

Retail Store Manager SYLLABUS/ CURRICULUM

This Programme is aimed at training candidates for the job of “Retail Store Manager”, in the “Retail” Sector/Industry and by the end of the program aims at building the following key competencies amongst the learner:

1	Optimize inventory to ensure maximum availability of stocks and minimized losses	2	Adhere to standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting
3	Manage sales and service delivery to increase store profitability	4	Execute visual merchandising displays as per standards and guidelines
5	Ensure overall safety, security and hygiene of the store	6	Implement promotions and special events at the store
7	Lead and manage the team for developing store capability	8	Conduct price benchmarking and market study of competition

This course encompasses 8 / 8 NOS of “Retail Store Manager” - RAS/Q0107, Qualification Pack issued by RASCI.

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
1.	Optimize inventory to ensure maximum availability of stocks and minimized losses		Performance Criteria The learners will be able to: <ul style="list-style-type: none"> • Maintain, conform and implement the following as per seasonality and market trends: <ol style="list-style-type: none"> a. stock levels like average stock level, re-order level b. inventory budgets c. purchase procedures • Record and control the following: <ol style="list-style-type: none"> a. ageing of products b. vendor norms about stocks/return and damages c. credit period offered by vendors d. price cover policy offered by vendors e. reverse logistics policies of the organisation viz-a-viz vendors’ policies • Maintain accurate records of stocks bought and sold • Record costs during stock movements 	RAS/N0152

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> • Develop team understanding of stock management systems being followed by organisation • Control shrinkage/pilferage of products to minimize losses • Maintain records on shrinkage/pilferage of products • Establish a timely and well-coordinated stock take process • Maintain accurate recording and transmission of data • Determine recording and re-checking of variances • Analyse stock-take data as required by organisation • Ensure safety and well-being of team involved in stock-take <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Organization policies on stock management • Organization policies on ordering, receipt and dispatch of goods • Statutory rules and regulations related to inventory management <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Concept of inventory management • Negotiation techniques with vendors • Methods of stock taking 	
2.	Adhere to standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • Implement processes in alignment to store policy • Describe relevant store policies/guidelines to the team • Cooperate and collaborate with authorities to conduct store audits as required • Understand all non- compliance issues and work towards resolving the same • Sign off all legal contracts in alignment to statutory requirements • Sign off and honour all terms and conditions in employee contracts • Describe to the team the importance of records to be maintained 	RAS/N0153

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> • Describe the importance of accurate and error-free collection, preservation and transmission of data • Conduct checks and audits to ensure quality of data for records <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Organization and store policies • Vendor policies • Statutory guidelines • Government policies and statutes on which the industry operates and the dos and don'ts related to the same • Records to be maintained at the store level • Data to be shared with stakeholders and formats thereof <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Data mining systems and tools being used by the organization • Internal and external audit process 	
3.	Manage sales and service delivery to increase store profitability		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • Understand and implement policies related to store upkeep and maintenance • Ensure store upkeep and maintenance of all equipment in line with policy • Ensure timely checks and repairs of all store equipment • Describe to the team about operating and maintaining store equipment • Train the team to identify key repeat customers and develop customer retention strategies to build brand loyalty • Implement strategies to generate additional footfalls • Build relationships with new and existing customers to augment business and brand reputation • Train and work with team to implement customer engagement initiatives to enhance customer satisfaction 	RAS/N0154

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> Establish a mechanism for collecting feedback from customers for further improvement of service Develop robust post-sales services to build brand loyalty and customer satisfaction Establish a system for addressal of escalations and analyse the cause of escalations to prevent recurrence Set sales targets and develop a strategy for achieving the targets Communicate sales targets and plans to team and motivate team to achieve the targets Determine requisite resources required to be able to perform optimally to achieve targets <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> Standard operating procedures and policies Customer life cycle Performance management Project management <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> Systems used to access customer data Systems used by organization to monitor operations and service Guidelines relating to maintenance of store equipment 	
4.	Execute visual merchandising displays as per standards and guidelines		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> Establish conformance to retail processes like stock rotation, adjacency principles and product display norms Train staff on concept of planogramming and its effective implementation Confirm that display of products is aligned to updated store planogram Support company officials for carrying out necessary audits and checks Impart training to team on: <ul style="list-style-type: none"> a. guidelines for store lay out b. guidelines for display of merchandise and promotion elements (brand and category wise) 	RAS/N0155

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>c. guidelines for executing promotional events</p> <ul style="list-style-type: none"> • Negotiate with vendors on spacing requirements of the store as against the vendor plans • Negotiate with vendor to arrive at a profitable revenue understanding as against space allocation • Confirm vendors' compliance to visual merchandising guidelines <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Visual merchandising guidelines of the organization • Visual merchandising norms of the vendors • Focus products • Merchandising schemes and visual display themes for the season <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Marketing and promotions • Merchandising principles • Planogramming and its execution 	
5.	Ensure overall safety, security and hygiene of the store		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> • Explain store policy and procedures in regards to health, hygiene and safety clearly and accurately • Organise training at regular intervals on health, hygiene and safety • Provide access to team members on relevant store policies • Provide clear and accurate information on identified hazards and risk control procedures to team members • Resolve issues raised by staff in alignment with store policies • Establish resource requirements to ensure safe lifting or shifting and manual handling techniques are applied by staff • Establish resource requirements to handle store emergencies in the prescribed frequency 	RAS/N0156

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> Establish and maintain reporting procedures to facilitate communication and recording of details of safety-related incidents Create awareness on 'Prevention of Sexual Harassment' and enforce adherence to policy Organise mock fire and safety drills at regular intervals Adhere to personal grooming standards for self as well as team Ensure management of and conformation to store security procedures Ensure training of team to handle emergencies Ensure implementation of security measures in case of emergencies Cooperate with officials in carrying out all audits and checks Establish resource requirements to ensure equipment is maintained and stored safely Establish and maintain procedures for risk assessment and integrate with systems of work Ensure availability of trained staff to handle financial processes Ensure adherence to security procedures with respect to identification of authorities and implementation of financial processes <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> Organizational policies on health, safety and security Organizational policies and procedures with respect to financial transactions <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> Possible safety hazards in a retail environment Emergencies in a business environments International best practices to minimize thefts and losses in retail environment 	
6.	Implement promotions and special events at the store		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> Develop strategies to drive promotions and special events Develop team competence in effective implementation of in-store promotions 	RAS/N0157

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> Collect and preserve promotion-related data for future analysis and working Implement organisational processes on collection and transmission of promotion related information and data Conduct data analysis as required by head office and share relevant feedback Understand the promotion and its requirements completely Explain promotion to relevant team members thoroughly and collaborate to identify required resources Provide required resources to team for effective implementation of promotion <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> Promotional norms of the organization Promotional norms of the vendors Category norms for display <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> Basics of marketing and promotions Case-studies on promotional schemes in retail stores 	
7.	Lead and manage the team for developing store capability		<p>Performance Criteria The learners will be able to:</p> <ul style="list-style-type: none"> Analyse current and projected volume and type of work to be undertaken Determine staff recruitment needs and compare with store performance plans Identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower Follow human resource policies to support recruitment of staff Identify future manpower requirements based on projected store plans Establish and foster effective and open communication channels with store staff Guide staff regarding individual and team's roles and responsibilities Set performance expectations in line with organisational policies Delegate accountability and authority to the team based on individual strengths 	RAS/N0158

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> • Consult with team members and share feedback whenever required • Eliminate bias and ensure equal opportunity to all staff • Foster effective team collaboration and take a leadership role to resolve intra-team conflict • Follow and establish self-grooming & hygiene practices in line with store policy for self and team • Establish and communicate the goals and objectives of roles in line with organisational policies • Provide support to individuals and teams to enhance performance and achievement of organisational goals and completion of work requirements • Provide ongoing personal advice, coaching and mentoring to staff to build skill and team performance • Conduct performance appraisals according to the organisation's standard procedures • Define and discuss career paths with team members to ensure motivation and enhance retention • Identify training needs to improve performance • Manage poor performance in line with organisational standards, policies and procedures, and legal requirements <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> • Recruitment norms of the organization • Performance management policies • Training and development policies • Concept of team dynamics <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> • Interviewing techniques • Feedbacking techniques • How to train, coach and mentor team members 	
8.	Conduct price benchmarking and market study of		<p>Performance Criteria The learners will be able to:</p>	RAS/N0159

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
	competition		<ul style="list-style-type: none"> Identify and describe all policies related to collection of market data Identify team members for collection of market information Train team members in critical activities involving market study Ensure collection of relevant data and analysis of the same to identify product line performance Communicate all analysis data to head office on the basis of collected market data Provide input to the merchandising /category teams on best prices offered by competitors <p>Knowledge and Understanding Organizational Context: The learners will be able to apply knowledge of:</p> <ul style="list-style-type: none"> Organizational policies related to collection of market data Statutory requirements related to collection of market data <p>Technical Knowledge: The learner will be able to apply technical knowledge of:</p> <ul style="list-style-type: none"> How to create data collection questionnaire How to analyze collected data 	
Core Skills / Generic Skills				
9.	Writing Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> Create relevant reports on inventory Complete forms related to stock movements Draft emails to team and other stakeholders with relevant data and facts Populate documents related to statutory records Populate documents related to store audits Populate documents needed by vendors as per their policies and requirements Draft relevant reports Create reports on sales and service delivery Complete documents related to customer acquisition and retention Populate documents related to store audits Record impact of merchandising changes, new themes and schemes Record impact of promotions and offers Populate reports related to safety and security 	All 8 NOSs

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> Record exceptional situations and the handling of the same Record impact of promotional themes and schemes Record interview assessment / feedback form Conduct annual appraisals and create reports Create documents and reports required during coaching interventions Record survey data Create survey reports Complete documentation accurately Collate simple data when required 	
10.	Reading Skills		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> Read and understand vendor contracts Check and audit reports Analyse reports Read and interpret documents related to statutory guidelines Read and interpret documents related to organizational guidelines Read and interpret terms mentioned in vendor contracts Read and understand the store operations manual Read and understand documents related to policies Read and understand documents related to customer complaints and requests Read documents related to merchandising issued by the head office Read documents related to merchandising issued by business partners and vendors Read and interpret documents related to safety and security Read and interpret cases related to exceptional situations Read documents related to promotions issued by the head office and brand partners Read and understand appraisal documentation Read and understand developmental reports Read and understand human resource policies Read and understand populated survey forms Read and understand survey reports 	All 8 NOSs
11.	Oral Communication (Listening and		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> Explain relevant organizational policies to vendors 	All 8 NOSs

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
	Speaking skills)		<ul style="list-style-type: none"> • Explain stock taking process to team • Communicate with internal teams to ensure smooth conduct of all processes related to cyclical counts and audits • Communicate relevant policies and guidelines to internal teams • Communicate with authorities conducting audits and furnish required information without revealing confidential data • Explain operating processes to team and customers, as required • Communicate with external and internal customers to address requests and complaints • Explain organization requirements to team with respect to policies and guidelines • Communicate with internal teams to explain and understand relevant policies and guidelines • Communicate planogram change/s to team • Explain organization requirements to staff and concerned authorities with respect to safety and security • Address grievances and complaints of internal and external customers with respect to safety and security • Explain organization requirements to vendors • Communicate with internal teams to explain promotions • Explain team policies with reference to resource recruitment • Explain team processes of reviews and appraisals • Explain processes of conducting market study to team 	
Professional Skills				
12.	Decision Making		On the job the individual needs to be able to: <ul style="list-style-type: none"> • Make appropriate decisions regarding the responsibilities of the job role • Make appropriate decisions regarding the responsibilities of the job role • Delegate suitable tasks to appropriate team members to improve efficiencies • Make appropriate decisions regarding the responsibilities of the job role • Delegate suitable tasks to appropriate team members to improve efficiencies 	All 8 NOSs

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> • Make appropriate decisions regarding placement of merchandise • Make appropriate decisions regarding the responsibilities of the job role • Delegate suitable tasks to appropriate team members to improve efficiencies • Make appropriate decisions regarding the responsibilities of the job role • Make appropriate decisions regarding the responsibilities of the job role • Delegate suitable tasks to appropriate team members to improve efficiencies • Make appropriate decisions within the purview of responsibilities of the job role • Delegate suitable tasks to appropriate team members to improve efficiencies • Make appropriate decisions regarding the responsibilities of the job role • Delegate suitable tasks to appropriate team members to improve efficiencies 	
13.	Analytical Thinking		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> • Interpret and infer data • Break down complex problems into single and manageable components within his/her area of work • Analyse data and relevant reports • Interpret and infer marketing and promotion data • Analyse data and relevant reports related to inventory management and stock movement 	All 8 NOSs
14.	Critical Thinking		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> • Apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action 	All 8 NOSs
15.	Problem Solving		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> • Identify problems immediately and take up solutions quickly to resolve delays • Think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s) • Address customer queries, escalations and grievances 	All 8 NOSs
16.	Customer Centricity		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> • Build customer relationships and use customer centric approach • Build relationships with customers, statutory 	All 8 NOSs

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<p>bodies and vendors by using customer centric approach</p> <ul style="list-style-type: none"> • Build relationships with vendors for smooth execution of visual merchandising displays • Develop strategy for promotions and special events keeping the customer buying decisions in mind • Build intra/inter team relationships 	
17.	Plan and Organize		<p>On the job the individual needs to be able to:</p> <ul style="list-style-type: none"> • Complete tasks efficiently and accurately within stipulated time • Plan and track activities to ensure adequate stock levels • Delegate tasks to team members to ensure completion of work efficiently and keeping team motivated at the same time • Complete tasks efficiently and accurately within stipulated time through effective planning and organizing • Draw up plans to achieve sales targets • Plan and organize service feedback files/documents • Schedule daily activities and draw up priorities; allocate start times, estimate completion times and materials, equipment and assistance required for completion • Organize elements of visual display to attract customer attention • Schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials and equipment required for completion • Plan and organize mock drills, training at timely intervals • Schedule daily activities estimate materials, equipment and assistance required to work in a conducive environment • Plan and organize promotions and special events by drawing up objectives and desired outcomes from the promotions and special events • Draw up priorities; allocate start times, estimate completion times and materials, equipment and assistance required for successfully launching promotions and special events • Plan and organize regular performance reviews 	All 8 NOSs

S.No	Module/Topic	Duration (hrs)	Key Learning Outcomes	NOS Code
			<ul style="list-style-type: none"> Plan and organize training in alignment to training plans Plan and organize developmental sessions with the team 	
18.	Time Management		On the job the individual needs to be able to: <ul style="list-style-type: none"> Complete tasks efficiently and accurately within stipulated time 	All 8 NOSs
19.	Computer Skills		On the job the individual needs to be able to: <ul style="list-style-type: none"> Create and modify reports Browse and identify relevant information from the internet, as required 	All 8 NOSs

(This syllabus/ curriculum has been approved by RASCI)