

# EFFECTIVE RETAIL & ADMINISTRATION MANAGEMENT FOR RETAIL MANAGERS

*"Enhancing Retail Efficiency, Customer Satisfaction, and Operational Control"*

## Schedule

Date	Venue	Fees (Face-to-Face)
23 - 24 Jul 2026	Dubai, UAE	USD 1995 per delegate

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

## Introduction

Retail managers are the frontline leaders responsible for driving customer satisfaction, sales performance, and day-to-day operational excellence. This course equips retail professionals with essential tools in store management, customer service, team supervision, and administrative efficiency.

With a focus on practical techniques, participants will learn how to optimize workflows, lead store teams effectively, and align operational practices with business goals. The training blends management theory with real-world case studies from retail environments.

## Objectives

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

- Lead retail teams with a focus on performance, motivation, and accountability
- Implement effective retail operations and administrative processes
- Manage inventory, cash, and customer service functions
- Monitor KPIs and take corrective action to meet targets
- Maintain compliance with company policies and operational standards
- Drive retail excellence through planning and delegation

## Why Attend

- Learn practical retail management skills that improve store performance
- Discover how to lead, coach, and develop a motivated store team
- Understand core administrative procedures for inventory, sales, and finance
- Build a stronger link between store operations and business strategy
- Improve store efficiency, shrink control, and service delivery

## Target Audience

This program is designed for:

- Retail store and floor managers
- Assistant managers and team supervisors
- Operations coordinators in retail outlets
- Franchise managers and branch leaders
- Professionals preparing for store management roles

## Individual Benefits

Key competencies that will be developed include:

- Effective people and performance management in retail settings
- Proficiency in stock control, reporting, and customer service metrics
- Skills in managing store-level admin tasks and compliance processes
- Confidence in handling operational challenges and decision-making
- Awareness of best practices in retail planning and execution

## Organizational Benefits

Upon completing the training course, participants will demonstrate:

- More consistent and efficient store-level operations
- Increased customer satisfaction through service excellence
- Improved team leadership and staff retention
- Better inventory and administrative control
- Stronger alignment between retail goals and business performance

## Instructional Methodology

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

- Strategy Briefings - Retail operations models and leadership frameworks
- Case Studies - Real store scenarios, performance gaps, and resolution
- Workshops - Planning tools, role-play, and admin simulations
- Peer Exchange - Best practices sharing across retail industries
- Tools - KPI dashboards, scheduling templates, audit checklists

## 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: Retail Operations and Team Management

- Module 1: The Role of the Retail Manager (07:30 - 09:30) • Responsibilities, expectations, and key results areas
- Module 2: Supervising and Motivating Store Staff (09:45 - 11:15) • Delegation, coaching, performance feedback
- Module 3: Retail Operations and Workflow Optimization (11:30 - 01:00) • Customer service processes, POS, staff scheduling
- Module 4: Workshop - Build a Daily Retail Checklist (02:00 - 03:30) • Create task plans aligned with business goals

### Day 2: Retail Administration and Service Delivery

- Module 5: Inventory and Stock Management (07:30 - 09:30) • Ordering, receiving, shrinkage control, reporting
- Module 6: Managing Sales, Cash, and Admin Procedures (09:45 - 11:15) • Transaction handling, daily reports, banking
- Module 7: Service Standards and Complaint Handling (11:30 - 01:00) • SOPs, escalation paths, service recovery
- Module 8: Final Workshop - Improve a Store's Performance Plan (02:00 - 03:30) • Create a performance improvement roadmap

## Certification

Participants will receive a Certificate of Completion in Effective Retail & Administration Management for Retail Managers, confirming their ability to manage store operations, lead teams, and maintain administrative excellence for improved customer and business outcomes.

## Why Choose MAWA Events

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