



**JAIPURIA INSTITUTE
OF MANAGEMENT**

EMPOWER • ENTHUSE • EXCEL

INDIRAPURAM, GHAZIABAD

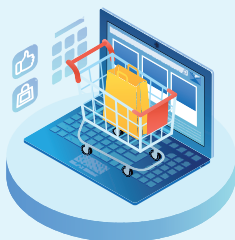
Affiliated to Dr APJ Abdul Kalam Technical University, Uttar Pradesh, Lucknow



This Management Development Program is
being jointly organised by
JIM and Blue Ocean Consulting



Knowledge Partner



**Management
Development Program on**

Essential Skills for Modern Retail

November 29, 2022

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Online commerce and customer-centric shopping experiences have changed the world of retail. As a result, the demands of modern retail have made it imperative for retail managers and executives to function in highly competitive environments. For this, they need teams of Retail Sales executives, Retail Store Operations executives, Retail Sales Associates etc., who are aware of the evolving landscape, suitably skilled, and armed with the requisite knowledge to be appropriately used in the ever-changing world of retail.



Who Should Attend

Retail Sales executives, Retail Store Operations executives, and Retail Sales Associates, from any industry vertical, can attend.

PROGRAM OBJECTIVES

- To develop the required skills to enhance the efficiency and effectiveness of retail executives
- To educate executives about the evolving retail, customer and marketing landscape
- To learn technology-driven concepts pertaining to EMarketing and ECommerce
- To understand how data captured at POS can be leveraged by retailers

LEARNING OUTCOMES

Retail Sales/Operations executives and officers will

- learn to enhance their productivity and performance by upskilling themselves
- Understand how the tech revolution has changed the requirements of their roles and transformed the consumers
- Understand how to use digital skills and the e-commerce arena to their advantage
- Comprehend how POS data can be utilized for the benefit of retailers

Duration : 8 hours capsule program

Fees : 2000/- per participant

SESSION DETAILS

There will be 6 sessions covering the following concepts-

i) **The evolution of modern retail**

This session will cover the paradigm shift that has carved the modern retail arena. Discussions will revolve around the highly dynamic and competitive customer-driven markets and future growth prospects in today's multi-channel and ubiquitous environments.

ii) **Sales skills for retail executives**

This session will cover retail sales skills, customer service skills, and attributes required by efficient sales executives

iii) **Modern Customers**

Tech-savvy modern customers are much more informed and can easily make product and price comparisons. This session will cover specific skills and customer relationship management strategies required by retail employees to appeal to modern customers

iv) **Digital Marketing**

This session covers concepts about social media usage, website marketing and technical skills, which can further enhance the performance and productivity of retail employees.

v) **Data-driven decision making**

Retail organizations are meticulously capturing POS data. This session covers concepts decision-making through data analysis and facilitating sales through data interpretation.

vi) **Case Discussions**

A contemporary case study will be used to illustrate how retail executives can utilize the above sessions to bolster their effectiveness.

From the Director's Desk

Contemporary times need innovative solutions to novel problems. In these times, Industry and Academia can play a complementary role by joining hands and finding ways to leverage diverse theoretical and practical perspectives with futuristic orientations. Training is vital to enhance the skills of employees and subsequently augment their efficiency and productivity. JIM intends to support this need of the industry by offering a series of Management Development Programs and Workshops at a very nominal fee. I invite my industry colleagues to join hands with us and help us move forward in this endeavour.

Prof. (Dr.) Daviender Narang
Director, Jaipuria Institute of Management



Resource Persons

Dr. Vandana Ahuja (Dean Academics, JIM)

She has over 23 years of experience across the corporate sector and academia, and works as Dean-Academics and Professor of Marketing at Jaipuria Institute of Management, Indirapuram, Ghaziabad. She is the author of the book on Digital Marketing-published by Oxford University Press and is the proud recipient of the ILDC-AMP women achiever's award for excellence in Management Teaching. She has published several manuscripts in International and National Journals and also serves on the Editorial Board of several International Journals. She has organised and chaired several National and International conferences and has guided PhD. students in the domain of Management. At JIM, she is a chairperson of the MDP Program.



Mr. Sumeet Soni (CEO, Blue Ocean Consulting)

He is the CEO of Blue Ocean Consulting and has over 25 years of corporate experience across lifestyle brands with organisations such as Arvind Lifestyle, Raymond and Adidas. He is working as a Business Consultant with Adisports group to transform it from being retail dominated to an Omni channel organization apart from building a digital-led fashion brand of jewellery, men and women and traditional wear by the name Minaki. In his career, he has successfully demonstrated the ability to launch and build new brands relaunch existing brands with a futuristic 'Go-To-Market' strategy, across consumer segments. His deep understanding of consumer segmentation coupled with a strong knowledge of the brand and product/merchandising management has helped in creating disruptive but

successful business strategies for like Raymond.

Dr. Anubha (Associate Professor)

She is working at Jaipuria Institute of Management, Ghaziabad, India and has 23 years of teaching and research experience. She teaches courses across the Marketing and Operations domains and has widely published manuscripts in superior quality international journals. Her research interests include Social Media Marketing, Islamic Marketing, E-WOM, Advertising and Consumer Behavior. She has published several manuscripts in superior quality international journals and is the proud recipient of several research awards. Recently her proposal to publish an edited book titled "Data-Driven Approaches for Effective Managerial Decision Making" has been accepted by IGI Global.



Dr. Govind Nath Srivastava (Faculty)

He has more than 16 years of experience across the corporate sector and academia. He started his academic career with Institute of Chartered Financial Analysts of India and has served across various reputed organizations in different capacities. His research work pertaining to the Delhi Metro has been acknowledged and appreciated by Delhi Metro Rail Corporation. He is extensively engaged in research and consultancy and has published several research manuscripts across National and International journals. His areas of expertise include Marketing, Consumer psychology, Neuromarketing, Sensory marketing and public transportation. He is a member of the Center for management of Urban Affairs (CMUA) and is working on the project titled Public transportation in smart cities.



Shri. Shishir Jaipuria
Chairman and Patron

Prof. (Dr.) Daviender Narang
Director, JIM

Mr. Vinod Malhotra
Chairman
Academic Council, STTAR

Dr. Vandana Ahuja
Dean-Academics and
Chairperson, MDP

Dr. Ashwani Varshney
Dean-Student Welfare

About Jaipuria Institute of Management, Ghaziabad

Jaipuria Institute of Management is a premier management Institute in Ghaziabad set up by Seth Anandram, Jaipuria Education Society under the able guidance of the chairman Shri Shishir Jaipuria, JIM offers 2 years State Government University Master degree courses in Business Administration (MBA), MBA Business Analytics and MBA (Banking and Financial Services). All these programs are affiliated with Dr. APJ Abdul Kalam Technical University, Lucknow, UP and approved from AICTE. The institution provides quality management education to transform individuals into Business Leaders, Skilled Managers and Entrepreneurs.

Jaipuria Institute of Management intends to provide and develop the capabilities of the young managers by raising their level of competence and intellect to face various challenges in the global environment. In pursuit of excellence, the institute provides training and development services, fosters research and disseminates knowledge through publication of books, journals and magazines for the development of society at large. Jaipuria Institute of Management has established itself as a leading management institute in Northern India.

About Blue Ocean Consulting

Blue Ocean Consulting was set up by Mr. Sumeet Soni in 2018. The company aims to help organisations focus on 'value innovation' rather than 'value creation'. Value creation on an incremental basis tends to improve only the value of the business but doesn't make an organisation stand out in the market. The cornerstone of the Blue Ocean Strategy is to create uncontested market space rather than continue to compete in existing market spaces. The ecosystem needs to be disrupted differentiation needs to be built to make competition irrelevant. Blue Ocean consulting aims at helping organisations steer through the current turbulence caused by technology and change in consumerism by defining their core purpose and building the business by focusing on Digitisation, Self-Disruption, Deception, Dematerialisation and Demonetisation. Blue Ocean is currently engaged with the businesses of Adidas Franchise Partners, Adidas Badminton, Birkenstock franchise partner, Minaki Jewellery and Apparel.

For Details Please Contact : Ms. Jahanvi (MDP Coordinator) Mob: 9899110819



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