

# Certificate in Retail Management

## Course Details



Welcome to the "Introduction to Retail" course, your gateway to mastering the dynamic and rapidly evolving world of retail. Whether you're an aspiring entrepreneur or a professional looking to enhance your skills, this course offers a comprehensive understanding of the retail industry's key concepts, strategies, and trends. From learning the art of creating exceptional customer experiences to exploring the latest in merchandising, marketing, and supply chain management, you'll gain the practical knowledge needed to thrive in today's competitive retail landscape. Enroll now and take the first step toward building a successful retail career or business with insights from industry experts and hands-on learning opportunities that set you apart from the competition.

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## Syllabus & Skills covered (120 hours)

This comprehensive course on Retail Management and Operations is structured into several key modules, each focusing on various aspects of the retail industry, from foundational knowledge to advanced practices

- Covers the history, significance, and modern formats of retail in India.
- Explains key retail terms related to operations like logistics and inventory and sales.
- Discusses various types of retailers
- Explores strategies for providing excellent customer service, managing customer relationships, and increasing customer lifetime value.
- Covers retail merchandising, visual merchandising, and best practices.
- Discusses inventory management techniques, RFID technology.
- Focuses on the importance of ethics, sustainability, and social responsibility in retail practices.

## Career Opportunities

- **Retail Sales Associate**
- **Marketing Assistant**
- **Customer Service Representative**
- **Store Manager**
- **E-commerce Manager**
- **Visual Merchandising Assistant**



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