

## OPERATIONAL EXCELLENCE FOR RETAIL MANAGERS

*"Drive Efficiency, Elevate Customer Experience, and Lead Retail Success"*

### Schedule

| Date             | Venue      | Fees (Face-to-Face)   |
|------------------|------------|-----------------------|
| 14 - 15 Apr 2026 | Dubai, UAE | USD 1995 per delegate |

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

### Introduction

Retail success is no longer defined solely by sales—it demands excellence across operations, customer experience, and team leadership. In a rapidly evolving marketplace, retail managers must lead with agility, optimize store performance, and consistently exceed customer expectations.

This intensive 2-day training program is designed to empower retail managers with the skills and strategies to implement operational excellence frameworks, improve store performance, and align frontline teams with business goals. Through hands-on workshops and retail case studies, participants will gain the confidence to lead dynamic and high-performing retail environments.

### Objectives

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

- Understand key principles of operational excellence in a retail context
- Identify and eliminate inefficiencies in store operations
- Enhance customer satisfaction through service process improvement
- Align team performance with KPIs and business goals
- Apply tools to drive continuous improvement in retail environments

## Why Attend

- Learn to apply Lean thinking to retail operations
- Discover strategies to enhance in-store productivity and customer experience
- Develop actionable plans to improve operational processes
- Gain tools to lead and motivate high-performance teams
- Understand key performance indicators and how to manage them effectively

## Target Audience

### This program is designed for:

- Retail store managers and assistant managers
- Area, regional, and operations managers
- Customer service supervisors
- Retail team leaders and floor supervisors
- Professionals in retail performance, training, or quality roles

## Individual Benefits

### Key competencies that will be developed include:

- Retail operations planning and execution
- Process improvement and waste reduction
- Team leadership and motivation
- Customer journey mapping and service quality management
- Data-driven decision-making in a retail context

## Organizational Benefits

### Upon completing the training course, participants will demonstrate:

- Improved store efficiency and reduced operational waste
- Consistent delivery of excellent customer service
- Increased employee engagement and accountability
- Higher revenue per square foot through optimized workflows
- Stronger alignment between strategy and in-store execution

## Instructional Methodology

### This course uses a hands-on, application-driven learning approach:

- **Strategy Briefings** - Best practices in retail operations, Lean, and Six Sigma
- **Case Studies** - Retail excellence stories and customer experience innovations
- **Workshops** - Process mapping, KPI alignment, and service recovery planning
- **Peer Exchange** - Interactive discussions and team challenge simulations
- **Tools** - Templates for SOPs, audits, checklists, and staff coaching

## Course Outline

### 2-Day 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 Operational Excellence Foundations

##### Module 1: Defining Operational Excellence in Retail (07:30 – 09:30)

- Retail trends and customer expectations
- Operational KPIs: sales per labor hour, conversion rates, shrinkage

##### Module 2: Store Process Improvement Tools (09:45 – 11:15)

- Lean retail basics, 5S, and waste elimination

##### Module 3: Mapping the Customer Journey (11:30 – 01:00)

- Identifying moments of truth and service recovery strategies

##### Module 4: Workshop – Store Operations Self-Assessment (02:00 – 03:30)

#### Day 2: Leading Performance and Continuous Improvement

##### Module 5: Managing Retail Teams and Daily Operations (07:30 – 09:30)

- Scheduling, delegation, and store routines

##### Module 6: Driving Accountability Through KPIs (09:45 – 11:15)

- Staff performance tracking and coaching for results

##### Module 7: Workshop – Action Planning for Store Excellence (11:30 – 01:00)

- Creating a 30-day implementation roadmap

##### Module 8: Final Review and Group Presentations (02:00 – 03:30)

## Certification

Participants will receive a **Certificate of Completion in Operational Excellence for Retail Managers**, certifying their ability to optimize retail operations, elevate service standards, and lead teams to achieve measurable success.

## 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.
- **Client-Focused Solutions:** Customized programs designed to achieve your organisation’s unique goals.

### In-House / Customized Training

Interested in running this course for your team?

Please contact us:

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