



LUMS

Rausing Executive
Development Centre

MODERN RETAIL MANAGEMENT

March 19 - 22, 2018

Suleman Dawood
School of Business

MODERN RETAIL MANAGEMENT

Retail sector is the second largest employer in Pakistan, employing approximately one-fifth of the total labor force, witnessing tremendous growth over the decade. Given the growth trajectory and rising competition, resulting in many going into red last year, it is essential for retailers to rethink their business models, enhance customer experience and create an operating niche. The leading players in retail industry are expected to be businesses that understand the dynamics of modern retail management, have a clear retail value proposition and are backed by the necessary operations and sourcing mechanism to support it. In all this, information-smart retail management has become the key to competitive advantage.

The essential challenges in retail ecosystem are: **know** your customer 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

This immersive 4-day program examines the developments reshaping modern retail landscape as well as evaluates strategic and operative choices available to business looking for advancements in scale and efficiencies. Fast growth in the retail of resulting in an acute shortage of professionals that can lead this sector. In this program the participants will gain insights on:

- Developing an appreciation of the factors driving worldwide growth in modern retail
- Selecting from alternative retail formats and brand positioning
- Balancing autonomy with controls; to keep the team motivated, and yet achieve scale economies

Program Date:	March 19 - 22, 2018
Program Fee:	PKR 80,000
Residential Fee:	PKR 45,000
Venue:	LUMS, Lahore.

WHO SHOULD ATTEND

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

- The importance of combining strengths of merchants and analysts in forecasting
 - Impact of digital technologies, intensifying competition, multi-channels vs. Omni-channels
 - The benefits of IT in retail management and key dimensions of online retailing
 - Developing your own business model and understanding the key variable that drive it
 - Customer Engagement: shopping behavior analysis, retail communication & promotions
 - Managing In-store marketing: merchandising & shopping experience
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COVERAGE

The program has the following coverage:

- Customer value proposition and positioning
- Retail formats
- Merchandizing and category management
- Minimizing demand-supply mismatch
- Managing Professionals
- Role of information and people
- Managing information and retailing technology
- Online retailing
- Sales force management and role of incentives

The program incorporates international and local case studies on leading brands in the retailing industry, delivered through a pedagogical mix of cases, interactive lectures and exercises.

"Fashion Retail in Pakistan is rapidly evolving and we in the industry need to steer it rather reacting to changes. This course is a great initiative and a great step toward formalizing our understanding and requirements for this fashion retail beast."

Omar Zaman - SEFAM

"We need to get out of our daily firefighting mode and focus on learning and understanding plus revising concepts we think we already know."

Najia Butt - MARIA B. Design

"After taking this course last year, I immediately decided to back out from buying new software. Had I not done this, I would also be in red this year, like many others!"

Tariq Mehboob - Royal Tag

PROGRAM DIRECTORS

ARIF IQBAL RANA

Associate Professor, Operations Management
Ph.D., Rensselaer Polytechnic Institute

Research Interests:

Family Business; Operations Management; Project Management and
Supply Chain Management

MUHAMMAD SHAKEEL SADIQ JAJJA

Assistant Professor, Innovation and Technology
Ph.D., 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

PROGRAM FACULTY

EHSAN-UL-HAQUE

Professor, Marketing
PhD, University of Texas at Arlington

Research Interests:

Advertising & Promotion Management; Consumer Behavior; Marketing
Research

TERMS AND CONDITIONS

ADMISSION PROCESS

Applications will be screened with regard to their suitability for the program. Kindly ensure the submission of your online application by the deadline. Our online application form is available at <https://redc.lums.edu.pk/program-calendar>

**Seat in the program will be reserved on a first-come, first-served basis.*

PROGRAM FEE

The fee includes tuition cost, reading material, tea and lunch served during the program. If you wish to avail accommodation at LUMS, there will be additional fee. It includes accommodation, breakfasts and dinners for the duration of the program. However, any extra charges such as telephones, extra meals etc. should be paid on departure. You may check-in on the evening preceding the start date of the program and check out the morning after the program ends. You are, however, requested to inform us of the time of your arrival and departure.

ACCOMMODATION

We offer single bed accommodation at the Rausing Executive Centre. Each bedroom with attached bathroom is equipped with mini-fridge, writing desk and direct dial STD/ISD telephone and cable TV. All bedrooms at REC are internet-ready. *Please note we do not provide accommodation for drivers accompanying participants.*

PAYMENT

Payment is due upon receipt of the acceptance letter along with the invoice. Please ensure that the payment reaches the office BEFORE the start of the program. Space 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. However, the program fee can also be paid via bank transfer. Please send the cheque to:

Marketing Manager
Rausing Executive Development Centre
Lahore University of Management Sciences
Opposite Sector "U", DHA, Lahore - 54792
Tel: +92-42-35608119-8243

** LUMS is a non-profit organization under the Income Tax Ordinance 2001. Accordingly, the income of LUMS is not tax deductible/collectable.*

DISCOUNT POLICY

If more than one executive from the same organization participate (up to a group size of 5 participants), each additional participant will get a 15% discount on the program fee.

SUBSTITUTES/TRANSFERS AND REFUNDS

If you are unable to attend a registered course, we will accept a substitute until 2 working days before the program. Substitute candidates will be subject to the same selection process as the original one. If you wish to cancel your name from a program, please notify in writing or on call at least 5 working days before the program. In case of late cancellation, course fee will be refunded after deducting an application processing fee of PKR 20,000.

It is possible to transfer deposited fee to any open enrollment program within 3 years. Transfers should be notified at least 5 working days before the program. In case the participant or sponsoring organization fails to utilize the funds within 3 years, the deposited fee will be forfeited.

Note: REDC may cancel or postpone a program due to insufficient enrolment or unforeseen circumstances. In this case, university will refund registration fee but will not be responsible for any other related charges/expenses including cancellation/change charges by airline and travel agencies.

In case of postponement, the fee may be transferred to the rescheduled offering of that program or any other program as an alternate to refund. The University reserves the right to make changes in its program policies and fees at any time.
