

# Advanced Retail Strategy and Store Operations Training Course

18 – 22 January 2027
Casablanca

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**Ref:** 1841_237740 **Date:** 18 – 22 January 2027 **Location:** Casablanca **Fees:** 4100 Euro

## Overview

Advanced Retail Strategy and Store Operations Training Course is a one-week advanced course for retail managers, store managers, area managers, merchandising leaders, and customer experience managers who leave with a Retail Performance Operating File. The course connects retail strategy, store operations, customer experience, retail analytics, workforce performance, merchandising decisions, omnichannel execution, and store profitability. Participants turn market priorities into operating standards, evidence-based decisions, and review routines. Agile Leaders Training Center presents advanced retail strategy and store operations as one leadership discipline.

## Who Should Attend

- Functions responsible for retail strategy, store formats, and operating-model decisions
- Teams responsible for store standards, daily execution, and performance reviews
- Groups responsible for assortment, space, pricing, and promotional coordination
- Functions responsible for customer journeys, service recovery, and loyalty
- Personnel responsible for area performance, workforce deployment, and coaching
- Teams responsible for omnichannel coordination and store-level analytics

The course assumes participants already make retail operating or performance decisions at work, and leaves out introductory selling, detailed merchandise financial planning, supply-chain design, and transaction-level order fulfillment.

## Departments and Industries

The course supports departments and industries that manage customer-facing locations, assortments, teams, and commercial performance.

- Retail operations, store development, and area management
- Merchandising, category leadership, and commercial planning
- Customer experience, loyalty, and service-quality functions
- Consumer goods, fashion, grocery, and specialty retail
- Pharmacy, electronics, hospitality retail, and service centers
- Digital commerce, business intelligence, and transformation teams

## Learning Objectives

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

- Analyze retail positioning, store missions, and operating-model choices.
- Build store standards and accountability controls for reliable execution.
- Evaluate assortment, space, pricing, and promotion decisions.
- Diagnose customer journeys and prioritize service improvements.
- Use retail analytics to evaluate workforce, sales, and profit performance.
- Build an omnichannel store improvement plan with review gates.

## Course Agenda

### Day 1: Align Retail Strategy and Store Mission

- Retail Value Proposition and Competitive Positioning Map
- Store Mission and Format Portfolio Canvas
- Customer Segment and Shopping-Mission Matrix
- Store Economics Driver Tree and Profit Bridge
- Retail Operating-Model Alignment Diagnostic

### Day 2: Control Store Operations and Workforce Execution

- Store Operating Standards Architecture
- Daily Management Board and Tiered Review Routine
- Labor Demand and Workforce Deployment Grid
- Retail Role Accountability and Decision-Rights Matrix
- Store Walk, Exception, and Corrective-Action Checklist

### Day 3: Direct Merchandising and Commercial Decisions

- Category Role and Assortment Decision Framework
- Space Productivity and Store Layout Heat Map
- Price Architecture and Promotion Evaluation Scorecard
- Visual Merchandising Compliance and Conversion Audit
- Markdown, Availability, and Sell-Through Exception Register

### Day 4: Improve Customer Experience and Omnichannel Performance

- End-to-End Retail Customer Journey Map
- Service Standard and Recovery Decision Tree
- Voice-of-Customer Signal Prioritization Matrix
- Omnichannel Touchpoint and Handoff Blueprint
- Balanced Retail KPI Dashboard and Review Cadence

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## Day 5: Practice Retail Performance Leadership

- Suggested Exercise: Diagnose a Store Mission and Profit Driver Gap
- Suggested Exercise: Resolve a Workforce and Operating-Standard Exception
- Suggested Exercise: Evaluate an Assortment, Space, and Promotion Decision
- Suggested Exercise: Redesign a Customer Journey and Channel Handoff
- Capstone Exercise: Assemble the Retail Performance Operating File

## Practical Exercises

The course uses suggested activities to test retail decisions in different operating settings.

- Suggested activity: compare store missions, customer segments, and profit drivers for grocery and specialty-retail locations.
- Suggested activity: use store standards, a daily management board, and workforce evidence to resolve an execution gap.
- Suggested activity: evaluate assortment, space, pricing, and promotion trade-offs with a commercial scorecard.
- Suggested activity: combine customer-journey evidence, channel handoffs, and retail KPIs into a prioritized improvement plan.

## FAQs

### Who suits advanced retail strategy and store operations training, and what does it assume?

Advanced retail strategy and store operations training suits experienced professionals who already influence store, area, merchandising, customer-experience, or performance decisions and can bring operating evidence to course activities.

### How does advanced retail strategy training differ from general marketing management training?

Advanced retail strategy training concentrates on store missions, operating standards, assortment and space choices, workforce execution, customer journeys, retail KPIs, and omnichannel handoffs; general marketing management training addresses wider market planning and communication decisions.

### Which retail KPIs should a store performance dashboard connect?

A store performance dashboard should connect traffic, conversion, transaction value, availability, sell-through, labor productivity, service signals, controllable cost, margin, and action ownership without treating any single measure as the complete result.

## How should store operations support an omnichannel customer journey?

Store operations should define inventory visibility, service promises, handoff ownership, exception rules, workforce capacity, customer communication, and review evidence across physical and digital touchpoints.

## How can retail leaders improve store profitability without weakening customer experience?

Retail leaders improve store profitability by tracing profit drivers, removing process loss, matching labor to demand, testing commercial choices, protecting service standards, and reviewing customer and financial evidence together.

## Conclusion

Participants take back a Retail Performance Operating File. The file connects store mission, operating standards, workforce deployment, merchandising decisions, customer journeys, omnichannel handoffs, and a balanced KPI dashboard. It changes retail leadership from disconnected store initiatives into an evidence-based system for directing execution, reviewing trade-offs, and improving customer and profit performance.