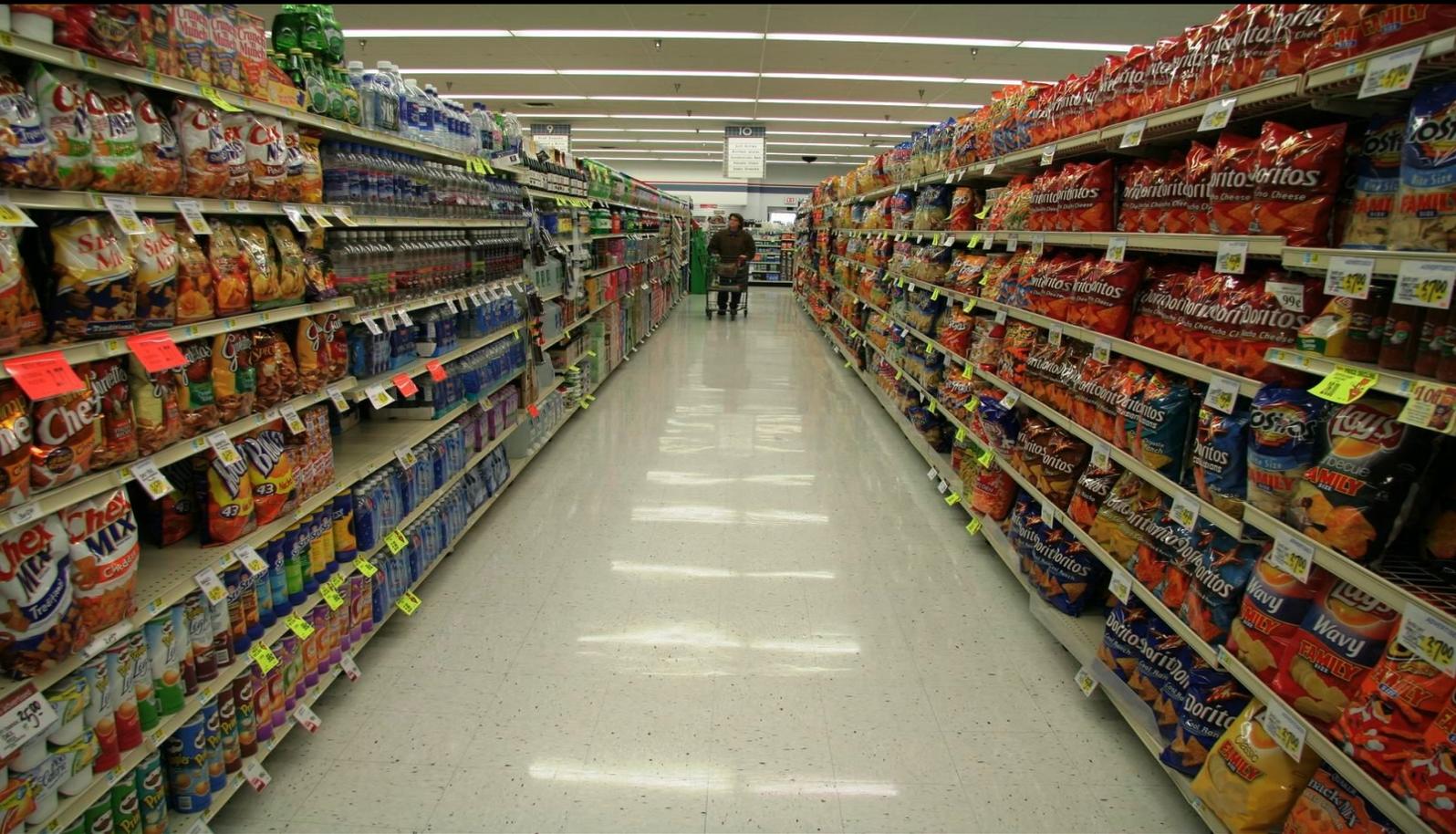


Strategy & Tactics

Winning Retail Wars



A Workshop for Marketing & Sales Professionals

Karachi: 13th December, Marriott Hotel | Lahore: 15th December, Avari Hotel

Workshop background

In a world of fragmented media and fierce competition, creating impact at retail will decide the game. Retail is the “Last Front” where the business war becomes decisive.

Retail landscape continues to go through transformation and shopping experience is now becoming more and more important for the consumers, hence the strategic importance of creating an impact at retail points just keeps increasing, no matter whether it is fast moving consumer products, consumer durables, luxury products, clothing, banking, telecom services or oil marketing companies.

This one day workshop “*Winning Retail Wars*” is about strategically utilizing marketing and sales resources to win at retail and ultimately with the consumer.

Fighting at the last mile

"In the end, the customer doesn't know, or care, if you are small or large as an organization.... she or he only focuses on the garment hanging on the rail in the store." **Giorgio Armani**

Course outline

- The emerging scene of retail marketing
- Factors impacting the retail landscape
- Designing a winning retail strategy
- Developing cutting-edge tactics at retail
- Creating sales and marketing synergies at retail
- Driving customer acquisition and retention by managing retail initiatives
- Developing 'retail sense' in the team
- What are the retail KPI's and how to measure them?

Workshop takeout

Having attended this workshop, you will be able to:

- Understand why is retail becoming increasingly important for all types of businesses. How important is it for your business?
- Develop a winning retail strategy for your brand/product
- Understand how to leverage shopper insights
- The role of merchandising , displays and planograms
- Maximize retail impact at different store types and consumers of different socio-economic classes
- Understand the impact of successful retail management on customer acquisition and retention
- Understand what does it take to deliver a top class brand experience at retail
- Amplify the impact of ATL campaigns at retail and develop compelling "Point of Sale Communication".
- Leverage the new trends in retailing coming to Pakistan e.g. international chains and company owned outlets to your advantage.
- Develop the skills that your teams need to possess to create a lasting retail impact
- Learn about what are the retail KPI's that you need to track to measure retail effectiveness

Who should attend?

- CEOs of retail stores
- Heads of Sales & Marketing
- NSMs/Marketing Managers
- Trade Marketing Managers
- Brand Managers/Brand Activation Managers
- Regional/Area Sales Managers

"If you do build a great experience, customers tell each other about that. Word of mouth is very powerful."

Jeff Bezos

"The odds of going to the store for a loaf of bread and coming out with only a loaf of bread are three billion to one."

Erma Bombeck

Workshop facilitator



Afzal Shahabuddin
Managing Director, Resource Edge

Afzal Shahabuddin, an MBA from IBA Karachi and Bachelors of Engineering from NED University, carries a rich experience of over 18 years in the areas of business management, brand/product management, retail and sales management in diverse industries including FMCG, Consumer Durables, Banking and Telecommunications.

During his career he has been associated with leading organizations like Coca-Cola, Gillette/P&G, Samba Bank, Philips and Nokia. Besides Pakistan, he has also worked in other emerging South Asian markets like Sri Lanka, Bangladesh, Nepal and Maldives and has extensive exposure to the UAE market. He has also led a number of successful product launches and brand turnarounds.

He is the Managing Director of *Resource Edge*, a company focused on providing outsourced consumer and retail marketing solutions to business organizations in diverse segments.

With offices in Pakistan and Bangladesh, *Resource Edge* serves a client base that includes global and local brands at a regional level in diverse sectors like FMCG, Consumer Durables, Retailing, IT, Telecom and Finance.

He is a passionate trainer and business consultant.

Course fee

Rs.14000/- per head. On four nominations from the same organization, 5th participant will attend free of charge.

How to book your seat?

Please call Ms. Hina Roudani at 0321 3750 706 or drop an email at hina@ashrafchaudhry.com

Do you want to run this course in-house with customization? Call us today.

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A Rising Phoenix