APPLICATION PROCESS
We encourage you to apply early because class size is limited and enrollment is on a first-come-first-served basis. To apply to the program, participants are required to submit an online application form which is available at our website:
https://redc.lums.edu.pk/program-calender
If you require any assistance while applying online, please contact us by:
Tel: +92-42-3560833-3, 35608243 & 35608119
Fax: +92-42-35722691
Email: rec@lums.edu.pk
Mail: Marketing Manager,
Raising Executive Development Centre
Lahore, University of Management Sciences
Opposite Sector "I", DHA
Lahore – 54792

PAYMENT
After screening, an acceptance letter along with an invoice will be sent to the participants/sponsoring authority. Payment is due upon receipt of the acceptance letter along with the invoice.
Please ensure that the program payment reaches the office BEFORE the start of the program. Students in the program may only be ensured after we receive the fee.
Our preferred mode of payment is by cheque/banker’s draft payable to
Lahore University of Management Sciences
Please send the cheque to:
Marketing Manager,
Raising Executive Development Centre
Lahore University of Management Sciences
Opposite Sector “I”, DHA, Lahore – 54792
Tel: +92-42-35608243 & 35608119
Personal cheques will not be entertained.
* LUMS is allowed to render services without the deduction under the Income Tax Ordinance, 2001. Therefore, any presentation of a valid tax exemption certificate by LUMS, is not to be entertained.

http://redc.lums.edu.pk:
Raising Executive Development Centre (REDC)
Lahore University of Management Sciences
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FASHION RETAIL MANAGEMENT

The retail environment in Pakistan is changing from one dominated by ‘single-owner’ shops to hypermarkets, retail chains and e-commerce. The leading players in fashion goods retailing industry are expected to be businesses that understand the dynamics of modern retail management, have a clear retail value proposition and are backed by necessary operations and sourcing mechanism to support it. In all this, information-smart Retail Management has become the key to competitive advantage.

Thus the essential challenges in retail ecosystem are: know your customers and their preferences, stock-up what they need and when, serve well and do it efficiently, and yet do all of this at a scale that allows you efficiencies in planning, sourcing and management.

**BENEFITS**
Fast growth in the retail of fashion goods is resulting in an acute shortage of professionals that can lead this sector. In this program, the participants will learn to:
- Develop an appreciation of factors driving worldwide growth in modern retail
- Select from alternative retail formats and brand positioning
- Design and implement key indicators for managing retail
- Divide responsibilities (KPIs and JDs) between merchandising and operations
- Balance autonomy with controls; to keep the team motivated, and yet achieve scale economies
- Understand importance of combining strengths of merchants and analysts in forecasting
- Appreciate the benefits of IT in retail management and key dimensions of online retailing

**COVERAGE**
The program has the following coverage:
- Customer value proposition and positioning
- Retail formats
- Merchandizing and category management
- Minimizing demand-supply mismatch
- Managing talent in retail
- Managing information and retailing technology
- Online retailing
- Sales force management and role of incentives

**WHO SHOULD ATTEND**
The program is designed for directors, owners, and senior managers of large retail chains (multiple outlets) interested in retail transformation.

**PROGRAM DIRECTORS**

**ARIF IQBAL RANA**
Associate Professor, Operations Management
PhD, Rensselaer Polytechnic Institute
MSc, Purdue University
Research Interests:
Retail Management and Family Business

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Assistant Professor, Supply Chain and Innovation Management
PhD, Lahore University of Management Sciences
Research Interests:
Supply Chain Management, Technology and Innovation in Supply Chain Relationships, Social and Environmental Compliance in Supply Chain Relationships, Operations Management