



(Co Reg no: 201701042497)

2-2, Plaza Usahawan Genting Kelang, Jalan Danau Naiga,
Taman Danau Saujana, 53300 Kuala Lumpur
jack@axonconsultancy.com | +6012 6159229



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AN OVERVIEW

The retail industry operates in an increasingly competitive, data-driven, and customer-centric environment. Retail organisations must optimise merchandising, inventory control, visual presentation, and customer experience to sustain profitability and brand loyalty. Ineffective stock management, poor product placement, and weak visual merchandising often result in lost sales, excess inventory, and inconsistent customer experiences.

This Retail Management programme is designed to equip participants with structured retail management competencies and hands-on tools to enhance store performance. The programme integrates merchandising strategies, planogram development, inventory control techniques, sales data analysis, and customer experience principles aligned with operational best practices and organisational standards.

Duration: 2 Days

WHO SHOULD ATTEND:

This program is suitable for:

- Retail Store Managers and Supervisors
- Merchandisers and Visual Merchandisers
- Sales and Operations Executives
- Retail Business Owners and Entrepreneurs
- Franchise Owners and Operators



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Programme Objectives

By the end of this programme, participants will be able to:

- Apply effective retail merchandising principles to maximize sales performance
- Design and implement planograms for optimal product placement
- Manage inventory efficiently to reduce losses, overstocks, and stockouts
- Analyse sales data to support informed retail decisions
- Create visually compelling merchandising displays
- Enhance customer experience and overall store performance
- Develop a practical retail improvement action plan for implementation

Learning Outcomes

Upon completion, participants will demonstrate the ability to:

- Demonstrate improved merchandising and product placement techniques
- Apply inventory management tools such as FIFO, FEFO, and ABC analysis
- Interpret sales reports to identify trends and performance gaps
- Design effective visual merchandising layouts aligned with customer behaviour
- Improve customer engagement through merchandising and store layout strategies
- Implement actionable improvement initiatives within their retail operations



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TRAINING METHODOLOGY

This program delivers instructor-led, experiential learning through:

- Interactive lectures and facilitated discussions
- Group discussions and structured brainstorming
- Case studies and retail simulations
- Hands-on practical exercises and workshops
- Individual action planning and reflection



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Course Content

Day 1: Retail Foundations and Operational Excellence

Session: Registration, Welcome and Icebreaker

- Programme overview and expectations
- Icebreaker: Best and Worst Shopping Experience

Module 1: Introduction to Retail Management

- Overview of retail management functions
 - Roles and responsibilities of retail managers
 - Key retail success factors
 - Current retail challenges and market trends
- Activity: Group discussion on retail challenges*

Module 2: Retail Merchandising Principles and Product Placement

- Merchandising fundamentals
 - The 5 Rights of merchandising
 - Retail and supermarket product placement strategies
 - Decompression zone and entrance area design
- Activity: Product placement exercise*



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Module 3: Planogram Development and Implementation

- Understanding planograms and their purpose
 - Shelf space optimisation techniques
 - Designing effective planograms
 - Implementation, compliance, and monitoring
- Activity: Group planogram design and presentation*

Module 4: Stock Management and Inventory Control

- Inventory management principles: FIFO, FEFO, and JIT
 - Safety stock calculation and reorder point planning
 - ABC analysis for inventory prioritisation
 - Technology and systems in inventory management
- Activity: Case study and stock calculation exercise*

Day 1 Wrap-Up

Reflection and Q&A session



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Day 2: Visual Merchandising, Customer Experience and Implementation

Session: Energiser and Day 1 Recap

Module 5: Analysing Sales Data for Retail Decisions

- Understanding sales reports and KPIs
- Identifying trends, patterns, and performance indicators
- Fast-moving versus slow-moving items
- Applying data-driven merchandising decisions

Activity: Sales data analysis workshop

Module 6: Visual Merchandising Essentials

- Store layouts and visual flow principles
- Colour psychology, lighting, and signage
- Window displays and focal points
- Engaging the five senses in retail merchandising

Activity: Visual display design workshop



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Module 7: Enhancing Customer Experience Through Merchandising

- Customer journey mapping
- First impressions and decompression zones
- Emotional and sensory engagement strategies
- Inclusive and customer-friendly retail design

Activity: Store section redesign for improved customer experience

Module 8: Action Planning and Implementation

- Consolidation of key learnings
- Developing SMART retail action plans
- Peer review, feedback, and accountability

Activity: Individual retail improvement action plan development

Programme Closing

- Programme evaluation and feedback
- Certificate presentation
- Closing remarks



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Trainer Portfolio: Ms Jegathiswari Seetha Raman (Arularase Baskar) **HRDC Accredited Trainer | NLP Practitioner | Life & Mindset Coach |** **Emotional Intelligence Specialist**

Jegathiswari Seetha Raman is an award-winning professional trainer with over 20 years of experience in corporate training, coaching, and personal development, renowned for her energetic facilitation style and ability to spark deep, lasting transformation. Armed with multiple certifications—including Master NLP Practitioner, Master Emotional Intelligence, Life Purpose Coach, and NLP in Sales & Persuasion—she has empowered thousands to elevate their communication, strengthen emotional resilience, and unlock high-performance mindsets. Her diverse career spans sales leadership, digital marketing, HRDC and Penjana programmes, and specialised coaching for both working professionals and retrenched individuals, giving her a unique blend of behavioural expertise and real-world business insight. A recipient of major industry accolades such as the National Education & Training Excellence Award and the Asia Lifetime Achievement Award in Learning & Development, as well as the author of *The Power of Purpose*, Jegathiswari delivers training rooted in authenticity, empathy, and purpose—helping individuals and organisations transform potential into meaningful, measurable results.

Areas of Expertise

- NLP & Emotional Intelligence
- Communication Mastery
- Leadership & Team Motivation
- Sales Psychology & Humanised Sales
- Mindset & Personal Transformation
- High Emotional Intelligence
- Goal Setting & Purpose-Driven Performance
- Coaching for Behavioural Change

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