



Training Program Title	Training Consultant	Date	Guest Speakers
Understanding Retail Entrepreneurship	Dr. Michel Naguib	16.03.2015 17.03.2015	Apparel Group
Entrepreneurship and Innovation Importance (Retail Sector)	Tarek Fahmy	18.03.2015	
How to Develop a Retail Business Plan	Dr. Michel Naguib	23.03.2015 24.03.2015	Apparel Group
The Legal Aspects of a Retail Business & Fraud Law and Theft Prevention for Retail Entrepreneur	Ali Al Haddad	30.03.2015 31.03.2015	Apparel Group
How to start My Business Step by Step (Retail Sector)	Hamed Al Ali	01.04.2015	
Concept of Marketing in the Retail Sector Branding & Customer Relation Management (CRM)	Islam Shousha	06.04.2015	Apparel Group
How to Develop a Marketing Plan Marketing Strategies (4Ps)	Islam Shousha	07.04.2015	Apparel Group
E-Commerce & Digital Marketing	Islam Shousha	08.04.2015	Apparel Group
Buying & Merchandising, Stock Control & Supply Chain Management (SCM)	Amr Sheira	13.04.2015 14.04.2015	Apparel Group
Site Visit	Site Visit	15.04.2015	Site Visit
How to Develop a Financial Planning & Retail Metrics (Retail Sector)	Dr. Michel Naguib	20.04.2015 21.04.2015	Apparel Group
Human Resources Management in the Retail Sector	Hisham Khalafalla	22.04.2015	Apparel Group
Importance of Safety for the Retail Businesses	Mohamed Ezz	27.04.2015	
Business Plan Preparation (Workshop)	Dr. Michel Naguib	28.04.2015	
Site Visit	Site Visit	29.04.2015	Site Visit
Business Plan Review (Group 1)	Panel	18.05.2015	
Business Plan Review (Group 2)	Panel	19.05.2015	
Job Placement	DEA & Club Apparel	24.05.2015	Apparel Group

Professional Retail Management Certificate (Store Management)

Date: March 16th - May 24th 2015

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