

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Master Certificate in Retail Operations Strategy

Leadership Level



LAPT — London Academy of Professional Training

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Reference RT-ROP-L • Retail Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	RT-ROP-L
AWARD	Certificate
ASSESSMENT	430 marks — 258 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1	Advanced Loss Prevention	0 chapters	65 marks
2	Data Analytics in Retail	0 chapters	85 marks
3	Innovation in Retail Strategy	0 chapters	65 marks
4	Leadership in Retail	0 chapters	65 marks
5	Retail Operations Optimisation	0 chapters	65 marks

• 1 Understanding the Retail Landscape and Market Dynamics — 6

classes

- › 1.1 Exploring the Evolution of Retail Landscapes
- › 1.2 Analyzing Consumer Behavior in Retail
- › 1.3 Identifying Key Market Trends in Retail
- › 1.4 Assessing Competitive Strategies in Retail Markets
- › 1.5 Understanding the Impact of Technology on Retail
- › 1.6 Applying Market Dynamics to Strategic Planning

• 2 Developing Strategic Retail Plans and Competitive Advantage — 6

classes

- › 2.1 Understanding the Fundamentals of Strategic Retail Planning
- › 2.2 Identifying and Analyzing Market Trends in Retail
- › 2.3 Evaluating Competitor Strategies to Inform Retail Planning
- › 2.4 Crafting a Unique Value Proposition for Retail Advantage
- › 2.5 Formulating Strategic Goals and Objectives for Retail Success
- › 2.6 Implementing and Adapting Strategic Plans in Retail Operations

• 3 Retail Operations Excellence and Efficiency — 6 classes

- › 3.1 Understanding Retail Operations Excellence
- › 3.2 Identifying Key Efficiency Metrics in Retail Operations
- › 3.3 Analyzing Process Optimization Strategies
- › 3.4 Implementing Lean Management Techniques
- › 3.5 Enhancing Customer Experience Through Operational Efficiency
- › 3.6 Evaluating Continuous Improvement Models

• 4 Advancing Customer Experience and Engagement Strategies — 6

classes

- › 4.1 Understanding the Customer Journey
- › 4.2 Identifying Key Engagement Touchpoints
- › 4.3 Designing Personalized Customer Experiences
- › 4.4 Implementing Multi-Channel Engagement Strategies
- › 4.5 Measuring Customer Experience Effectiveness
- › 4.6 Innovating for Enhanced Customer Loyalty

• 5 Leadership in Retail Innovation and Change Management