Garnet
Garnet Global Training Center

GGT-RT-112

Retail & E-commerce **New from 2028**

Social Commerce & Live Selling

التجارة الاجتماعية والبيع المباشر

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

Overview

Social Commerce & Live Selling turns established good practice into step-by-step methods that participants rehearse in exercises and then apply at work. 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

- Apply the methods and standards of Social Commerce & Live Selling to real tasks.
- Share good practice with your team.
- Use the right tools, checks and calculations step by step.
- Diagnose common problems and identify root causes.
- Interpret data and results correctly and act on them.

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 Social Commerce & Live Selling: principles and standards

- Pricing and promotions
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Inventory and fulfilment
- Retail analytics

Day 3 Diagnosis and problem solving

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

Day 4 Quality, safety and documentation

- Store operations
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Omnichannel customer journeys
- Checklists and templates to take away

10-day outline

Day 1 Social Commerce & Live Selling: principles and standards

- Pricing and promotions
- Hands-on workshop on a workplace challenge

Day 2 Methods and tools in practice

- Inventory and fulfilment
- Retail analytics

Day 3 Diagnosis and problem solving

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

Day 4 Quality, safety and documentation

- Store operations
- Regional and international case studies

Day 5 Workshop, assessment and action plan

- Omnichannel customer journeys
- 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)
11–15 Sep 2028	5-day classroom	Paris	English	4,750
2–13 Oct 2028	10-day classroom	Istanbul	English	8,950
19–23 Nov 2028	5-day classroom	Riyadh	English	4,750
11–22 Dec 2028	10-day online	Live online	Arabic	5,450
12–16 Mar 2029	5-day online	Live online	Arabic	2,950
11–15 Jun 2029	5-day classroom	Dubai	English	4,750
14–25 Oct 2029	10-day classroom	Doha	Arabic	8,950
11–15 Nov 2029	5-day classroom	Kuwait City	English	4,750
4–15 Mar 2030	10-day online	Live online	Arabic	5,450

Dates	Format	City	Language	Fee (USD)
20–31 May 2030	10-day classroom	Dubai	English	8,950
12–16 Aug 2030	5-day classroom	London	English	4,750
17–21 Nov 2030	5-day classroom	Kuwait City	English	4,750

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