Garnet
Garnet Global Training Center

GGT-RT-104

Retail & E-commerce

E-commerce Strategy & Operations

استراتيجية وعمليات التجارة الإلكترونية

Duration	Language	Formats	Hours	Level
5 or 10 days	**English or Arabic**	**Classroom, online, in-house**	**35 / 70**	**Leadership & strategy**

Overview

E-commerce Strategy & Operations develops the judgement, influence and decision-making leaders need when the stakes are high. Merchandising, store operations and online selling programs. Choose 5 or 10 days, classroom or live online, English or Arabic; organisations can also run it in-house and adapt the examples to their own work.

What you will be able to do

- Set direction and priorities for E-commerce Strategy & Operations in your organisation.
- Lead change and handle resistance constructively.
- Influence boards, peers and external stakeholders.
- Balance short-term results with long-term value.
- Build a personal leadership agenda for the next year.

Who should attend

Retail managers, buyers, e-commerce and customer service teams. It is aimed at managers and executives who set direction and are accountable for results.

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 Strategic context of E-commerce Strategy & Operations

- Assortment and merchandising
- Common mistakes and how to avoid them

Day 2 Setting direction and priorities

- Store operations
- Omnichannel customer journeys

Day 3 Leading people through change

- Pricing and promotions
- Regional and international case studies

Day 4 Decisions, risk and stakeholders

- Inventory and fulfilment
- Checklists and templates to take away

Day 5 Leadership commitments and action plan

- Retail analytics
- Group discussion and peer review

10-day outline

Day 1 Strategic context of E-commerce Strategy & Operations

- Assortment and merchandising
- Common mistakes and how to avoid them

Day 2 Setting direction and priorities

- Store operations
- Omnichannel customer journeys

Day 3 Leading people through change

- Pricing and promotions
- Regional and international case studies

Day 4 Decisions, risk and stakeholders

- Inventory and fulfilment
- Checklists and templates to take away

Day 5 Leadership commitments and action plan

- Retail analytics
- Group discussion and peer review

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Measurement and reporting

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
- Hands-on workshop on a workplace challenge

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)
15–19 Feb 2027	5-day classroom	Dubai	Arabic	4,750
12–23 Apr 2027	10-day classroom	Istanbul	English	8,950
19–23 Jul 2027	5-day online	Live online	English	2,950
15–19 Aug 2027	5-day classroom	Riyadh	English	4,750
2–13 Jan 2028	10-day classroom	Manama	Arabic	8,950
6–10 Mar 2028	5-day classroom	Abu Dhabi	Arabic	4,750
2–13 Oct 2028	10-day online	Live online	Arabic	5,450
18–22 Dec 2028	5-day classroom	Paris	English	4,750
9–13 Apr 2029	5-day online	Live online	Arabic	2,950

Dates	Format	City	Language	Fee (USD)
14–18 May 2029	5-day classroom	London	English	4,750
9–13 Jul 2029	5-day classroom	Singapore	English	4,750
5–16 Aug 2029	10-day classroom	Manama	English	8,950
11–22 Mar 2030	10-day online	Live online	Arabic	5,450
3–14 Jun 2030	10-day classroom	Vienna	English	8,950
14–18 Jul 2030	5-day classroom	Kuwait City	Arabic	4,750
3–7 Nov 2030	5-day classroom	Riyadh	Arabic	4,750

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