

## MASTER OF LOGISTICS AND RETAIL MANAGEMENT

*“Integrate Supply Chain Excellence with Retail Strategy to Drive Business Growth and Customer Satisfaction.”*

### Schedule

Venue (In-house)	Fees
At Your Organization Premises	Ask For The Quotation

► Available delivery methods: In-House Training

### Introduction

In today’s dynamic marketplace, efficient logistics and strategic retail management are the backbone of every successful business. The Master of Logistics and Retail Management course offers a comprehensive understanding of how supply chain efficiency and customer-centric retail strategies align to deliver superior performance and profitability.

This course explores modern logistics systems, distribution strategies, retail operations, and inventory optimization techniques that enable professionals to streamline supply chains, reduce costs, and enhance customer experiences. Participants will develop the ability to design integrated systems that ensure timely delivery, effective merchandising, and high service quality.

Through real-world case studies and interactive simulations, this program bridges the gap between operational logistics and strategic retail management, preparing participants to lead and innovate across industries.

### Objectives

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

- Understand the fundamentals of logistics, supply chain, and retail operations.
- Design and implement efficient logistics networks for product flow and distribution.
- Develop strategies for demand forecasting, inventory control, and warehouse management.
- Apply modern retail management practices to enhance customer satisfaction and profitability.
- Integrate e-commerce and digital solutions into logistics and retail frameworks.
- Optimize end-to-end supply chain performance using data-driven decision-making.
- Manage supplier and retailer relationships for long-term growth.
- Apply sustainability principles to logistics and retail strategies.

## Why Attend

Global competition, digital transformation, and changing consumer behavior demand a new generation of professionals who understand both logistics efficiency and retail excellence.

Attending this course will empower you with the strategic, analytical, and operational skills needed to manage logistics systems, retail operations, and customer relationships effectively.

Whether you work in manufacturing, retail, e-commerce, or service industries, this program helps you master the art of aligning supply chain and retail strategies to achieve business growth.

## Target Audience

This program is ideal for:

- Logistics, Supply Chain, and Distribution Managers
- Retail Operations and Store Managers
- E-commerce and Category Managers
- Procurement and Inventory Control Professionals
- Warehouse and Transport Supervisors
- Marketing and Sales Executives
- Entrepreneurs and Business Owners in Retail or Distribution
- Anyone seeking to advance their career in logistics and retail management

## Individual Benefits

- Gain a dual understanding of logistics systems and retail management.
- Enhance your ability to plan, execute, and evaluate distribution strategies.
- Improve decision-making through data analysis and supply chain visibility.
- Strengthen leadership, negotiation, and problem-solving skills.
- Increase employability and competitiveness in global logistics and retail sectors.
- Learn from real-world industry examples and case studies.

## Organizational Benefits

- Build a workforce capable of managing integrated supply chain and retail operations.
- Improve efficiency and reduce logistics and inventory costs.
- Strengthen relationships with suppliers and retailers.
- Achieve better demand forecasting and customer responsiveness.
- Drive revenue growth through optimized retail strategies.
- Support organizational sustainability and innovation initiatives.

## Instructional Methodology

The course uses an interactive and practical approach that combines theory with real-world application, including:

- Instructor-led lectures and multimedia presentations
- Real-world case studies from global logistics and retail brands
- Group discussions and role-playing simulations
- Problem-solving workshops and project assignments
- Interactive exercises on supply chain and retail scenarios
- Continuous feedback, assessments, and reflection sessions

## Course Outline

- Module 1: Introduction to Logistics and Supply Chain Management
- Module 2: Fundamentals of Retail Management and Consumer Behavior
- Module 3: Strategic Procurement and Supplier Relationship Management
- Module 4: Inventory Management and Demand Forecasting
- Module 5: Warehouse and Distribution Center Optimization
- Module 6: Transportation Planning and Logistics Network Design
- Module 7: Retail Operations, Merchandising, and Store Layout Planning
- Module 8: E-commerce Logistics and Omnichannel Retail Strategies
- Module 9: Customer Relationship Management and Service Excellence
- Module 10: Sustainability and Green Logistics Practices
- Module 11: Technology Integration in Logistics and Retail (AI, IoT, ERP, RFID)
- Module 12: Capstone Project – Designing an Integrated Logistics & Retail Strategy

## Certification

Upon successful completion, participants will be awarded a Certificate of Mastery in Logistics and Retail Management, acknowledging their comprehensive understanding of modern logistics, supply chain integration, and retail excellence.

## 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:

TEL:

**+601116373203**

EMAIL:

**info@mawaevents.net**

© Material published by MAWA Events shown here is copyrighted. All rights reserved. Any unauthorized copying, distribution, use, dissemination, downloading, storing (in any medium), transmission, reproduction or reliance in whole or any part of this course outline is prohibited and will constitute an infringement of copyright.