

# **4<sup>th</sup> STORE OPERATIONS SEMINAR:** **THE ART AND SCIENCE OF EFFECTIVE** **STORE OPERATIONS MANAGEMENT TOWARDS** **GREATER PROFITABILITY**

*Workshop on Updates and Trends and Best Practices in the Retail World nowadays highlighting the Most Effective ways of Store Operations Management and Profit Maximization*

**February 28, 2019 (1:00PM-6:00PM)**

**5th Floor Nostalg 1, Joy-Nostalg Hotel & Suites Manila, 17 ADB Avenue, Ortigas Center, Pasig City**

## **RESOURCE SPEAKER / LEARNING PARTNER:**

**Francisco T. Dela Cruz, Jr.**  
**Retail Trainer / Consultant**

### **I. OBJECTIVES:**

1. To know what Customers now are craving for? What are the New Customer Expectations in the present generation? *#NewCustomerExpectations*
2. To be enlightened by the Speaker's "eye opener" on Operations Group and Support Group's relationship. *#MindsetAndHeartsetAlignment*
3. To get updated on Industry Trends and Practical Innovations in Retail Operations. *#RetailUpdate*
4. To be able to practically apply and implement the new learnings from this seminar. *#LetsDoThis*
5. To level up the Retail Operator Competencies in 2019. *#LevelUpRetail*

### **II. COURSE OUTLINE:**

- In today's world Customer Satisfaction is not enough. Customer Happiness guarantees return.
- What do customers now crave for? What are the New Customer Expectations in these modern times?
- In today's world Serving the Customer is not enough. Wowing them guarantees purchase.
- How do Retail Operators exceed the New Customer Expectations? Quick Group Workshop

SPECIAL EDITION A:

**The Art and Science of Mindset and Heartset Alignment amongst the OPERATIONS Group and the SUPPORT Group. (“an Eye Opener”)**

Followed by a Group Brainstorming Session

- Retail Innovations in the midst of many disruptions. What do we primarily innovate in Retail?
- Why Innovation and Self Reinvention are a “must” in businesses and organizations nowadays?
- The Holy Trinity of Retail

SPECIAL EDITION B:

**The D.E.A.L.S. approach to “solving” (“not handling”) customer complaints.**

Remember: In case of Customer Complaint, DEALS with it.

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## WHO SHOULD ATTEND

1. Retail **Operations** Group:

- Operations Managers, Area Managers, Store Managers, Assistant Store Managers

2. Retail **Support** Group:

- Merchandising, Marketing, Customer Service, Audit, Accounting, Human Resources
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Sponsored by:

## 45<sup>th</sup> RetailEXL: THE ART AND SCIENCE OF EFFECTIVE STORE OPERATIONS MANAGEMENT TOWARDS GREATER PROFITABILITY

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

NAME	DESIGNATION	E-MAIL	CONTACT NO.

\*please attach separate form for additional attendee/s

Company: \_\_\_\_\_

Authorized By: \_\_\_\_\_

Designation: \_\_\_\_\_ Email Address: \_\_\_\_\_

Contact Number: \_\_\_\_\_ Signature: \_\_\_\_\_

### REGISTRATION FEE

	Early Bird Rate (if paid on/before February 27, 2019)	Regular Rate (if paid on February 28, 2019)
PRA Member	Php 2,495	Php 3,495
Non-PRA Member	Php 3,495	Php 4,495
<b>*5% Discount for group of 5 or more</b>		

### 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: 281121451
- Please FAX Deposit Slip at 636-0825 with your Company Name to PRA for recording on or before February 28, 2019

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 at 687-4181\* email at specialprojects@philretailers.com / ncm\_philretailers@yahoo.com and look for Ivan or Norie.

### FIRST COME, FIRST SERVED!

- \*Members in good standing
- \*Heavy merienda will be served
- \*Certificates will be provided

Please Fax to PRA @ 636-0825 or email Ivan Verzonilla or Norie Martinez at specialprojects@philretailers.com/ncm\_philretailers@yahoo.com  
ON OR BEFORE February 28, 2019.