

MARKETING & COMMUNICATION | COURSE BROCHURE

Retail Management and Merchandising

5 days | Classroom training | English

SMART HORIZON

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Course content

Why attend

Retail success depends on the right products, in the right place, at the right price. This course covers retail strategy, store operations, merchandising and space planning, assortment and category management, inventory, pricing and promotions, omnichannel retail and retail KPIs.

Retailers face intense competition and changing customer behaviour. This course gives managers practical tools to improve sales and profitability.

Professional Problems This Course Is Designed to Solve

- Difficulty translating subject knowledge into practical workplace decisions.
- Inconsistent approaches to the activities covered in the course outline.
- Lack of a structured plan for applying and reviewing new skills.

Course methodology

The course uses retail case studies, merchandising exercises, KPI analysis and store improvement planning.

Course objectives

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

- Understand retail strategy and customer behaviour
- Plan assortment and category management
- Apply visual merchandising and space planning
- Manage inventory, pricing and promotions
- Integrate omnichannel retail
- Measure store and category performance

Target audience

This course is suitable for:

- Retail managers and store managers
- Merchandisers and buyers
- Category managers
- Retail operations managers
- Brand managers



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Target competencies

Participants will develop competencies in:

- Retail strategy
- Category management
- Visual merchandising
- Inventory management
- Pricing and promotions
- Retail KPIs

Course outline

Day 1: Retail Strategy

09:00–09:54	Retail formats
09:54–10:48	Customer behaviour
10:48–11:00	Competitive positioning
11:00–11:30	**Coffee break**
11:30–12:12	Competitive positioning (continued)
12:12–13:06	Retail trends
13:06–14:00	Exercise: Store review

Day 2: Assortment and Category

09:00–09:54	Category roles
09:54–10:48	Assortment planning
10:48–11:00	Supplier collaboration
11:00–11:30	**Coffee break**
11:30–12:12	Supplier collaboration (continued)
12:12–13:06	Range reviews
13:06–14:00	Workshop: Category plan



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Day 3: Merchandising

09:00–09:54	Visual merchandising
09:54–10:48	Space planning
10:48–11:00	Planograms
11:00–11:30	**Coffee break**
11:30–12:12	Planograms (continued)
12:12–13:06	Store layout
13:06–14:00	Exercise: Space plan

Day 4: Inventory, Pricing and Promotions

09:00–09:54	Stock management
09:54–10:48	Pricing strategy
10:48–11:00	Promotion planning
11:00–11:30	**Coffee break**
11:30–12:12	Promotion planning (continued)
12:12–13:06	Markdown management
13:06–14:00	Case study: Promotion evaluation

Day 5: Omnichannel and Performance

09:00–09:54	Omnichannel retail
09:54–10:48	Retail KPIs
10:48–11:00	Store operations
11:00–11:30	**Coffee break**
11:30–12:12	Store operations (continued)
12:12–13:06	Improvement planning
13:06–14:00	Capstone: Retail improvement plan

The timings provided are estimates and may vary depending on the number of participants and the discussions taking place during the



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sessions. They are indicative only and do not constitute a binding commitment.

Dates, venues and fees

Current published course plans. Fees are per participant in EUR, excluding unconfirmed taxes.

Venue	Start date	End date	Fee (EUR)
Singapore Confirmed dates	9 Nov 2026	13 Nov 2026	**€2,820.–**
Online Confirmed dates	9 Nov 2026	13 Nov 2026	**€1,250.–**
London Confirmed dates	23 Nov 2026	27 Nov 2026	**€2,450.–**
Online Confirmed dates	23 Nov 2026	27 Nov 2026	**€1,250.–**
Dubai Confirmed dates	7 Dec 2026	11 Dec 2026	**€3,150.–**
Online Confirmed dates	7 Dec 2026	11 Dec 2026	**€1,250.–**
Frankfurt Confirmed dates	14 Dec 2026	18 Dec 2026	**€2,650.–**
Online Confirmed dates	14 Dec 2026	18 Dec 2026	**€1,250.–**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Kuala Lumpur Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,450.-**
Online Confirmed dates	11 Jan 2027	15 Jan 2027	**€1,250.-**
Paris Confirmed dates	25 Jan 2027	29 Jan 2027	**€2,860.-**
Online Confirmed dates	25 Jan 2027	29 Jan 2027	**€1,250.-**
Barcelona Confirmed dates	1 Feb 2027	5 Feb 2027	**€2,840.-**
Online Confirmed dates	1 Feb 2027	5 Feb 2027	**€1,250.-**
Istanbul Confirmed dates	8 Feb 2027	12 Feb 2027	**€2,650.-**
Online Confirmed dates	8 Feb 2027	12 Feb 2027	**€1,250.-**
Amsterdam Confirmed dates	22 Feb 2027	26 Feb 2027	**€2,540.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	22 Feb 2027	26 Feb 2027	**€1,250.-**
Singapore Confirmed dates	8 Mar 2027	12 Mar 2027	**€2,820.-**
Online Confirmed dates	8 Mar 2027	12 Mar 2027	**€1,250.-**
London Confirmed dates	22 Mar 2027	26 Mar 2027	**€2,450.-**
Online Confirmed dates	22 Mar 2027	26 Mar 2027	**€1,250.-**
Vienna Confirmed dates	29 Mar 2027	2 Apr 2027	**€2,940.-**
Online Confirmed dates	29 Mar 2027	2 Apr 2027	**€1,250.-**
Dubai Confirmed dates	12 Apr 2027	16 Apr 2027	**€3,150.-**
Online Confirmed dates	12 Apr 2027	16 Apr 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Frankfurt Confirmed dates	26 Apr 2027	30 Apr 2027	**€2,650.-**
Online Confirmed dates	26 Apr 2027	30 Apr 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	10 May 2027	14 May 2027	**€1,450.-**
Online Confirmed dates	10 May 2027	14 May 2027	**€1,250.-**
Paris Confirmed dates	24 May 2027	28 May 2027	**€2,860.-**
Online Confirmed dates	24 May 2027	28 May 2027	**€1,250.-**
Rome Confirmed dates	31 May 2027	4 Jun 2027	**€2,450.-**
Online Confirmed dates	31 May 2027	4 Jun 2027	**€1,250.-**
Istanbul Confirmed dates	14 Jun 2027	18 Jun 2027	**€2,650.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	14 Jun 2027	18 Jun 2027	**€1,250.-**
Amsterdam Confirmed dates	21 Jun 2027	25 Jun 2027	**€2,540.-**
Online Confirmed dates	21 Jun 2027	25 Jun 2027	**€1,250.-**
Singapore Confirmed dates	12 Jul 2027	16 Jul 2027	**€2,820.-**
Online Confirmed dates	12 Jul 2027	16 Jul 2027	**€1,250.-**
London Confirmed dates	26 Jul 2027	30 Jul 2027	**€2,450.-**
Online Confirmed dates	26 Jul 2027	30 Jul 2027	**€1,250.-**
Rome Confirmed dates	2 Aug 2027	6 Aug 2027	**€2,450.-**
Online Confirmed dates	2 Aug 2027	6 Aug 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Dubai Confirmed dates	9 Aug 2027	13 Aug 2027	**€3,150.-**
Online Confirmed dates	9 Aug 2027	13 Aug 2027	**€1,250.-**
Frankfurt Confirmed dates	23 Aug 2027	27 Aug 2027	**€2,650.-**
Online Confirmed dates	23 Aug 2027	27 Aug 2027	**€1,250.-**
Kuala Lumpur Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,450.-**
Online Confirmed dates	13 Sept 2027	17 Sept 2027	**€1,250.-**
Paris Confirmed dates	20 Sept 2027	24 Sept 2027	**€2,860.-**
Online Confirmed dates	20 Sept 2027	24 Sept 2027	**€1,250.-**
Cape Town Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,890.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Online Confirmed dates	27 Sept 2027	1 Oct 2027	**€1,250.-**
Istanbul Confirmed dates	11 Oct 2027	15 Oct 2027	**€2,650.-**
Online Confirmed dates	11 Oct 2027	15 Oct 2027	**€1,250.-**
Amsterdam Confirmed dates	25 Oct 2027	29 Oct 2027	**€2,540.-**
Online Confirmed dates	25 Oct 2027	29 Oct 2027	**€1,250.-**
Singapore Confirmed dates	8 Nov 2027	12 Nov 2027	**€2,820.-**
Online Confirmed dates	8 Nov 2027	12 Nov 2027	**€1,250.-**
London Confirmed dates	22 Nov 2027	26 Nov 2027	**€2,450.-**
Online Confirmed dates	22 Nov 2027	26 Nov 2027	**€1,250.-**



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Dates, venues and fees (continued)

Venue	Start date	End date	Fee (EUR)
Cape Town Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,890.–**
Online Confirmed dates	29 Nov 2027	3 Dec 2027	**€1,250.–**
Dubai Confirmed dates	6 Dec 2027	10 Dec 2027	**€3,150.–**
Online Confirmed dates	6 Dec 2027	10 Dec 2027	**€1,250.–**
Frankfurt Confirmed dates	13 Dec 2027	17 Dec 2027	**€2,650.–**
Online Confirmed dates	13 Dec 2027	17 Dec 2027	**€1,250.–**



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Plan your next step

Dates, availability, exact venue, taxes, inclusions and payment terms require written confirmation. This brochure is not a quotation, registration, booking confirmation or visa invitation. Participants receive a Smart Horizon certificate of attendance; programmes are not externally accredited and do not award a professional qualification or designation. Confirm arrangements before booking travel.

For group or in-house training, contact our learning team to discuss your objectives and delivery arrangements.

Contact Smart Horizon

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