Garnet
Garnet Global Training Center

GGT-RT-118

Retail & E-commerce

Omnichannel Retail Strategy

استراتيجية التجزئة متعددة القنوات

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

Overview

Omnichannel Retail Strategy is a leadership program that connects strategic choices with execution, people and results. 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

- Set direction and priorities for Omnichannel Retail Strategy in your organisation.
- Align people, structure and culture with strategy.
- Lead change and handle resistance constructively.
- Influence boards, peers and external stakeholders.
- Balance short-term results with long-term value.

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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Training: training@garnettrainings.com

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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 Omnichannel Retail Strategy
- Store operations
- Regional and international case studies

Day 2 Setting direction and priorities
- Omnichannel customer journeys
- Pricing and promotions

Day 3 Leading people through change
- Inventory and fulfilment
- Checklists and templates to take away

Day 4 Decisions, risk and stakeholders
- Retail analytics
- Group discussion and peer review

Day 5 Leadership commitments and action plan
- Assortment and merchandising
- Measurement and reporting

10-day outline

Day 1 Strategic context of Omnichannel Retail Strategy
- Store operations
- Regional and international case studies

Day 2 Setting direction and priorities
- Omnichannel customer journeys
- Pricing and promotions

Day 3 Leading people through change
- Inventory and fulfilment
- Checklists and templates to take away

Day 4 Decisions, risk and stakeholders
- Retail analytics
- Group discussion and peer review

Day 5 Leadership commitments and action plan
- Assortment and merchandising
- 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)
18–22 Jan 2027	5-day classroom	Abu Dhabi	Arabic	4,750
8–12 Mar 2027	5-day online	Live online	English	2,950
10–14 May 2027	5-day classroom	Vienna	English	4,750
18–29 Oct 2027	10-day classroom	Dubai	Arabic	8,950
3–14 Jan 2028	10-day online	Live online	Arabic	5,450
20–31 Mar 2028	10-day classroom	London	English	8,950
19–23 Jun 2028	5-day classroom	Singapore	English	4,750
18–22 Dec 2028	5-day classroom	Dubai	Arabic	4,750
8–12 Jan 2029	5-day online	Live online	English	2,950
1–5 Jul 2029	5-day classroom	Riyadh	English	4,750

Dates	Format	City	Language	Fee (USD)
12–16 Nov 2029	5-day classroom	Barcelona	English	4,750
10–21 Dec 2029	10-day classroom	Dubai	English	8,950
13–17 Jan 2030	5-day classroom	Riyadh	English	4,750
17–21 Feb 2030	5-day classroom	Jeddah	Arabic	4,750
4–15 Mar 2030	10-day online	Live online	English	5,450
12–23 Aug 2030	10-day classroom	Geneva	English	8,950

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