SAFARI HOSPITALITY ACADEMY ONLINE

Retail Management



Effort level
25 days,
10 hours per day

Duration
5 weeks

Admission requirements
16 years and older

Recognition upon completion
Certifcate & Digtal Badge

Overview

The retail component of safari lodges is frequently underestimated, yet it presents a substantial potential for elevating guest experiences and increasing revenue. The establishment can optimise guest satisfaction and financial performance by applying retail management strategies specifically designed for the distinct safari lodge setting. This course provides a practical guide to implementing effective retail management approaches within safari lodges.

Learning outcomes

- Apply the principles of retail planning to the safari lodge context, including merchandise selection, vendor relationships and
- seasonality considerations.
- Demonstrate how to merge the artistic elements like storytelling and visual merchandising with scientific aspects like inventory
- management and financial performance evaluation.
- Evaluate and select vendors based on a set of criteria including quality, price, reliability and alignment with the lodge's brand ethos.
- Implement effective inventory management strategies that consider the unique demands and limitations of a safari lodge, including inventory turnover techniques.
- Apply best practices in customer service to enhance guest experience in the retail outlets within the lodge.
- Create effective visual merchandising strategies tailored for the specific retail environment of a safari lodge.
- Evaluate the financial performance of the retail operation using key metrics and indicators and suggest improvements.
- Implement marketing and sales strategies that align with the overall brand image and customer base of the safari lodge.
- Develop risk assessment and contingency plans for unexpected challenges in retail management within a safari lodge.

Course content includes

Participants will learn how to formulate a retail strategy that aligns with the lodge's branding and customer demographic, optimising guest experience.

You will gain expertise in selecting vendors and products that resonate with the lodge's ethos and guest expectations, ensuring the retail offerings are enticing and aligned with the establishment's values. Effective inventory management techniques will be explored to balance stock levels and cost reduction.

Visual merchandising layouts will be developed to enhance the customer experience, fostering an inviting retail environment. Exceptional customer service is emphasised, with staff trained in best practices tailored to the safari lodge setting.

The course allows you to evaluate the retail operation's financial performance using various metrics and enabling data-driven decisions for continuous improvement. You will also learn to utilise multiple marketing tools to promote retail outlets within the safari lodge.

Furthermore, you will be prepared to manage various risks and contingencies specific to safari lodge retail, ensuring smooth operations even in challenging situations. Technology integration to streamline retail processes and enhance the customer experience is also covered.

Lastly, participants can conduct seasonal evaluations and make necessary adjustments to the retail strategy, inventory and other operational aspects, ensuring that the retail component remains dynamic and aligned with evolving guest expectations.