



RETAIL

MASTER CLASS



TECHNOPRENEUR

220328



BOOK NOW



2 Day Course



Classroom & Online Training



Certificate of Attendance

ABOUT THIS COURSE

We are a forward-thinking training provider committed to developing future-ready professionals through high-quality, practical, and industry-aligned learning programmes. Our focus is on empowering individuals with the skills, knowledge, and confidence needed to succeed in today's rapidly evolving, technology-driven world.

Our programmes are designed in alignment with national standards and industry requirements, ensuring that learners gain relevant and credible skills that can be applied immediately in the workplace or in entrepreneurial ventures. We specialise in bridging the gap between theory and practice by combining structured learning with real-world application.

With a strong emphasis on innovation, entrepreneurship, and the Fourth Industrial Revolution (4IR), we equip learners to identify opportunities, develop sustainable business solutions, and contribute meaningfully to economic growth and job creation.

Our mission is to inspire and support individuals to become skilled professionals, innovative thinkers, and successful business leaders in their chosen fields.



Target Audience

- Practitioners
- Educators
- Caregivers
- Teachers
- Assistants
- Students
- Parents
- Facilitators
- Supervisors

PRICE

ONLINE TRAINING : Request a Quote

CLASSROOM: Request a Quote

(Includes snacks and beverages – only applicable to classroom bookings)

DAY ONE

OVERVIEW

SMART ZONE

Conceptualising a Business Idea

- Learn how to identify real-world problems and turn them into business opportunities by developing innovative and practical solutions.

Introduction to Design Thinking & Innovation

- Understand how design thinking frameworks are used to solve problems creatively and develop customer-focused business ideas.

Developing a Business Concept

- Learn how to structure your idea into a clear business concept with defined products, services, and value propositions.

Market Research & Opportunity Analysis

- Explore techniques to analyse market trends, identify customer needs, and validate the demand for your business idea.

Technical & Product Feasibility

- Understand how to assess whether your product or service is technically possible and viable in the current market.

Understanding 4IR & Technology in Business

- Explore how digital transformation and emerging technologies create new business opportunities and industries.

DAY TWO

OVERVIEW

SMART ZONE

Developing a Product or Service

- Learn how to design, refine, and test your product or service based on customer needs and feedback.

Business Planning & Strategy Development

- Understand how to create a structured business plan, including operations, marketing strategies, and financial planning.

Marketing, Branding & Sales Strategies

- Learn how to position your business in the market, build a brand, and attract and retain customers.

Financial Planning & Business Viability

- Understand costing, pricing, budgeting, and how to ensure your business is profitable and sustainable.

Managing & Growing the Business

- Learn how to manage daily operations, monitor business performance, and scale your business effectively.

Customer Relationships & Networking

- Develop skills to build strong client relationships, partnerships, and networks to support business growth.

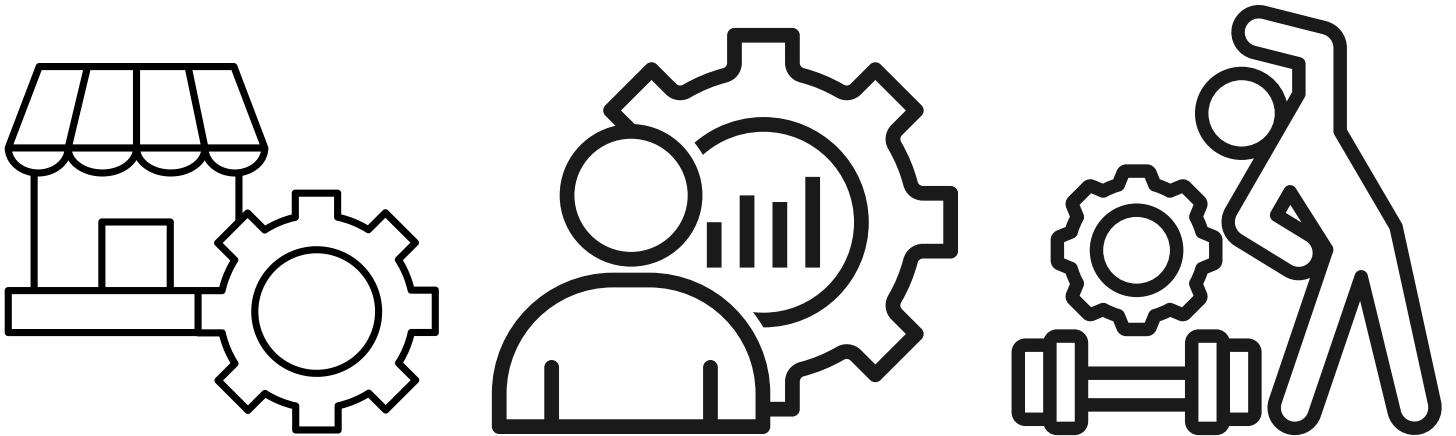
Business Start-Up & Implementation

- Understand the steps required to launch your business, including setup, compliance, and operational readiness.

FEATURES OF THIS COURSE

SMART ZONE

- QCTO-Aligned Programme
- Based on nationally recognised Retail Supervisor qualification standards
- Comprehensive Retail Training
- Covers supervision, operations, performance management, and customer service
- Practical & Workplace-Focused Learning



BENEFITS OF THIS SHORT COURSE

- Gain in-demand retail buying skills
- Improve decision-making in stock and purchasing
- Learn to manage suppliers effectively
- Increase profitability through better buying strategies





SIGN UP NOW

SIGN UP NOW AND SECURE YOUR PLACE

1. Register Online- www.zoneups.com
2. Select the training you prefer and the date you would like to attend.
3. Fill in the registration form.
4. Choose your payment method and finalize the booking.

Request a Quotation

Accreditation



*South African
Institute Of
Occupational Safety
And Health*



Services SETA



Fasset

Make the future count



ETDP-SETA



QCTO