Garnet
Garnet Global Training Center

GGT-RT-125

Retail & E-commerce

Conversion Rate Optimisation

تحسين معدل التحويل

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

Overview

Conversion Rate Optimisation helps participants move from doing the work to managing it, with planning tools, control methods and reporting that management trusts. Merchandising, store operations and online selling programs. You can join a public session in one of 20 cities or live online, in English or Arabic, or bring the course in-house with examples from your own operations.

What you will be able to do

- Set up and run Conversion Rate Optimisation as a managed process with clear roles.
- Lead improvement projects and measure their benefit.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.
- Plan resources, budgets and schedules realistically.

Who should attend

Retail managers, buyers, e-commerce and customer service teams. It suits supervisors, section heads and specialists who manage, or are about to manage, this area.

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

WhatsApp: +971 56 674 7382

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 Conversion Rate Optimisation: the management framework

- Inventory and fulfilment
- Regional and international case studies

Day 2 Planning, resources and budgets

- Retail analytics
- Assortment and merchandising

Day 3 Performance measurement and control

- Store operations
- Checklists and templates to take away

Day 4 Risk, compliance and improvement

- Omnichannel customer journeys
- Group discussion and peer review

Day 5 Management case study and action plan

- Pricing and promotions
- Measurement and reporting

10-day outline

Day 1 Conversion Rate Optimisation: the management framework

- Inventory and fulfilment
- Regional and international case studies

Day 2 Planning, resources and budgets

- Retail analytics
- Assortment and merchandising

Day 3 Performance measurement and control

- Store operations
- Checklists and templates to take away

Day 4 Risk, compliance and improvement

- Omnichannel customer journeys
- Group discussion and peer review

Day 5 Management case study and action plan

- Pricing and promotions
- 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)
21–25 Jun 2027	5-day online	Live online	Arabic	2,950
19–23 Sep 2027	5-day classroom	Doha	English	4,750
1–12 Nov 2027	10-day classroom	Kuala Lumpur	English	8,950
19–23 Dec 2027	5-day classroom	Riyadh	English	4,750
15–19 May 2028	5-day classroom	Paris	English	4,750
3–7 Jul 2028	5-day classroom	London	English	4,750
3–14 Sep 2028	10-day classroom	Riyadh	English	8,950
11–22 Dec 2028	10-day online	Live online	Arabic	5,450
5–9 Feb 2029	5-day classroom	Dubai	English	4,750

Dates	Format	City	Language	Fee (USD)
4–8 Mar 2029	5-day classroom	Manama	Arabic	4,750
8–19 Apr 2029	10-day classroom	Riyadh	Arabic	8,950
5–9 Nov 2029	5-day online	Live online	Arabic	2,950
11–22 Feb 2030	10-day online	Live online	Arabic	5,450
7–11 Apr 2030	5-day classroom	Kuwait City	Arabic	4,750
3–7 Jun 2030	5-day classroom	Paris	English	4,750
2–13 Sep 2030	10-day classroom	Barcelona	English	8,950

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