, and KPI tracking
- Module 16: Workshop – Omnichannel Marketing Plan (02:00 – 03:30) • Participants create a cross-channel brand campaign

#### Day 5: Performance Monitoring and Future Trends

- Module 17: Retail KPIs and Dashboard Development (07:30 – 09:30) • Sales per sq. ft., conversion, churn, AOV, and traffic
- Module 18: Technology and Innovation in Retail (09:45 – 11:15) • AR, AI, personalization, loyalty tech, and digital wallets
- Module 19: Final Case Study – Strategic Retail Planning (11:30 – 01:00) • Group exercise to apply course learning to a market scenario
- Module 20: Personal Action Plan and Certification (02:00 – 03:30) • Participant presentations and commitment planning

## Certification

Participants will receive a Certificate of Completion in Retail Business, Merchandising & E-Commerce Strategies, validating their ability to manage omnichannel retail operations, craft effective merchandising plans, and drive digital commerce success.

## Why Choose MAWA Events

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