

# 4<sup>th</sup> STORE OPERATIONS SEMINAR: **Profiling of a Modern Retail Store Manager in an ASEAN Economic Community**

**October 21, 2016\* 1:00 to 6:00 pm\* (REGISTRATION starts @ 12:00pm)**

**Venue:** Nostalj 1-3, 5<sup>th</sup> floor, Oakwood Premier Joy-Nostalj Center Manila (front of ADB) ADB Ave.,  
Ortigas Center, Pasig City

## **SPEAKER/FACILITATOR:**

**Mr. Francisco T. Dela Cruz, Jr.**

(Retail Practitioner, International Retail Trainer, Facilitator, Resource Speaker & Consultant)

### **Course Outline:**

#### **Module 1 – THE NOW and the FUTURE of RETAIL**

- The Apparent and Significant Retail Trends
- The Online and Offline Customer Experience
- The Digital-Virtual-Physical Store Model
- “Edutainment” and “Retailtainment”

#### **Module 2 – We are in an ASEAN Economic Community (AEC)**

- The ASEAN Potentials
- The ASEAN Opportunities
- The ASEAN Challenges

#### **Module 3 – Profiling of a 21<sup>st</sup> Century Retail Store Manager**

- Customer-driven first; Business-driven second
- A Manager’s Manager
- An Influencer-Leader
- Assertive Motivator
- Proactive and Responsive
- Macro Perspective
- Passion for Detail; Love for Customer
- Charming Communicator

#### **Module 4 – The Reinvented Filipino Retail Store Manager**

- From Transactional to Experiential
- From Confined to Outward-looking
- From Suppressive to Collaborative
- From Restrained-&-Businesslike to Friendly-&-Warm
- From Slow-&-Careful to Quick-&-Efficient

**WHO SHOULD ATTEND:** Retail Managers, Store Managers & Assistant Store Managers, Retail Training & Development Manager.

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**YES, Pls. REGISTER ME/US:** (Please fill up with complete details)

NAME	DESIGNATION	EMAIL	Contact No.

\*please attach separate form for additional attendee/s

Company: \_\_\_\_\_  
 Authorized By: \_\_\_\_\_  
 Designation: \_\_\_\_\_ Email Add: \_\_\_\_\_  
 Contact number: \_\_\_\_\_ Signature: \_\_\_\_\_

### Registration Fee:

	<b>Early Bird Rate</b> (if paid on/or before October 19, 2016)	<b>Regular Rate</b> (If paid on October 20 & 21, 2016)
<b>PRA Members</b>	Php 1650	Php 1850
<b>Non-PRA Members</b>	Php 2650	Php 2850

### Mode of Payment:

- Please make check payable to – **PHILIPPINE RETAILERS ASSOCIATION, INC.**
- Check payment should be SENT to the PRA office (Unit 2607 Jollibee Plaza, F. Ortigas Jr. Road, Ortigas Center, Pasig City) OR DEPOSITED to PRA Account: Banco De Oro (BDO) – SM Megamall B Branch. Savings Account No.: 281121451
- Please **FAX Deposit Slip** with your Company Name to PRA for recording on or before October 21

Cancellations **received in writing** at least 1 week before the event will be subject to 50% refund. Replacements are welcome but must be advised to the Secretariat at least 3 days before the seminar.

For more details, contact PRA @ 6874181 \* email: specialprojects@philretailers.com/ncm\_philretailers@yahoo.com and look for Ivan or Norie.

***First come, First Served!***

- \* *Members in good standing*
- \* *Heavy Snacks will be served*
- \* *Handouts and certificates will be provided*

**PLS. FAX TO PRA @ 636.0825 or email Ivan Ray T. Verzonilla or Norie Martinez at [specialprojects@philretailers.com](mailto:specialprojects@philretailers.com) / [ncm\\_philretailers@yahoo.com](mailto:ncm_philretailers@yahoo.com)**