



Training Program Title	Training Consultant	Date	Guest Speakers
Understanding Retail Entrepreneurship	Dr. Michel Naguib	28.03.2016 29.03.2016	Guest Speaker Apparel Group
Entrepreneurship and Innovation Importance (Retail Sector)	Tarek Fahmy	30.03.2016	
How to Develop a Retail Business Plan	Dr. Michel Naguib	03.04.2016 04.04.2016	Guest Speaker Apparel Group
The Legal Aspects of a Retail Business & Fraud Law and Theft Prevention for Retail Entrepreneur	Ali Al Haddad	05.04.2016 06.04.2016	Guest Speaker Apparel Group
How to start My Business Step by Step (Retail Sector)	Hamed Al Ali	11.04.2016	
Concept of Marketing in the Retail Sector Branding & Customer Relation Management (CRM)	Islam Shousha	12.04.2016	Guest Speaker Apparel Group
How to Develop a Marketing Plan Marketing Strategies (4Ps)	Islam Shousha	13.04.2016	Guest Speaker Apparel Group
E-Commerce & Digital Marketing	Islam Shousha	18.04.2016	Guest Speaker Apparel Group
Buying & Merchandising, Stock Control & Supply Chain Management (SCM)	Mohamed Nasaj	19.04.2016 20.04.2016	Guest Speaker Apparel Group
Site Visit	Site Visit	24.04.2016	Site Visit
How to Develop a Financial Planning & Retail Metrics (Retail Sector)	Dr. Michel Naguib	25.04.2016 26.04.2016	Guest Speaker Apparel Group
Human Resources Management in the Retail Sector	Hisham Khalafalla	01.05.2016	Guest Speaker Apparel Group
Importance of Safety for the Retail Businesses	Mohamed Ezz	02.05.2016	
Business Plan Preparation (Workshop)	Dr. Michel Naguib	03.05.2016	
Site Visit	Site Visit	04.05.2016	Site Visit
Business Plan Review (Group 1)	Panel	24.05.2016	
Business Plan Review (Group 2)	Panel	25.05.2016	
Job Placement	DEA & Club Apparel	29.05.2016	Guest Speaker Apparel Group

Professional Retail Management Certificate (Store Management)

Date: March 28th - May 29th 2016

Time: 05:00 - 09:00 PM

Language : English (Facilitated by Bilingual instructors)

Fees: AED 3,500

(30% Discount For UAE Nationals | AED 2,450)

Location : Conference Center, 2nd Floor, Business Village, Bldg. B, Deira