MERCURY

Distribution & Retail Management Training Course

25 – 29 January 2027
Amsterdam (Netherlands)



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Istanbul - Türkiye: +90 539 599 1206
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Introduction

Distribution and retail management business have long been a central element of efficient operation within industrial and economic systems. Yet, its recognition as an independent, pivotal business function is relatively recent.

The discipline of retail management encompasses a comprehensive range of activities and responsibilities engineered to attract customers to brick-and-mortar stores or digital shopping platforms to satisfy their purchasing requirements.

An immense diversity of retail outlets exists today, each vying for customer attention and requiring increasingly sophisticated management expertise. The implementation of sound warehousing and distribution management is paramount to ensure the availability of the appropriate merchandise at the correct price, location, and time for consumers.

By exploring advanced concepts and practices, participants in the retail management course will be equipped with the skills necessary to navigate and succeed in the evolving landscape of retail and sales management.

Targeted Groups

- Warehousing professionals.
- Logistics and transportation professionals.
- Sourcing, procurement, and supplier management professionals.
- Retail professionals.
- This retail management business course is for individuals seeking a deeper understanding of warehousing, distribution, and retail management to create substantial value for their businesses.

Course Objectives

By the conclusion of this distribution and retail management training course, participants will be proficient in:

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- Critically evaluating procedures to innovate and optimize methods.
- Discarding activities that contribute to wasteful costs.
- Executing effective picking strategies for e-procurement scenarios.
- Grasping the nuances of various distribution methods.
- Enhancing customer service quality.
- Comprehending the essential elements that comprise a retail strategy.
- Developing and maintaining a competitive edge within the retail marketplace.
- Applying practical tools and techniques to craft an effective retail strategy.

Targeted Competencies

At the end of this retail management business course, the target competencies will be able to:

- In-depth understanding of the retail landscape and its dynamics.
- Techniques for augmenting customer satisfaction through adept distribution management.
- Comprehension of the integral role of supply chains in retail operations.
- Acumen in managing retail warehouse operations.

Course Content

Unit 1: Foundations of Retail Management

- Grasping the essence of retail business and management.
- Recognizing and fulfilling customer needs and aspirations.
- Meeting those needs and expectations.
- Exploring the variety and spectrum of retail formats.
- Insight into the operational aspects of retail outlets.
- Managing personnel within a retail context.

Unit 2: Distribution and Inventory Management in Retail

- Analyzing channels of distribution specific to retail business management.
- Assessing the efficacy of third-party logistics versus in-house distribution.
- Enhancing the distribution of online retail platforms.
- Principles and techniques of inventory management.
- Utilizing information systems for strategic planning and control.

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Unit 3: The Strategic Role of the Warehouse

- Identifying the necessity of warehouses within the retail chain.
- Investigating warehouse functions and their impact on retail business management.
- Fitting warehouses within the more prominent retail supply chain.
- Balancing the aspects of sorting and storage in warehouse management.
- Supply and demand variables of warehouses in retail management.
- Applying ABC Analysis or the 80/20 rule to warehouse operations.
- Understanding throughput capacities and product formatting.

Unit 4: Modern Layout Options, Methods, and Equipment

- Options for receiving procedures in retail management.
- Various storage in retail management.
- Picking/assembly alternatives options.
- Dispatching methodologies within the retail environment.
- Streamlining flow organization within warehouse settings.
- Loading bays.
- Selection of suitable equipment and racking systems.
- Design implications for warehouse layouts.
- Timing and strategic operational planning.

Unit 5: Evaluating Productivity and Service Levels

- Examination of fixed versus variable costs in retail operations.
- Overview of typical cost factors in retail management.
- Model for recognizing the interplay between productivity, utilization, and performance.
- Goal-setting for productivity and cost efficiency.
- Importance of performance metrics and indicators.
- Catering to the needs of internal and external customers.
- Strategies for boosting outgoing service levels.
- The repercussions of subpar service to mastering retail management.

As part of this retail management training course, participants will delve into the complexities of merging traditional and digital sales channels to deliver a cohesive omnichannel customer experience. This section is specifically designed for those aiming for a masters in retail management or seeking comprehensive retail manager training.