








Retail DNA™ Online Training

Immerse yourself in the world of retail financials

Enter the fascinating world of Retail DNA™ – an up close online program that focuses on retail performance and the DNA behind key retail metrics.

10 online lessons supported by:

-  1 workbook
-  20 videos
-  1 app
-  13 tools
-  8 quizzes



Designed for: Aspiring Retailers and Store Owners, Department Managers and Supervisors, Buyers and Inventory Specialists, Marketers and Brand Managers, Students of Retail, and Vendors, Suppliers and Manufacturers who want a deeper understanding of retail metrics & key retail indicators in an immersive retail experience.

We also offer a selection of onsite programs:

- Range Management
- Price & Promotion Management
- Space & Layout Planning
- Negotiation Skills
- Customer Service
- Fresh Smarts (Deli, Bakery, Butchery, Produce, Seafood)
- Vendor Management
- Breakthrough Collaboration
- Influencing Skills
- Selling Skills
- ShopX Business Simulations
- Conflict Management
- Leading in Challenging Times

"They always deliver – no questions. Whether it be keynote speaking, category management training, strategic reviews or mentoring, they always add value. They are unique in terms of what they offer through a blend of practical experience, theoretical knowledge and the considered inclusion of the latest thinking and trends. Use them. I guarantee you will not be disappointed".

Paper Plus CEO

"In two short days, they were able to thoroughly explain a large array of financial statistics, equations, strategies, planning, and management skills, that I had only scratched the surface of in my four and a half years in the role. An exceptional experience".

Hunting and Fishing NZ

"Their programmes offer us an in-depth look at product management targeted specifically to our operation. Through the attendance of both myself and other store staff we have put in place new strategies that have delivered notable improvements to both our sales mix and more importantly our bottom line."

PAK'nSAVE Store Owner

Learn more about Retail DNA™ or sign up for the online course now at www.ieretail.com/online-training



i.e RETAIL
INNOVATE. CREATE. DELIVER.

CONTACT US

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We're specialists in helping customers with retail and category diagnostics, optimisation, training, simulations and benchmarking.