Garnet
Garnet Global Training Center

GGT-RT-123

Retail & E-commerce

Private Label Development

تطوير العلامات التجارية الخاصة

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

Overview

Private Label Development focuses on how the work is actually done: the methods, checks and decisions practitioners use every day, illustrated with real cases from the region. 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 Private Label Development to real tasks.
- Interpret data and results correctly and act on them.
- Follow safe, compliant and documented work practices.
- Avoid the mistakes that most often cause rework or failure.
- Share good practice with your team.

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 Private Label Development: principles and standards

- Retail analytics
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Assortment and merchandising
- Store operations

Day 3 Diagnosis and problem solving

- Omnichannel customer journeys
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Pricing and promotions
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Inventory and fulfilment
- Hands-on workshop on a workplace challenge

10-day outline

Day 1 Private Label Development: principles and standards

- Retail analytics
- Checklists and templates to take away

Day 2 Methods and tools in practice

- Assortment and merchandising
- Store operations

Day 3 Diagnosis and problem solving

- Omnichannel customer journeys
- Group discussion and peer review

Day 4 Quality, safety and documentation

- Pricing and promotions
- Measurement and reporting

Day 5 Workshop, assessment and action plan

- Inventory and fulfilment
- Hands-on workshop on a workplace challenge

Day 6 Advanced techniques and specialist practice

- Complex cases in depth
- Common mistakes and how to avoid them

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
- Regional and international case studies

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	English	4,750
13–17 Sep 2027	5-day online	Live online	English	2,950
11–22 Oct 2027	10-day classroom	Casablanca	English	8,950
19–23 Dec 2027	5-day classroom	Manama	English	4,750
16–27 Apr 2028	10-day classroom	Kuwait City	English	8,950
8–12 May 2028	5-day classroom	Istanbul	English	4,750
3–14 Jul 2028	10-day online	Live online	English	5,450
4–8 Dec 2028	5-day classroom	London	English	4,750
12–23 Feb 2029	10-day classroom	Casablanca	English	8,950

Dates	Format	City	Language	Fee (USD)
21–25 May 2029	5-day online	Live online	English	2,950
16–20 Jul 2029	5-day classroom	Abu Dhabi	English	4,750
19–23 Nov 2029	5-day classroom	Barcelona	English	4,750
13–17 May 2030	5-day classroom	Barcelona	English	4,750
12–23 Aug 2030	10-day classroom	Abu Dhabi	Arabic	8,950
2–13 Sep 2030	10-day online	Live online	English	5,450
6–10 Oct 2030	5-day classroom	Muscat	English	4,750

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