

CONVENIENCE RETAIL IMMERSION WORKSHOP

Developed by retailers and wholesalers, Retail Immersion is an immersive learning program where participants learn, through first-hand experience, how to manage a convenience retail business.



Participants take responsibility for the management and operation of a simulated convenience retail business in a virtual marketplace.

During the program, participants work in teams to manage a full retail P&L with the objective of becoming the most successful retailer in the virtual marketplace. Each team must continuously strategise and navigate the complexities of multiple elements of a convenience retail business model.

Through a combination of offline theoretical lessons and online applied learning, participants use live data and outcomes, and are challenged to think strategically and problem-solve in real-time.

PROGRAM COST

Single delegate		\$ 1,960	+GST
Team	4-5 delegates	\$ 7,840	+GST
Full program*	16-20 delegates	\$ 28,580	+GST

**Full program at client's venue*

More information, contact Zan Lewarn, Member Engagement Manager at zan.lewarn@aac.org.au

MODULAR BY DESIGN

Built using a combination of modules consisting of an offline component where participants learn retail principles and concepts before taking their knowledge online to apply their learnings, in practice, in the virtual marketplace.

10 MODULES INCLUDE

Strategy

Merchandising

Pricing

External Influences

Vendor Management

Store Design

Range & Assortment

Promotions

eCommerce

Inventory

FOR SUPPLIERS

Strengthen partnerships with a deeper understanding of your customers to close the knowledge gap & gain a strategic advantage over your competition

FOR RETAILERS

Accelerate your team's apprenticeship in retail management and empower them to become commercially savvy retailers.

PROGRAM DATES

MELBOURNE

DATE:

WED, 22 – THURS, 23
MAY 2024

LOCATION: KARSTENS,
123 QUEEN STREET,
MELBOURNE

SYDNEY

DATE:

TUES, 23 – WED, 24
JULY 2024

LOCATION: KARSTENS,
LVL 1, 111 HARRINGTON
ST, SYDNEY

REGISTER NOW

For more information
and to register, visit
aacs.org.au/training

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