



# Retail Management

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## Retail Management

Wish to learn the details about Retail Management, But don't know which course to pick! No worries! We are here with our exclusive Retail Management bundle course to provide you with every possible feature on retail management. So buckle up your seatbelt and start your journey with us!

The strategic processes which help the consumers to procure the desired merchandise from the retail stores for their end use refer to retail management. In simple words, Retail management saves time and makes the customers easily locate their desired merchandise and return home satisfied. Our bundle course has made 18 high demanded courses available at your one click to give you a complete understanding of the retail industry. In this Retail Management Bundle, from the basics of project management to the advanced skill of Microsoft excel, you will get everything you need regarding the niche. Just what you have been craving for!

Enrol now to get this Retail Management Bundle filled with opportunities and shine like a star!

CPD accredited Retail Management bundle is the most comprehensive bundle on Retail Management now available online, offered by Skill up to upskill you with core to advanced Retail Management ideas for your utmost level proficiency in implying the newly gained knowledge efficiently wherever needed and escalate yourself as a peerless potential in the Retail Management promising industry.

Sign up for the all-inclusive Retail Management bundle, and experience relentless development of in-demand knowledge, skills and strategies within you!

### **Learning Outcomes of this Retail Management bundle:**

- Deepen your working knowledge as a retail associate and know retail psychology
- Learn about consumer behaviour and how to communicate with them to maximize the sell
- Learn about the interior and exterior design of your retail store and inventory management
- Develop your retail management skills to lead your team
- Get to know about the Acts on consumer rights

- Understand different levels, stages, and flows of supply chain management
- Master your insights to be an expert retail manager and retail analyst
- Expand knowledge on retail brand management, and health and safety for retail stores

### **Retail Management Specialities**

- 48 hours of instant video lectures and downloadable resources.
- Affordable premium-quality E-learning content, you can learn at your own pace.
- You will receive 18 completion certificates upon completing the Retail Management bundle.
- Internationally recognised Accredited Qualification would boost up your resume.
- You will learn the researched and proven approach of Retail Management adopted by renowned experts.

### **Assessment**

After completing all the modules of the Retail Management bundle, your learning will be assessed by an automated multiple-choice based exam. You may choose to participate in a Mock Exam before attending the Final Exam with absolutely no extra cost.

### **Certificate**

This premium Retail Management bundle comes with FREE PDF & Hardcopy Certificates, PDF Transcripts & Student ID Card, and it makes this bundle the perfect value for money.

This self-paced Retail Management bundle by Skill Up, loaded with up-to-date knowledge and techniques, is truly ideal for all aspiring professionals.

Let your eLearning experience meet the utmost satisfying level by enrolling in our premium Retail Management Bundle now!

This Retail Management Bundle Consists of the Following Courses :

- Course 1: Retail Manager - Level 4
- Course 2: Retail Analytics
- Course 3: Supply Chain Management
- Course 4: Retail Associate Training
- Course 5: Business Management Training
- Course 6: Excel Data Tools & Data Management
- Course 7: Customer Service - Advanced
- Course 8: Sales Executive Training
- Course 9: Professional Marketing and Advertising Complete Online Course
- Course 10: Salesforce Heroku
- Course 11:SAP Controlling (CO) – Product Costing with S4HANA
- Course 12:Logistics & Operations Management – Level 5
- Course 13:Negotiation and Agreement Training
- Course 14:Digital Marketing and SEO
- Course 15:Graphic Design with Canva
- Course 16:How To Deal With Difficult People Training
- Course 17:Six Sigma & Lean Process
- Course 18:Consumer Rights

## Curriculum Breakdown of the Premium Courses:

### ➤ Retail Manager - Level 4

- Module 01: Introduction to Retail Management
- Module 02: Retail Strategy
- Module 03: Retail Buying and Merchandising

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- Module 04: Retail Pricing
  - Module 05: Supply Chain Management in Retailing
  - Module 06: The Sales Process and Dealing with Customers at the Checkout
  - Module 07: Importance of Consumer Behaviour
  - Module 08: Taking Trends and Targeting Customers Effectively
  - Module 09: The Importance of Communicating with Customers
  - Module 10: Choosing a Retail Location
  - Module 11: Retail Psychology
  - Module 12: Negotiate the Right Deal with Suppliers
  - Module 13: Develop Store Security Procedures
  - Module 14: Management Skills for Leading Your Team
  - Module 15: Selling in Multiple Channels
  - Module 16: Retail Brand Management
  - Module 17: Health & Safety for Retail Stores
  - Module 18: Consumer Rights Act

## ➤ Retail Analytics

- Module 1: Introduction to Retail Analytics
- Module 2: Retail Psychology
- Module 3: Retail and Data Analytics
- Module 4: Benefits of Retail Analytics
- Module 5: Retail Strategy
- Module 6: Retail Buying and Merchandising
- Module 7: Forecasting
- Module 8: Retail Pricing
- Module 9: Analytics Software
- Module 10: Supply Chain Management in Retailing
- Module 11: The Sales Process and Dealing with Customers at the Checkout
- Module 12: Selling in Multiple Channels
- Module 13: Taking Trends and Targeting Customers Effectively



## ➤ Supply Chain Management

- Module One: Why Supply Chain Management?
- Module Two: Key Terms (I)
- Module Three: Key Terms (II)
- Module Four: Three Levels of Supply Chain Management
- Module Five: Five Stages of Supply Chain Management
- Module Six: The Flows of Supply Chain Management
- Module Seven: Inventory Management
- Module Eight: Supply Chain Groups
- Module Nine: Tracking and Monitoring
- Module Ten: Supply Chain Event Management

## ➤ Retail Associate

- Module 1: Introduction to Retail Associate
- Module 2: Qualities of a Retail Associate
- Module 3: Retail Psychology
- Module 4: Importance of Consumer Behaviour
- Module 05: The Importance of Communicating with Customers
- Module 06: Taking Trends and Targeting Customers Effectively
- Module 07: The Sales Process and Dealing with Customers at the Checkout
- Module 08: Consumer Rights Act
- Module 09: Introduction to Visual Merchandising
- Module 10: In-Store Design
- Module 11: Exterior Design

- Module 12: Health & Safety for Retail Stores
- Module 13: Management Skills for Leading Your Team

## ➤ **Business Management Training**

- Module 01: Introduction to Business Management
- Module 02: Operations Management
- Module 03: Introduction to Business Analysis
- Module 04: Strategic Analysis and Product Scope
- Module 05: Project Management
- Module 06: Business Development and Succession Planning
- Module 07- Business Process Management
- Module 08: Planning & Forecasting Operations
- Module 09: Performance Management
- Module 10: Management of Cash and Credit
- Module 11: Managing Risk and Recovery
- Module 12: Quality Management
- Module 13: Communication Skills
- Module 14: Business Environment
- Module 15: Organisational Skills
- Module 16: Negotiation Techniques
- Module 17: Human Resource Management
- Module 18: Motivation and Counselling
- Module 19: Customer Service
- Module 20: Time Management
- Module 21: Conflict Management



## ➤ **Excel Data Tools & Data Management**

- Project Files
- Data Validation Rules to Prevent Bad Data Entry
- Drop Down Lists for Easy Data Entry
- Custom Validation Messages and Alerts
- Splitting Data into Different Columns by Delimiter
- Splitting Data of a Fixed Width
- Easily Remove Duplicate Rows from a List
- The Incredible Flash Fill Tool
- Goal Seek – How to Reach the Result you Want
- Data Tables – Test Multiple Values Impact on a Formula Result
- The New Rich Data Types in Excel

## ➤ **Customer Service - Advanced**

- Module One: Who We Are and What We Do
- Module Two: Establishing Your Attitude
- Module Three: Identifying and Addressing Customer Needs
- Module Four: Generating Return Business
- Module Five: In-Person Customer Service
- Module Six: Giving Customer Service over the Phone
- Module Seven: Providing Electronic Customer Service
- Module Eight: Recovering Difficult Customers
- Module Nine: Understanding When to Escalate



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## ➤ Sales Executive Training

- Module 1 : Understanding the Talk
- Module 2 : Getting Prepared to Make the Call
- Module 3 : Creative Openings
- Module 4 : Making Your Pitch
- Module 5 : Handling Objections
- Module 6 : Sealing the Deal
- Module 7 : Following Up
- Module 8 : Setting Goals
- Module 9 : Managing Your Data
- Module 10 : Using a Prospect Board

## ➤ Professional Marketing and Advertising Complete Online Course

### Funnel Building For Massive Profits

- Intro to Funnel Building
- Funnel Building – Part 1
- Funnel Building – Part 2
- Funnel Building – Part 3

### Lead Generation, Traffic & List Building

- Intro To Lead Generation
- Lead Gen – Lead Magnets
- Lead Gen – Landing Pages
- Lead Gen – Getting Traffic

### LinkedIn Advertising

- Intro to LinkedIn Advertising
- LinkedIn Ads – Campaign Manager

- LinkedIn Ads – Creating ADS that SELL – Part 1
- LinkedIn Ads – Creating ADS that SELL – Part 2

### How To Do Banner Advertising

- Intro to Banner Ads
- Banner Ads – Designing The Ad
- Banner Ads – Ad Campaign Goals
- Banner Ads – Setting Up & Running Campaigns

### Twitter Ads For Fun & Profit

- Intro To Twitter Timeline Ads
- Twitter Ads – Campaign Objects & Details
- Twitter Ads – Ad Groups & Targeting
- Twitter Ads – Creating The Ad & Launching

### Make Profits With Facebook Ads

- Intro to Facebook Newsfeed Ads
- Facebook Ads – Marketing Objectives
- Facebook Ads – Ad Targeting & Budgeting
- Facebook Ads – Creating The Ad

### Search Ads – For Massive Profits

- Intro To Search Ads
- Facebook Ads – Marketing Objectives
- Search Ads – Ad – Groups & Keywords
- Search Ads – Creating & Monitoring Ads

## ➤ [Salesforce Heroku](#)

### Unit 01: Course Introduction

- Module 01: Introduction
- Module 02: Course Objectives

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- Module 03: About me
  - Module 04: Platform Overview

#### Unit 02: Heroku - Getting Started

- Module 01: Introduction & Architecture
- Module 02: App Management
- Module 03: Permissions
- Module 04: Pricing

#### Unit 03: Heroku Elements

- Module 01: Introduction
- Module 02: Postgres SQL

#### Unit 04: Heroku Pipelines

- Module 01: Introduction
- Module 02: Heroku Pipelines, Git & Architecture
- Module 03: Testing in Heroku Pipelines

#### Unit 05: Salesforce Integration

- Module 01: Introduction to the section
- Module 02: Introduction to Salesforce
- Module 03: Heroku Connect – Introduction
- Module 04: Heroku Connect – Exercise
- Module 05: Heroku Connect – Challenge
- Module 06: Outbound Messages – Introduction
- Module 07: Outbound Messages – Exercise
- Module 08: Outbound Messages – Challenge
- Module 09: REST API – Introduction
- Module 10: REST API – Exercise

#### Unit 06: Conclusion

## ➤ SAP Controlling (CO) - Product Costing with S4HANA

### Section 1: Introduction

- Unit 1: Introduction to the Course
- Unit 2: Introduction to Product Costing
- Unit 3: Scenario for Product Costing

### Section 2: Material Master Data and Pricing Controls

- Unit 1: Create Material Master Data; Introduction to MAV, Standard Price and Planned Price

### Section 3: BoM, Activities and Routing

- Unit 1: Introduction to Bill of Materials, Activities, Routing and Overheads
- Unit 2: Introduction to Activity Type Price Planning
- Unit 3: Configuration of Bill of Materials
- Unit 4: Configuration for Activity Types and Creation of Secondary CE in S4HANA
- Unit 5: Configuration for cost element input planning
- Unit 6: Configuration for Activity type price planning
- Unit 7: Activity price calculation

### Section 4: Overheads in Costing

- Unit 1: Configuration for Overhead Management
- Unit 2: Configuration of Overhead Key and Overhead Group

### Section 5: Costing Sheet

- Unit 1: Introduction to Costing Sheet
- Unit 2: Configuration of Costing Sheet

### Section 6: Costing Variant

- Unit 1: Introduction to Costing Variant
- Unit 2: Configuration of Costing Variant



## Section 7: Routing and Work Centres

- Unit 1: Introduction to Routing and Work Centres
- Unit 2: Configuration for Routing and Work Centres

## Section 8: Cost Component Structure

- Unit 1: Introduction and Configuration of Cost Component Structure

## Section 9: Execution of Standard Cost Estimation

- Unit 1: Steps in Standard Costing Run
- Unit 2: Execution of Cost Estimation Run
- Unit 3: Marking and Releasing the cost

## ➤ **Logistics & Operations Management - Level 5**

### Logistic Management

- Module 01: Introduction to Logistic Management
- Module 02: Planning Framework for Logistics
- Module 03: Logistics Management and Organisation
- Module 04: Sourcing, Purchasing, and Procurement
- Module 05: Channels of Distribution
- Module 06: Supplier Relationship Management
- Module 07: Inventory Planning and Management
- Module 08: Principles of Warehousing
- Module 09 : Transportation in Logistics
- Module 10: Customer Service and Logistics

### Operations Management

- Module 01: Introduction to Operations Management
- Module 02: Project Management
- Module 03: Business Development and Succession Planning
- Module 04: Process Management

- Module 05: Supply Chain Management
- Module 06: Planning & Forecasting Operations
- Module 07: Procurement & Purchasing Management
- Module 08: Manufacturing & Delivery Operations
- Module 09: Quality Management
- Module 10: Managing Risk and Recovery
- Module 11: Performance Management
- Module 12: Talent Management
- Module 13: Communication Skills
- Module 14: Negotiation Techniques
- Module 15: Conflict Management
- Module 16: Stress Management
- Module 17: Time Management
- Module 18: Business Environment
- Module 19: Business Writing Skills

## ➤ **Negotiation and Agreement Training**

### Introduction and The Principles of Collaborative Negotiation

- Welcome and Course Overview FREE
- Why Good Negotiation Practice Leads to Better Relationships
- Shameless Book Plug
- Millie's Cookie Story
- Exercise 1: Intentions / Objectives for This Programme

### Giving Structure to Your Negotiation Strategy

- Negotiation is not
- Distinguishing Negotiation from -Haggling
- The 7 Steps to Negotiation Success
- Exercise 2: Giving Structure to your Negotiations



## Step One – Preparing Yourself for Collaborative Negotiation

- Preparing Yourself and Your WIN Outcomes
- Exercise 3: Securing Commitment to Negotiate
- The 4 P's
- The Importance of Personality
- We, Then Me
- Exercise 4: The 4 P's

## Step Two – Preparation - Understanding the Power of Variables

- Introduction to Variables
- Video Examples of Excellent Creativity in Variables
- Exercise 5: Understanding the Power of Variables
- Using the WIN Matrix
- Exercise 6: Write Your Win Matrix

## Step Three – Understanding Your Partner's Point of View

- Introduction
- Example Story- Maps of the World – Dyl's Den
- Exercise 7: Stepping Into Your Partner's Shoes

## Step Four – Discussing

- Introduction- Stating Intentions
- Co-Active Listening- Are You Really Listening
- The Power of Pause
- Exercise 8: Using Open Questions
- Exercise 9: Going Above and Beyond Their Wildest Dreams
- Exercise 10: Socratic Questioning
- Exercise 11: Creating a Discussion Agreement Statement

## Step Five – Proposing

- Introduction to the Propose Stage
- Exercise 12: Putting Your Proposal into Writing

## Step Six – Bargaining

- Introduction
- Exercise 13: Creating a Bargaining Agreement Statement
- The Power of Silence
- Exercise 14: Developing Your Time-Out Strategy

#### Step Seven – Agreeing

- Introduction to Bargaining
- The Written Columbo
- Exercise 15: Drafting an “Agreement In Principle”

#### Getting Yourself Out of the Way - The Human Operating System

- Introduction – The Missing Link
- Exercise 16: Noticing Your Thinking
- What Does this Mean in Your Negotiations?

#### Understanding Personality

- Why Personality?
- Introducing the 4 Colours
- Introducing the 8 Aspects
- Inspiration v Discipline Driven
- Exercise 17: Teddy Bear
- Big Picture vs Down to Earth
- Exercise 18: Football Club Trip
- People Focused vs Outcome Focused
- Splash App
- Exercise 19: Completing Your Own Assessment
- Negotiation with Different ‘Personality Types’

#### Using the Seven Steps at Home

- Introduction

#### Avoiding Common Gambits Some Negotiators Use



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- Nibbling – The Columbo
  - The Flinch
  - The Red Herring
  - Higher Authority
  - The Reluctant Buyer – Seller
  - The Best of a Bad Choice

Conclusion – Can You Really Get More by Giving More?

## ➤ Digital Marketing and SEO

Module 01: Introduction

- Welcome

Module 02: General Tips & Tricks Series

- How to register your company
- How to see Email Sender's Company and Logo in Your Gmail
- How to Generate sitemap of a website
- How to protect a website from Spam on WordPress
- Quick way to identify whether the website is Mobile optimized
- How to identify registration data of website
- How to identify duplicate content from the web
- How to create google alerts
- How to find the age of the domain
- How to check if the website server is down
- How to create text notes that will self destruct after being read
- How to send google search information to your friends
- How to find webhost of any website
- Discover new sites that are similar to what you like already
- How to easily highlight the important parts of a web page

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- How to share you email online without worrying about spam
  - How to get compute level answers without searching
  - The easiest way to setup email reminders
  - How to find the original URL tht's hiding behind a short URL
  - How to corrupt a file you shared online
  - How to create a throwaway email
  - How to check if your email account has been compromised

### Module 03: SEO (Search Engine Optimisation)

- How to register website on Google search console
- How to Optimize your website homepage
- How to add a sitemap on google search
- How to set international targeting on google search
- How to remove a URL from google search engine
- How to identify competitors keyword
- How to leverage top sites to get on google search results
- Discover powerful data analytics to mesure SEO performance
- How to do keyword research
- How to write perfect title tags for search engines
- How to optimise heading tags, external and internal links
- What are backlinks & how to get them
- How to write a perfect Meta description
- How to enhance speed & performance of your website

### Module 04: YouTube

- Youtube account setup
- Account optimization
- How to create & setup Youtube channel banner
- Youtube channel tags, thumbnails & custom thumbnails
- Analyse Youtube keyword research
- Youtube SEO techniques
- What are Youtube cards & how does it work
- How to optimise comments & reply them in bulk

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- How to grow your channel with competitor Analysis
  - How to manage multiple YouTube accounts
  - A simple yet powerful trick to increase your subscribers list
  - Youtube Paid Advertising
  - How to monetise your YouTube channel

#### Module 05: Google Adwords

- What are Google Ads & how does it work
- Account setup
- Competitors analysis
- Campaign types & how to select the right campaign
- Bids & Budgets
- How to target the right audience
- Google Ads advance campaign settings
- Choosing the right keywords
- How to write ads that gets more clicks

#### Module 06: Google Analytics

- How to install tracking code on your website
- How to add filters & remove internal traffic
- How to track paid campaigns
- How to look and analyse different segment data
- How to configure goals in google analytics
- How to link google Adwords account
- How to manage multiple analytics accounts
- How to remove spam traffic

#### Module 07: Email Marketing

- Email marketing tools set up ( Mailchimp and Gestresponse)
- How to install signup or popup forms on the website
- How to collect email address without a website
- How to create a 'Hook' to your signup forms
- Discover the psychology behind acquiring more leads
- Email marketing automation process
- Email analytics



## Module 08: LinkedIn


- How to increase your connections in no time
- Secret of LinkedIn InMails
- Discover the best ways to use LinkedIn Groups
- How to setup a company page on LinkedIn
- How to increase traffic to your website using LinkedIn blog

## Module 09: Twitter

- Twitter Account setup
- Knowing Twitter features
- Following twitter accounts
- Twitter profile optimisation
- How to get Twitter followers
- Posting first 5 tweets for engagement
- Leveraging Hashtags to increase your tweets visibility
- What are twitter polls & how do you use them
- A powerful trick to acquire customers on twitter
- How to get followers retweet your post
- How to embed a twitter button to your website or post
- Twitter analytics

## Module 10: Facebook

- Set your Facebook page
- Facebook Icon, cover image & description
- How to get your first page likes
- Discover how to increase your page likes
- How to manage multiple Facebook page
- Facebook comments
- Leveraging Facebook groups
- Facebook Autoposting
- Run a competition
- Facebook Ads
- How to get best out of Facebook
- Facebook pixel & Re-marketing



## Module 11: Instagram

- How to setup a Instagram business profile
- Set up Instagram bio & profile image
- Leveraging Instagram accounts
- A simple way to create free content on Instagram
- Secret of hashtags on Instagram
- Reposting Instagram App
- How to get genuine Instagram followers
- Discover how to grow your business through Instagram stories
- How to get your posts reposted on Instagram by influencers

## Module 12: Mobile App

- A quick way to do App store marketing research
- How to discover the estimate size of your market
- Discover the best ways to promote your app
- App installs via Facebook Ads
- App installs via Google Ads
- How to make money from your app
- How to optimise your App store listing ?
- Discover growth hacking techniques for App downloads
- Techniques to get to the top of App store ranking

## ➤ **Graphic Design with Canva**

### Unit 01: Working with Adobe Colours Online

- Introduction to Adobe Colour
- Adobe Colour Lesson 2
- Adobe Colour Lesson 3

### Unit 02: Basic Graphics Design using Canva

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- Getting Started
  - Designing a Flyer
  - How to Create Professional Quote Designs
  - How to Create A Story or WhatsApp Status Design
  - WhatsApp Status Design

#### Unit 03: Photo-Editing Basics

- Snapseed
- Double Exposure
- Exposure Adjustments
- Colour Splash Part-1
- Colour Splash Part-2

#### Unit 04: Intermediate to Pro Lessons on Canva Graphic Designs

- Create Flyer Designs on Canva
- How to Work with Layers in Canva App

#### Unit 05: Bonus

- Creating a 3D Mockup Design with Your Phone

### ➤ **How To Deal With Difficult People Training**

#### Dealing With Difficult People In Life & Work - Powerful!

- Fundamentals of Dealing With Difficult People AND Ourselves
- Powerful Insights and Strategies
- Problem Solving! Specific Techniques For Handling Difficult People
- Problem Solving (Part 2)! Specific Techniques For Handling Difficult People
- Problem Solving (Part 3)! Specific Techniques For Handling Difficult People
- Final TIPS and Recommendations!
- BONUS LECTURE! Learn How To Make Difficult Emotions PASS you by!



## ➤ Six Sigma & Lean Process

- Module 1: Understanding Lean
- Module 2: Liker's Toyota Way
- Module 3: The TPS House
- Module 4: The Five Principles of Lean Business
- Module 5: The First Improvement Concept (Value)
- Module 6: The Second Improvement Concept (Waste)
- Module 7: The Third Improvement Concept (Variation)
- Module 8: The Fourth Improvement Concept (Complexity)
- Module 9: The Fifth Improvement Concept (Continuous Improvement)
- Module 10: The Improvement Toolkit

## ➤ Consumer Rights

- Module 01: Introduction to Consumer Rights
- Module 02: The Consumer Rights Act
- Module 03: Consumer Contracts Explained
- Module 04: General Data Protection Regulations Explained
- Module 05: Fraud Protection