

LAPT

LONDON ACADEMY OF PROFESSIONAL TRAINING

CERTIFICATE

Certificate in Duty Free Operations

Foundation Level



LAPT — London Academy of Professional Training

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Reference AV-ARD-F • Aviation Centres

UKPRN 10067351 • Registered in England and Wales, company 4984798

AT A GLANCE

REFERENCE	AV-ARD-F
AWARD	Certificate
ASSESSMENT	440 marks — 264 to pass (60%)
PREREQUISITES	None
VALIDITY	Lifetime
AWARDING BODY	LAPT — London Academy of Professional Training

CURRICULUM

1 Customer Experience in Duty Free 4 chapters · 20 classes 90 marks	
• 1 Understanding the Duty Free Shopping Environment — 5 classes › 1.1 Exploring the Duty Free Landscape › 1.2 Identifying Key Features of Duty Free Shopping › 1.3 Understanding Customer Motivations in Duty Free › 1.4 Analyzing shopper behavior in Duty Free Environments › 1.5 Enhancing Customer Experience in Duty Free Stores • 2 Customer Profiles and Purchasing Behaviors — 5 classes › 2.1 Understanding Customer Profiles in Duty Free › 2.2 Identifying Key Traits of Duty Free Shoppers › 2.3 Analyzing Purchasing Behaviors in Duty Free Environments › 2.4 Differentiating Cultural Influences on Buying Decisions › 2.5 Applying Customer Insights to Enhance Duty Free Sales	• 3 Enhancing Customer Engagement in Duty Free — 5 classes › 3.1 Understanding Customer Engagement in Duty Free › 3.2 Identifying Customer Needs and Expectations › 3.3 Implementing Effective Communication Techniques › 3.4 Creating Memorable In-Store Experiences › 3.5 Evaluating Customer Feedback for Continuous Improvement • 4 Technology and Innovation in Duty Free Customer Experience — 5 classes › 4.1 Exploring Technology Trends in Duty Free Retail › 4.2 Integrating Mobile Apps to Enhance Customer Engagement › 4.3 Utilizing Data Analytics for Personalized Experiences › 4.4 Implementing Virtual and Augmented Reality in Store › 4.5 Evaluating the Impact of AI on Customer Interactions
2 Introduction to Airport Duty Free 4 chapters · 20 classes 65 marks	
• 1 History and Evolution of Duty Free Shopping — 5 classes › 1.1 Discovering the Origins of Duty Free Shopping › 1.2 Exploring Key Milestones in Duty Free Evolution › 1.3 Understanding Legal and Economic Impacts on Duty Free › 1.4 Analyzing Technological Advancements in Duty Free Operations › 1.5 Evaluating Global Trends and Future Directions in Duty Free • 2 Regulatory Frameworks and Compliance Standards — 5 classes › 2.1 Understand Key International Duty Free Regulations › 2.2 Explore UK-Specific Duty Free Laws and Guidelines › 2.3 Identify Compliance Standards for Duty Free Operations › 2.4 Analyze Risk Management in Duty Free Compliance › 2.5 Apply Compliance Protocols in Duty Free Scenarios	• 3 Product Categories and Consumer Demographics — 5 classes › 3.1 Exploring Key Duty Free Product Categories › 3.2 Identifying Consumer Demographics in Duty Free › 3.3 Analyzing Purchasing Behaviors of Different Age Groups › 3.4 Understanding Cultural Influences on Duty Free Shopping › 3.5 Applying Trends in Duty Free to Tailor Marketing Strategies • 4 Operational Strategies in Duty Free Retail — 5 classes › 4.1 Understanding the Basics of Duty Free Retail Operations › 4.2 Identifying Key Customer Segments in Duty Free › 4.3 Examining Product Placement and Merchandising Strategies › 4.4 Implementing Effective Sales Promotion Techniques › 4.5 Evaluating Customer Service Strategies in Duty Free Retail

3

Merchandising and Display

4 chapters · 20 classes

65 marks

• 1 Understanding the Basics of Merchandising in Duty Free Operations — 5 classes

- › 1.1 Exploring the Concept of Merchandising in Duty Free
- › 1.2 Identifying Key Elements of Effective Merchandising
- › 1.3 Analyzing Consumer Behavior in Duty Free Environments
- › 1.4 Designing Eye-Catching Product Displays
- › 1.5 Evaluating the Impact of Visual Merchandising on Sales

• 2 Product Selection and Range Planning for Duty Free Stores — 5 classes

- › 2.1 Understanding Duty Free Product Selection Criteria
- › 2.2 Analyzing Customer Preferences for Duty Free Shopping
- › 2.3 Exploring Vendor Relationships and Product Sourcing
- › 2.4 Designing an Effective Product Range Plan
- › 2.5 Evaluating the Impact of Product Selection on Sales

• 3 Visual Merchandising Techniques in Airport Retail — 5 classes

- › 3.1 Understanding the Fundamentals of Visual Merchandising
- › 3.2 Exploring Design Principles for Retail Displays
- › 3.3 Utilizing Color and Lighting to Enhance Product Presentation
- › 3.4 Implementing Creative Layouts and Space Planning
- › 3.5 Analyzing Successful Visual Merchandising Strategies in Airports

• 4 Evaluating Merchandising Performance in Duty Free Operations — 5 classes

- › 4.1 Understanding Key Metrics in Duty Free Merchandising
- › 4.2 Analyzing Sales Data to Assess Merchandising Effectiveness
- › 4.3 Identifying Trends in Consumer Purchasing Behaviour
- › 4.4 Utilizing Feedback for Continuous Improvement in Display
- › 4.5 Implementing Strategies for Optimizing Merchandising Performance

4

Regulations and Compliance

4 chapters · 20 classes

65 marks

• 1 Overview of Duty Free Regulations — 5 classes

- › 1.1 Understanding the Concept of Duty-Free
- › 1.2 Identifying Key Regulations in Duty-Free Operations
- › 1.3 Exploring International Compliance Standards
- › 1.4 Analyzing the Duties and Responsibilities of Compliance Officers
- › 1.5 Applying Regulatory Knowledge in Duty-Free Scenarios

• 2 Customs Compliance and Procedures — 5 classes

- › 2.1 Understanding Customs Regulations
- › 2.2 Identifying Key Compliance Requirements
- › 2.3 Navigating Customs Documentation
- › 2.4 Managing Risk and Compliance Issues
- › 2.5 Applying Best Practices in Customs Procedures

• 3 Consumer Protection and Ethical Retail Practices — 5 classes

- › 3.1 Understanding Consumer Protection Laws
- › 3.2 Exploring Ethical Retail Standards
- › 3.3 Identifying Common Consumer Rights
- › 3.4 Implementing Ethical Practices in Duty Free
- › 3.5 Evaluating Compliance through Case Studies

• 4 Security and Anti-Illicit Trade Regulations — 5 classes

- › 4.1 Understanding Security Regulations in Duty Free Operations
- › 4.2 Identifying and Mitigating Risks of Illicit Trade
- › 4.3 Analyzing Compliance Requirements for Anti-Illicit Activities
- › 4.4 Implementing Best Practices for Security in Duty Free Stores
- › 4.5 Evaluating the Effectiveness of Anti-Illicit Trade Strategies

5

Retail and Sales Techniques

4 chapters · 20 classes

90 marks

• 1 Understanding Airport Retail Environments — 5 classes

- › 1.1 Exploring the Airport Retail Landscape
- › 1.2 Identifying Key Customer Demographics in Airports
- › 1.3 Analyzing Product Placement and Visual Merchandising
- › 1.4 Understanding Pricing Strategies in Duty-Free Shops
- › 1.5 Evaluating Customer Engagement Techniques

• 2 Core Principles of Duty-Free Retailing — 5 classes

- › 2.1 Understanding the Unique Market of Duty-Free Retail
- › 2.2 Identifying Key Customer Needs in Duty-Free Environments
- › 2.3 Implementing Effective Sales Techniques for Duty-Free Products
- › 2.4 Enhancing Customer Engagement Through Duty-Free Promotions
- › 2.5 Analyzing the Impact of Cultural Diversity in Duty-Free Sales

• 3 Enhancing Passenger Experience in Duty-Free Shops — 5 classes

- › 3.1 Understanding Passenger Needs and Preferences
- › 3.2 Creating a Welcoming Shopping Environment
- › 3.3 Engaging Communication Techniques for Sales
- › 3.4 Personalizing the Shopping Experience
- › 3.5 Implementing Feedback to Enhance Service

• 4 Effective Sales Techniques for Duty-Free Operations — 5 classes

- › 4.1 Understanding Duty-Free Customer Dynamics
- › 4.2 Techniques for Engaging International Shoppers
- › 4.3 Mastering Product Knowledge for Effective Selling
- › 4.4 Implementing Upselling and Cross-Selling Strategies
- › 4.5 Closing Sales with Confidence in Duty-Free Environments

• 1 Understanding the Basics of Supply Chains in Duty Free Operations — 5 classes

- › 1.1 Exploring the Components of a Duty Free Supply Chain
- › 1.2 Identifying Key Stakeholders in Duty Free Operations
- › 1.3 Analyzing Supply Chain Processes and Logistics in Duty Free
- › 1.4 Understanding Inventory Management Principles in Duty Free
- › 1.5 Applying Best Practices for Efficient Duty Free Supply Chains

• 2 Key Stakeholders and Processes in Airport Retail Supply Chains — 5 classes

- › 2.1 Identifying Key Stakeholders in Airport Retail
- › 2.2 Understanding the Role of Suppliers in Duty Free Operations
- › 2.3 Exploring Logistics and Transportation within Airport Retail
- › 2.4 Analyzing Inventory Management Techniques for Duty Free
- › 2.5 Assessing Collaboration Strategies among Supply Chain Stakeholders

• 3 Inventory Management Strategies for Duty Free Retail — 5 classes

- › 3.1 Understanding Duty Free Inventory Dynamics
- › 3.2 Analyzing Supply Chain Challenges in Duty Free Retail
- › 3.3 Implementing Effective Inventory Control Methods
- › 3.4 Optimizing Stock Levels for Duty Free Products
- › 3.5 Applying Technology in Inventory Management Systems

• 4 Advanced Techniques in Demand Planning and Risk Management — 5 classes

- › 4.1 Understanding Demand Planning Fundamentals
- › 4.2 Exploring Advanced Forecasting Techniques
- › 4.3 Implementing Risk Management Strategies
- › 4.4 Integrating Data Analytics in Demand Planning
- › 4.5 Evaluating and Improving Demand Planning Processes