Garnet
Garnet Global Training Center

GGT-RT-111

Retail & E-commerce

Franchise Management

إدارة الامتياز التجاري

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

Overview

This program treats Franchise Management as a managed system: policies, roles, resources, performance indicators and continual improvement. 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 up and run Franchise Management as a managed process with clear roles.
- Report clearly to senior management and stakeholders.
- Manage contractors, suppliers and internal customers.
- Plan resources, budgets and schedules realistically.
- Define KPIs and build simple dashboards for management.

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

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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 Franchise Management: the management framework

- Omnichannel customer journeys
- Hands-on workshop on a workplace challenge

Day 2 Planning, resources and budgets

- Pricing and promotions
- Inventory and fulfilment

Day 3 Performance measurement and control

- Retail analytics
- Common mistakes and how to avoid them

Day 4 Risk, compliance and improvement

- Assortment and merchandising
- Regional and international case studies

Day 5 Management case study and action plan

- Store operations
- Checklists and templates to take away

10-day outline

Day 1 Franchise Management: the management framework

- Omnichannel customer journeys
- Hands-on workshop on a workplace challenge

Day 2 Planning, resources and budgets

- Pricing and promotions
- Inventory and fulfilment

Day 3 Performance measurement and control

- Retail analytics
- Common mistakes and how to avoid them

Day 4 Risk, compliance and improvement

- Assortment and merchandising
- Regional and international case studies

Day 5 Management case study and action plan

- Store operations
- Checklists and templates to take away

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Group discussion and peer review

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
- Measurement and reporting

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)
19–30 Apr 2027	10-day classroom	Amsterdam	English	8,950
17–21 May 2027	5-day online	Live online	English	2,950
15–19 Aug 2027	5-day classroom	Riyadh	English	4,750
15–19 Nov 2027	5-day classroom	Singapore	English	4,750
15–26 May 2028	10-day online	Live online	English	5,450
18–22 Jun 2028	5-day classroom	Doha	English	4,750
13–17 Aug 2028	5-day classroom	Muscat	Arabic	4,750
17–28 Dec 2028	10-day classroom	Cairo	Arabic	8,950
11–22 Mar 2029	10-day classroom	Cairo	English	8,950

Dates	Format	City	Language	Fee (USD)
9–13 Apr 2029	5-day online	Live online	English	2,950
14–18 May 2029	5-day classroom	Istanbul	English	4,750
9–13 Sep 2029	5-day classroom	Jeddah	English	4,750
8–19 Apr 2030	10-day online	Live online	Arabic	5,450
10–14 Jun 2030	5-day classroom	Singapore	English	4,750
5–9 Aug 2030	5-day classroom	Abu Dhabi	English	4,750
15–26 Dec 2030	10-day classroom	Riyadh	English	8,950

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