Garnet
Garnet Global Training Center

GGT-RT-132

Retail & E-commerce

Consumer Behaviour

سلوك المستهلك

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Intermediate (practitioner)**

Overview

Consumer Behaviour turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. Merchandising, store operations and online selling programs. It runs as a 5-day or 10-day program in English or Arabic, in classrooms in Dubai, Riyadh, Cairo, London, Istanbul and other cities, or live online, and can be delivered in-house.

What you will be able to do

- Apply the methods and standards of Consumer Behaviour to real tasks.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.

Who should attend

Retail managers, buyers, e-commerce and customer service teams. Practitioners with one to five years of experience benefit most.

Key topics

- Assortment and merchandising
- Store operations
- Omnichannel customer journeys
- Pricing and promotions
- Inventory and fulfilment
- Retail analytics

Formats and fees

5-day classroom	**USD 4,750**
5-day online	**USD 2,950**
10-day classroom	**USD 8,950**
10-day online	**USD 5,450**
In-house	**Quotation per group**

Fees per participant, excluding VAT.

Register or ask

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Email: info@garnettrainings.com

Training: training@garnettrainings.com

Web: garnettrainings.com

Sharjah Publishing City Free Zone, Sharjah, UAE

Certificate

Participants who attend at least 90% of sessions and complete the final assessment receive a certificate of completion stating 35 contact hours (5-day) or 70 contact hours (10-day).

5-day outline

Day 1 Consumer Behaviour: principles and standards

- Pricing and promotions
- Regional and international case studies

Day 2 Methods and tools in practice

- Inventory and fulfilment
- Retail analytics

Day 3 Diagnosis and problem solving

- Assortment and merchandising
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Store operations
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Omnichannel customer journeys
- Measurement and reporting

10-day outline

Day 1 Consumer Behaviour: principles and standards

- Pricing and promotions
- Regional and international case studies

Day 2 Methods and tools in practice

- Inventory and fulfilment
- Retail analytics

Day 3 Diagnosis and problem solving

- Assortment and merchandising
- Checklists and templates to take away

Day 4 Quality, safety and documentation

- Store operations
- Group discussion and peer review

Day 5 Workshop, assessment and action plan

- Omnichannel customer journeys
- Measurement and reporting

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Hands-on workshop on a workplace challenge

Day 7 Digital tools, data and automation

- Analysis tools and software
- Using AI in this field

Day 8 Benchmarking against international practice

- Global performance benchmarks
- Common mistakes and how to avoid them

Day 9 Capstone project

- Analyse a real challenge from your organisation
- Build the solution and implementation plan

Day 10 Presentations, final assessment and certificates

- Project presentations and review
- Final exam and certificate award

Schedule 2027–2030

Dates	Format	City	Language	Fee (USD)
4–8 Jan 2027	5-day online	Live online	Arabic	2,950
15–19 Feb 2027	5-day classroom	Amsterdam	English	4,750
15–19 Mar 2027	5-day classroom	Abu Dhabi	Arabic	4,750
10–21 Oct 2027	10-day classroom	Kuwait City	Arabic	8,950
3–14 Jan 2028	10-day classroom	London	English	8,950
15–19 May 2028	5-day classroom	Istanbul	English	4,750
5–9 Jun 2028	5-day classroom	Geneva	English	4,750
4–15 Sep 2028	10-day online	Live online	English	5,450
2–6 Apr 2029	5-day classroom	Kuala Lumpur	English	4,750
21–25 May 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
17–21 Jun 2029	5-day classroom	Muscat	Arabic	4,750
4–15 Nov 2029	10-day classroom	Cairo	Arabic	8,950
21–25 Jan 2030	5-day classroom	Singapore	English	4,750
16–27 Jun 2030	10-day classroom	Muscat	Arabic	8,950
8–12 Sep 2030	5-day classroom	Cairo	English	4,750
21 Oct – 1 Nov 2030	10-day online	Live online	English	5,450

Customised and in-house versions of this course are available on request. garnettrainings.com/en/customise/