Retail Category Management and Shelf Space Optimisation

Sales and Marketing

Course Overview

Retail Category Management and Shelf Space Optimisation: a 5-day professional training course from LTC Consultants, delivered in-classroom across Africa and...

What You Will Achieve

- Explain the core principles and current good practice in Retail Category Management and Shelf Space Optimisation
- Apply practical tools and techniques for Retail Category Management and Shelf Space Optimisation in your own organisation
- Analyse real-world scenarios and select the right approach with confidence
- Avoid the common pitfalls that undermine Retail Category Management and Shelf Space Optimisation in practice
- Build a personal action plan to implement what you have learned

Who Should Attend

Directors, senior managers, heads of department, team leaders and high-potential professionals preparing for greater leadership responsibility.

Course Outline

1. Foundations of Retail Category Management and Shelf Space Optimisation: principles, terminology and context
2. The business case: why Retail Category Management and Shelf Space Optimisation matters to performance
3. Core tools, frameworks and methods
4. Applying the tools: guided case study and exercises
5. Common pitfalls and how experienced practitioners avoid them
6. Working with stakeholders: communication and influence
7. Measuring results and continuous improvement
8. Personal action planning and course review

Upcoming Dates and Fees

DATES	VENUE	FEE (PER DELEGATE)
16 to 20 Nov 2026	Pretoria	**$1,650**
23 to 27 Nov 2026	Harare	**$1,450**
30 Nov to 4 Dec 2026	Cairo	**$1,650**

7 to 11 Dec 2026	Online	**$700**

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Every delegate receives a Certificate of Attendance. Group and in-house rates available on request.