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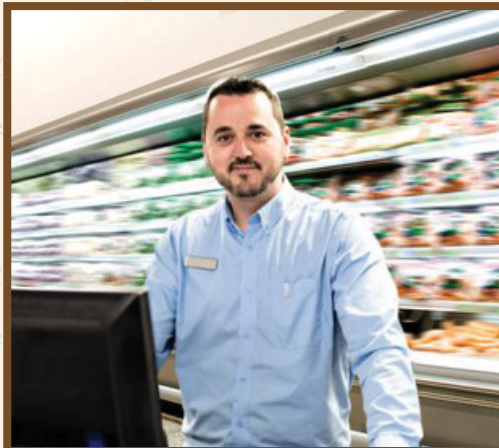
Transforming the skill landscape



RASCI

Retailers Association's
Skill Council of India

Facilitator Guide



Sector
Retail

Sub-Sector
Retail Operations

Occupation
Store Operations

Reference ID: RAS/Q0107, Version 3.0
NSQF level: 5.5

Retail Store Manager

This book is sponsored by

Retailers Association's Skill Council of India

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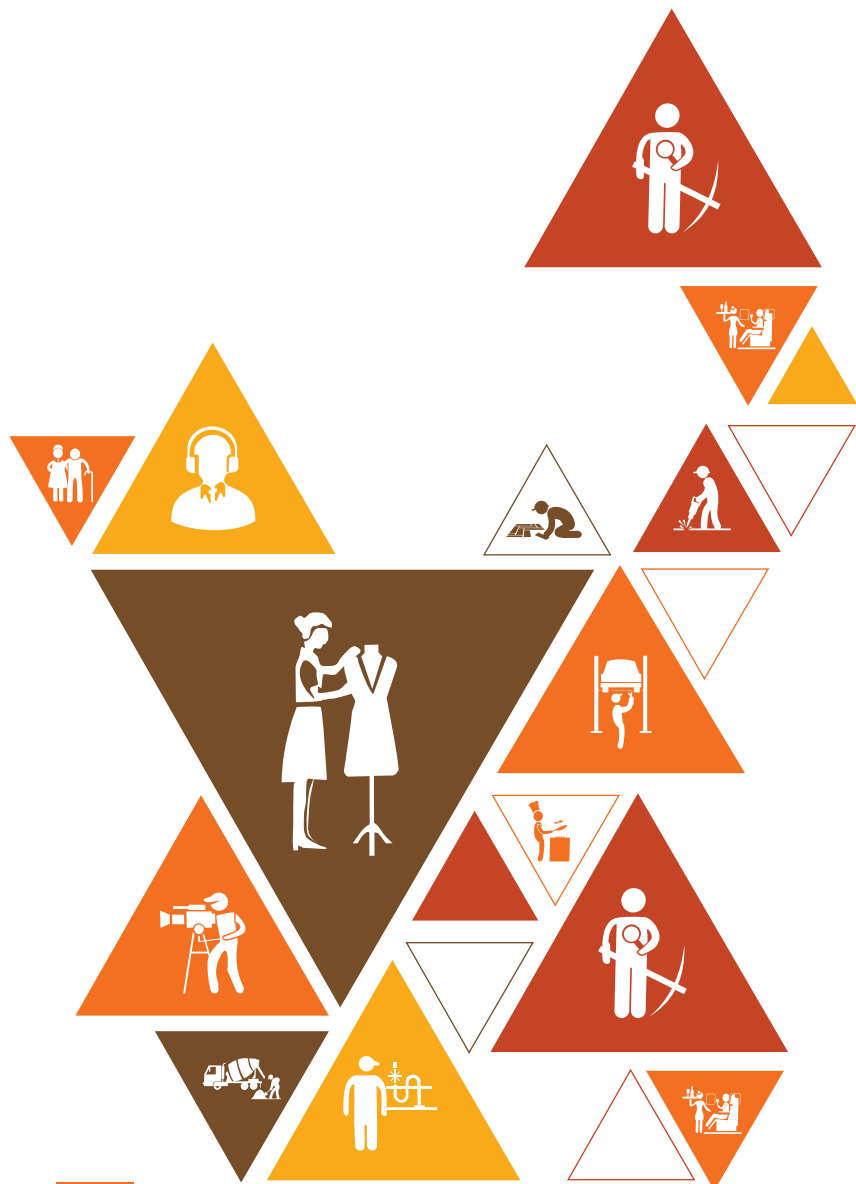
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Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



Acknowledgements

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The preparation of this guidebook would not have been possible without the retail industry's support. Industry feedback has been extremely beneficial since inception to conclusion and it is with their guidance that we have tried to bridge the existing skill gaps in the industry. This facilitator guide is dedicated to the aspiring youth, who desire to achieve special skills that will be a lifelong asset for their future endeavours.

About this Guide

The Facilitator Guide is designed for the Trainers to enable training for a specific job role and enhance the quality of executing the training program. This particular Facilitator Guide is designed for enabling the training program for the job role of “ Retail Store Manager “ in the Retail Sector.

This course is aligned to Qualification Pack, Retail Store Manager, Reference ID: RAS/Q0107.

This Qualification pack is developed by Retail Sector Skills Council of India. This course encompasses all 12 National Occupational Standards (NOS).

Each unit starts with learning objectives, followed by relevant activities and corresponding training methodology. Upon successful completion of this course, the participant will be able to:

1. RAS/N0152: Optimize inventory to ensure maximum availability of stocks and minimized losses
2. RAS/N0153: Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting.
3. RAS/N0154: Manage sales and service delivery to increase store profitability
4. RAS/N0155: Check and confirm adherence to visual merchandising plans
5. RAS/N0156: Manage overall safety, security and hygiene of the store
6. RAS/N0157: Implement promotions and special events at the store
7. RAS/N0158: Manage human resources at the store through manpower planning, recruitment, training and performance management
8. RAS/N0159: Conduct price benchmarking and market study of competition
9. RAS/N0161: To ensure sustainable practices in all process and procedures while managing a Retail Store
10. RAS/N0162: Monitor and analyse store performance data
11. RAS/N0163: Use Artificial Intelligence (AI) tools to optimize store operations
12. DGT/VSQ/N0103: Employability Skills (90 Hours)

Besides, it has been endeavored to follow the facilitator guide guidelines prescribed by the National Skill Development Corporation.

Symbols Used



Ask



Explain



Elaborate



Notes



Objectives



Do



Demonstrate



Activity



Team Activity



Facilitation Notes



Practical



Say



Resources



Example



Summary



Role Play



Learning Outcomes


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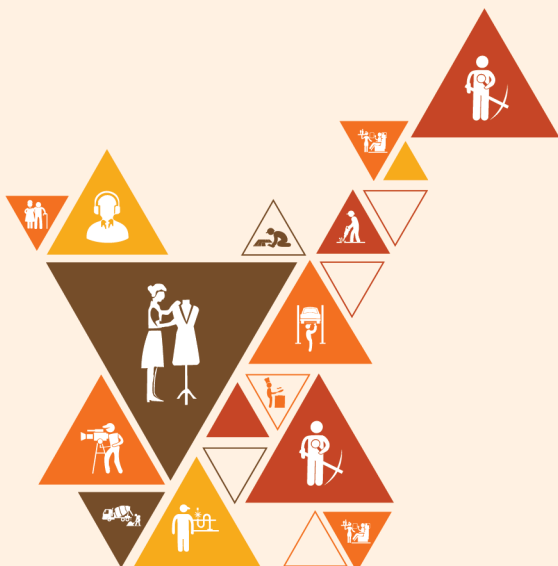


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1. Overview of the Retail Industry

Unit 1.1 The Retail Industry in India

Unit 1.2 Role of Retail Store Manager



Bridge Module

Key Learning Outcomes



At the end of this module, the students will be able to:

1. Outline the evolution of retail in India
2. State the roles and responsibilities of a Retail Store Manager

Unit 1.1: The Retail Industry in India

Unit Objectives

At the end of this unit, students will be able to:

- Summarize the current scenario of the retail industry and its challenges
- List the factors that lead to the growth of the retail sector in India
- Outline the Key skills required for effective retail management

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This training program is developed to impart specific knowledge and skills relevant to the job required to be performed as a “ Retail Store Manager “, in the “Retail” Sector/ Industry.”
- Talk about the Qualification Pack (QP), and the National Occupational Standards (NOS).
- List the compulsory NOSs to the QP “ Retail Store Manager “.
- Say, “Before we start the program let’s play a small game”.

Group Activity

Objective	The purpose of this activity is to connect with the course mates
Materials required	Book (for passing)
Steps/procedure	<ol style="list-style-type: none"> 1. Welcome the new participants by giving their own introduction 2. Make the participants stand in a circle, close enough to the person on each side of them so that they can pass the book quickly. 3. Say 'Stop' when it is least expected. At that time, the participant holding the book introduces himself/herself while saying his/her name and a little additional information such as favourite hobbies, where they stay, their favourite subject, etc. 4. The winner of the game should stand and introduce himself/herself at the end of the game. 5. At last, thank the participants for their participation.
Conclusion / what has been achieved	This activity helps the participants to know each other and allows them to feel comfortable.

Explain

- Explain the following topics:
 - Current Economic Scenario – Retail- Refer to PH Fig.1.1
 - The Meaning of Retail- Refer to PH Fig.1.2 and Fig.1.3
 - Types of Retail Marketing- Refer to PH Fig.1.4
 - Four Ps of retail marketing- Refer to PH Table.1.1
 - Importance of Retail Marketing
 - Role of retail- Refer to PH Fig.1.5

Say

- “Let us proceed with an activity to help participants understand the role and significance of retail marketing in driving sales, enhancing customer satisfaction, and building brand loyalty.”

Activity

Objective	The purpose of this activity is to help participants understand the role and significance of retail marketing in driving sales, enhancing customer satisfaction, and building brand loyalty.
Materials required	<ul style="list-style-type: none"> • Whiteboard or flip chart • Markers • Handouts with examples of successful retail marketing campaigns • Case studies of retail marketing strategies

Steps/procedure	<ol style="list-style-type: none"> 1. Begin by explaining what retail marketing is and its primary components, including promotions, pricing, product placement, and customer engagement. 2. Discuss the goals of retail marketing, such as attracting customers, increasing sales, and building brand recognition. 3. Present examples of effective retail marketing strategies, such as seasonal sales, loyalty programs, and personalized promotions. 4. Divide participants into small groups and provide each group with a case study or scenario (e.g., launching a new product, increasing foot traffic, or creating an online campaign). 5. Instruct each group to identify and develop a retail marketing strategy for their assigned scenario, including key steps and tools they would use (e.g., social media, in-store promotions, influencer marketing). 6. Have each group present their strategy and explain how it addresses the goals of retail marketing. 7. Facilitate a discussion about the impact of marketing on customer behavior, brand image, and sales performance. 8. Summarize key takeaways about the importance of retail marketing and encourage participants to apply these insights in their professional roles.
Conclusion / What has been achieved	This activity will help participants understand the critical role retail marketing plays in driving business growth, attracting and retaining customers, and building a competitive advantage.

Tips



- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask



- What is the significance of the retail industry in India?
- Define retail marketing.
- How do retailers benefit consumers?
- What is the Indian government's stance on FDI in online retail?

Notes for Facilitation



- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary



- Summarize the session.
- Prepare a list of participants' doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Unit 1.2 Role of Retail Store Manager

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Roles and responsibilities of a retail store manager
2. Discuss the roles and responsibilities of a Retail Store Manager

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- “Let us understand and learn about the roles and responsibilities of Retail Store Manager.”

Do

- Conduct an activity to help participants understand the responsibilities and importance of a retail store manager in ensuring smooth operations, achieving sales targets, and enhancing customer satisfaction.

Activity

Objective	The purpose of this activity is to help participants understand the responsibilities and importance of a retail store manager in ensuring smooth operations, achieving sales targets, and enhancing customer satisfaction.
Materials required	<ul style="list-style-type: none"> • Whiteboard or flip chart • Markers • Handouts with a list of typical store manager duties • Scenarios highlighting common challenges faced by store managers

Steps/procedure	<ol style="list-style-type: none"> 1. Start by explaining the primary responsibilities of a retail store manager, such as staff supervision, inventory management, customer service, and sales strategy implementation. 2. Discuss how a store manager contributes to the overall success of the retail store, including achieving sales targets, maintaining operational efficiency, and ensuring customer satisfaction. 3. Divide participants into small groups and provide each group with a scenario (e.g., dealing with staff conflicts, handling customer complaints, or managing inventory shortages). 4. Instruct each group to roleplay as a store manager addressing the given challenge and propose practical solutions. 5. Have each group present their solutions and explain the reasoning behind their approach. 6. Facilitate a discussion on the qualities and skills required for an effective store manager, such as leadership, problem-solving, and communication skills. 7. Summarize the key takeaways about the role and responsibilities of a retail store manager and encourage participants to reflect on how these insights apply to their roles or aspirations.
Conclusion / What has been achieved	This activity will enable participants to understand the various responsibilities of a retail store manager and the skills needed to succeed in the role.

Tips



- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Explain



- Explain the following topics:
 - Role of a Retail Store Manager
 - Career Progression for Retail Store Manager

Ask



- How do retail managers ensure customer satisfaction?
- What are some responsibilities of a retail store manager?
- How do retail store managers deal with unclaimed items?
- What promotional tasks are handled by retail store managers?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.



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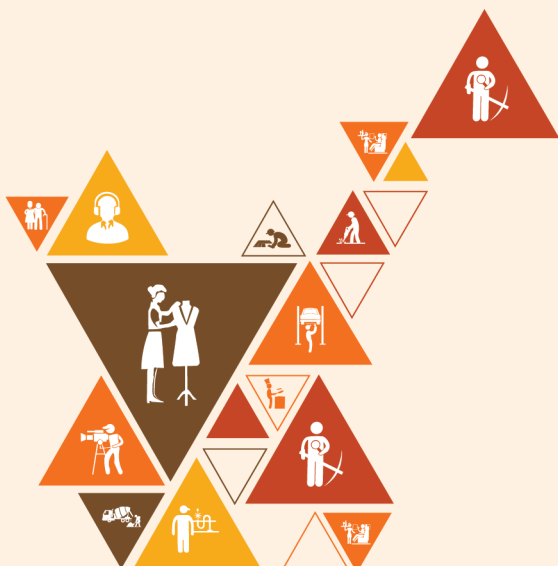
2. Optimise inventory to ensure maximum availability of stocks and minimised losses

Unit 2.1: Management of Stock Levels

Unit 2.2: Receipt and Dispatch of Goods

Unit 2.3: Stock Records

Unit 2.4: Stock-Take/Cyclical Count



RAS/N0152

Key Learning Outcomes



At the end of this module, the students will be able to:

1. Categorise inventory appropriately
2. Prepare a list of the benefits of the importance of inventory management for retail store managers
3. Analyse the effects of inventory management on store profitability
4. Demonstrate the processes of controlling the receipt and dispatch of goods
5. Perform an inspection to check the accuracy of store records if all stock records are accurate
6. Practise methods of avoiding shrinkage or pilferage of products

Unit 2.1: Management of Stock Levels

Unit Objectives

At the end of this unit, students will be able to:

1. Categorise stock levels and inventory appropriately
2. Calculate various stock levels
3. Analyse the effects of inventory management on the store profitability
4. Demonstrate purchase procedures

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, office/policy signage, dummy stock and inventory management system (software/physical register/inventory tracker in .xls) to demonstrate inventory management, calculator, equipment and tools (as recommended for the job role)

Note

This session of the programme will give the trainees an idea regarding how to optimize inventory to ensure maximum availability.

Ask

Ask the trainees the following questions:

- What do you understand by the term 'stock level'?
- How is inventory management related to maintaining stock level?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Inventory or stock means the goods or materials that a store holds for sale. It is a discipline primarily concerned with the purchase and maintenance of stocked products meant for sale.
- A retail store manager must manage inventory at the store very efficiently because both over and under-procurement of inventory may lead to financial loss and loss of customer base. The nature and size of business determine the amount of inventory or stock to maintain at the store. For example, if a retail store lacks space, the retail store manager may allow for bulk purchase of inventory and get the vendor to store the same appropriately, against a fee.

- The purchase of merchandise or inventory is based upon the following factors:
 - Right items
 - Right time
 - Right price
 - Right quantity
 - Right quality

Say

We have learnt the concept of average stock level and re-order level. Let us participate in an activity to understand these concepts practically.

Ask

Ask the trainees the following questions:

- What is inventory management? Why is it done?
- Can anyone explain how inventory management affects store profitability?
- Can anyone state a few measures to reduce loss at the store?
- Can anyone mention the different types of stock/inventory?
- Can anyone mention the various levels fixed for effective stock control?
- How can one calculate average stock level?

Practical

Taking the dummy stock and inventory management system (software/physical register/Inventory tracker in .xls). Calculate the average stock level and reorder level as given in the participant handbook, based on the inputs of the dummy stock.

Activity	Duration	Resources used
Exchange Ideas Session	1 hour	Notebook, pen, pencil, eraser, participant handbook, whiteboard, marker, dummy stock and inventory management system (software/physical register/inventory tracker in .xls) to demonstrate inventory management, calculator

Do

- Help the students to understand the computer software used for inventory management
- Guide the trainees in performing the calculations for average stock level and re-order level

Notes for Facilitation

- Use real life examples and incidents to clarify the concept of inventory management
- Ensure that the calculation performed by the trainees are error free

Unit 2.2: Receipt and Dispatch of Goods

Unit Objectives

At the end of this unit, students will be able to:

- Analyse a few organisational policies regarding stock movements
- Compare inventory based on age
- Calculate the average inventory age of products
- Interpret the guidelines on negotiating with vendors with staff
- Calculate the credit period offered by vendors

Resources to be Used

Participant handbook, pen, notebook, whiteboard, markers, dummy stock and inventory management system (software/physical register/inventory tracker in .xls) to demonstrate inventory management, sample contact list of key internal and external stakeholders

Note

This session of the programme will give the trainees a complete idea regarding the stock movements and guidelines on negotiating with vendors.

Ask

Ask the trainees the following questions:

- Why do you think policies are necessary in any organization?
- What kind of policies should be applicable in case of receipt and dispatch of goods?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Movement of goods keeps a retail store running and helps the store fetch revenues. The retail store manager needs to maintain constant and complete control of every instance of movement of goods at the store.
- However, to exercise complete control on the movement of goods, retail store managers must ensure that the store staff is aware of and complies with all store policies related to the movement of goods.
- Ageing of products is related to poor inventory management. A retail store manager may be unaware of the huge amount of stock / excess stock that is sitting idle at the store, whose details are not included in the inventory system.

- The Cost of Goods Sold (COGS) is calculated with the help of the below formula:
Opening Stock + Purchases + Direct Expenses – Closing Stock = Cost of goods sold (COGS)
- Average Stock is calculated with the help of below formula:
Average Stock = (Opening Stock + Closing Stock) / 2

Some of the organisational policies guiding the order, receipt and dispatch of goods are as follows:

1. Ensure that the logistics unit handles the receipt and dispatch of goods
2. Check the goods to ensure the quality and that they conform to the required specifications
3. Document the receipt of goods
4. Note down any shortages, damages, and losses, on the supplier's end
5. Coordinate with the programme and logistics unit to arrange for the transport of goods
6. Use stock and inventory management system to manage the receipt and dispatch of goods

Say

Let us now participate in another interesting activity to understand the organizational policies regarding stock movement.

Activity

- The activity will be in the form of a mock drill
- Divide the class into two different teams
- Provide each group with a sample of the existing stock
- Ask them to check the stock and calculate the re-order level
- The activity will help test the analytical and decision making skills of the students
- Allocate marks based on the performance of each group
- The final marks will be awarded based on the performance of individual groups

Activity	Duration	Resources used
Mock Drill Session	75 mins	Participant handbook, pen, notebook, whiteboard, markers, dummy stock and inventory management system (software/physical register/inventory tracker in .xls) to demonstrate inventory management, sample contact list of key internal and external stakeholders

Do



- Give the trainees a detailed overview of each and every component of the inventory management system as used for calculating re-order level
- Help the trainees in calculating the re-order level with the help of dummy stock and inventory management system

Notes for Facilitation



- Help the trainees in performing the calculation related to stock management
- Ensure that each and every trainee participates in the mock drill session
- Give the trainees an overview of the organizational ethics and professional code of practice

Unit 2.3: Stock Records

Unit Objectives

At the end of this unit, students will be able to:

- Assess the accuracy of stock records
- Record costs during stock movements
- Examine if the store staff is following correct stock-taking methods
- Determine if the store staff is following appropriate procedures of preventing the inventory shrinkage/pilferage

Resources to be Used

Computer, black/ white- board, marker, chalk, duster, projector, Sample contact list of key internal and external stakeholders, dummy stock and inventory management system (software/physical register/ Inventory tracker in .xls) to demonstrate inventory management

Note

This session of the program will teach us regarding the stock management system and also demonstrate ways of addressing the pilferage of products.

Say

In our last session, we had discussed about how to receive and dispatch goods. Today, we will learn how to record stock movement and procedures of preventing the inventory shrinkage.

Ask

Ask the trainees the following questions:

- What do you understand by stock management?
- Are you familiar with the term 'pilferage'?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- The different methods of stock taking are as follows:
 - Periodic stock verification
 - Continuous, perpetual or automatic stock verification
 - Spot checks
 - Stock-out stores verification
 - Annual stock-taking
- A few stock management systems have been discussed below:
 - Barcode scanning
 - Inventory Optimization
 - Stock Notifications
 - Report Generation
 - Multi-location Management
 - Stock Returns Handling
 - Material Grouping
 - Purchase Order Records
- Shrinkage/Pilferage is the loss of inventory that can be accredited to the factors such as employee theft, shoplifting, vendor fraud, administrative error, damage in transit or store, and cashier errors that benefit the customer. Inventory Shrinkage is related to the loss of merchandise and currency from the store.

Say

Let us participate in a practical session to understand the various types of stock-taking

Practical

- Divide the students in five groups
- Allocate each group with a method of stock-taking
- Ask each group to record their inventory
- Allocate marks based on the performance of each group
- The activity will help them understand how to maintain stock records

Activity	Duration	Resources used
Stock taking practice	60 mins	Participant handbook, pen, notebook, whiteboard, markers, dummy stock and inventory management system (software/physical register/inventory tracker in .xls) to demonstrate inventory management

Do 

- Help the trainees in stock taking with the help of dummy stock and inventory management system
- Ask the students to note down the stock details carefully without repetition or omission

Say 

Let us now participate in another practical, which will help us in understanding the concepts of inventory management system.

Practical 

- Divide the class into groups of two or three
- Provide each group with 50 assorted goods
- Instruct each group in performing the following processes – barcode scanning, inventory optimization, stock notification, report generation, multi-location management, stock returns handling, material grouping, purchase order records
- Based on these processes, instruct the students to generate a report of the entire stock using the dummy stock and inventory management system
- Allocate marks based on the performance of each group

Activity	Duration	Resources used
Stock management session	120 mins	Participant handbook, pen, notebook, whiteboard, markers, dummy stock and inventory management system (software/physical register/inventory tracker in .xls) to demonstrate inventory management, barcode scanner

Do 

- Inform the students to handle the fragile items with care while stock movement
- Help the students with the use of a bar code scanner
- Help the trainees in stock taking using dummy stock and inventory management system

Say 

Let us now understand with the help of a practical, what you should do in case of pilferage in your store.

Practical

- Ask each group, how will they deal with the situation
- Narrate the following scenario to the students.
- “Consider a situation where you find frequent missing of products. To investigate further, you see the CCTV footage where you find one of your staffs stealing the products.”
- For the ease of evaluation, divide the class into groups
- Ask each group, how will they deal with the situation and what should be the appropriate reaction to this situation?
- Answer the following question in context to the above scenario.
 - Will you terminate the staff found guilty or offer counselling?
 - Will you notify higher authority about this?
 - Will you discuss this situation in front of other staff members?

Activity	Duration	Resources used
Case study session	120 mins	Participant handbook, pen, notebook, whiteboard, markers

Do

- Record the answer of each student on the whiteboard
- Ask for relevant explanation supporting the answer
- Explain the legal steps that can be taken in case of pilferage

Notes for Facilitation

- Analyze the problem solving skill of the students from the above activities
- Encourage teamwork
- Ensure that all the trainees answer every question listed in the participant handbook

Unit 2.4: Stock-Take/Cyclical Count

Unit Objectives

At the end of this unit, students will be able to:

- Prepare a plan for an effective stock-taking process
- Perform regular inspections to ensure that data are recorded and transmitted accurately at the store
- Compare the calculated number of stocks with the physically available quantity at the store
- Analyse stock-take data as required by the organisation
- Demonstrate appropriate safety measures during stock-taking

Resources to be Used

Computer, black/ white- board, marker, chalk, duster, projector, Sample contact list of key internal and external stakeholders, Dummy stock and inventory management system (software/physical register/ Inventory tracker in .xls) to demonstrate inventory management

Note

This session of the program will give us an overview regarding stock taking process and also transmitting data.

Say

In this session, we will learn about recording and transmitting data accurately

Ask

Ask the trainees the following questions:

- What do you understand by variance of stock?
- How do you think data should be transmitted?
- Why do you think safety is necessary for stock-taking?
- What sort of preventive measures should be taken while stock-taking?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Stock-taking is a fundamental part of any business that deals in goods. It is an effective way to keep track of inventory for checking if the ordering process is efficient and over-stocking is reduced.
- The different process of analyzing the stock-take date are as follows:
 - Train the teams regarding how to conduct counts and fill out the associated paperwork
 - Establish a cut-off line after which no further inventory is allowed in the store
 - Assign counting responsibility areas in the warehouse to each team
 - Distribute a pre-numbered sequence of count tags to each team
 - Ensure that one person identifies and counts inventory while the other person fills out the count tag
 - The count tag administrator checks to see if names are missing
 - The cost accountant compares the resulting information with the unit balances maintained in the company's perpetual inventory system
- Safety measures undertaken during stock-taking are as follows:
 - Avoid staying inside closed warehouses, without proper ventilation, for long hours
 - Train the employees on handling and managing heavy objects
 - Educate the store staff on the hazardous health effects of certain chemicals
 - Conduct risk assessments regularly
 - Carry out adequate supervision of all store operations

Say

In the next lesson we will learn how to record and re-check the variances of stock bought.

Practical

- Divide the class into groups for the ease of evaluation
- Instruct each group to record the number of stocks using the dummy stock and inventory management system
- Instruct each group to compare them with the quantity that is physically available
- Instruct each group to record if there are any variances available
- When everybody completes the given task, tell them to swap the thoughts and ideas with each other
- Allocate marks based on the performance of individual groups
- This will help analyze the observation and problem solving skills of the students

Activity	Duration	Resources used
Stock Checking	75 mins	Participant handbook, pen, notebook, whiteboard, markers, dummy stock and inventory management system

Do 

- Ensure that each and every trainee participates in the recording and re-checking variances session
- Help the trainees in stock taking with the help of dummy stock and inventory management system
- Encourage teamwork and participation

Say 

In this practical activity, we shall learn how to assort data based on categories

Practical 

- Divide the class in groups of two
- Provide the students with 50 assorted products
- Instruct the students to open their participant handbook and follow the procedure to record the data
- Allocate marks based on the performance of individual groups

Activity	Duration	Resources used
Data sorting	60 mins	Participant handbook, pen, notebook, whiteboard, markers, dummy stock and inventory management system

Do 

- Help the trainees to differentiate the products and categorize the stock
- Encourage teamwork and participation

Notes for Facilitation 

- Help the students to identify similar products and group them accordingly
- Give the trainees an overview about the organizational ethics and professional code of practice

Answers to Exercises for PHB

Unit 2.1

1. c
2. d
3. b

Unit 2.2

A.

1. d
2. b
3. a

B.

$1250 = 500 + 1/2 \text{ of Reorder Quantity}$

$1250 - 500 = 1/2 \text{ Of Reorder Quantity}$

$750 \times 2 = RQ$

$RQ = 1500$

Unit 2.3

1. d
2. b
3. d

Unit 2.4

1. c
2. b
3. a

Exercise

A.

1. d
2. a
3. c
4. b

B.

Re-order level = Avg demand * lead time + safety check

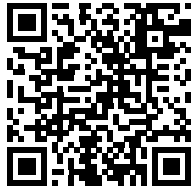
Re-order level = $1000 * 5 + 0 = 5000$

Scan the QR codes or click on the link for the e-books



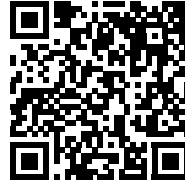
<https://www.youtube.com/watch?v=N-p090VKTzt>

Common Types of retailers



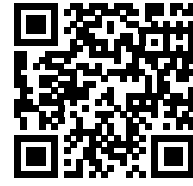
<https://www.youtube.com/watch?v=ImuKoz9a-WGY>

Development of Retail Sector in India



<https://www.youtube.com/watch?v=iRvaWH-k3A8k>

Retail 2020 | 5 Technologies that will change the way you shop



www.youtube.com/watch?v=Wt9Y-483ONw

Role of Retail Store Manager



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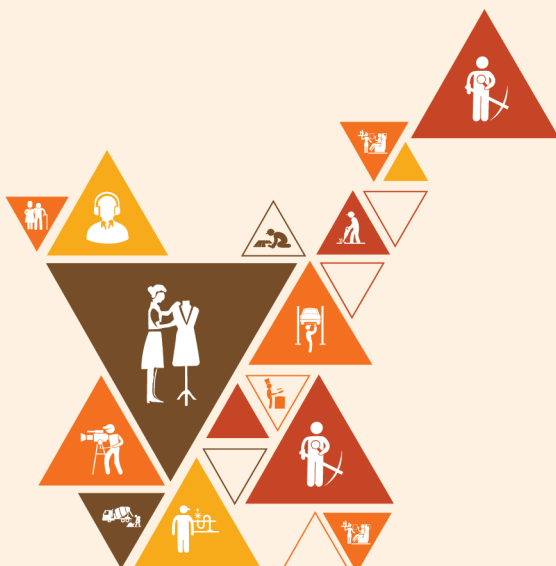
Transforming the skill landscape



3. Standard operating procedures, processes and policy at the store while ensuring timely and accurate reporting

Unit 3.1: Store Policies, Vendor Guidelines and Statutory Regulations

Unit 3.2: Managing Operational Records



RAS/N0153

Key Learning Outcomes



At the end of this module, the students will be able to:

1. Discuss, with team, the importance of following standard operating procedures at the store
2. Implement store and vendor policies
3. Manage operational records by apt maintenance, prompt submission, and safekeeping

Unit 3.1: Store Policies, Vendor Guidelines and Statutory Regulations

Unit Objectives

At the end of this unit, students will be able to:

- Examine the alignment of all processes with standard operational procedures
- Explain relevant store policies/guidelines to the team
- Carry out store audits by communicating effectively with the concerned authorities
- Devise solutions for non-compliance issues at the store
- Demonstrate the process of signing off and honouring contracts

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, sample retail sop manual covering do's & don'ts in a store, sample script for team briefing, sample contact list of key internal and external stakeholders

Note

This session of the programme will give the trainees an idea of how to adhere to standard operating procedures, processes and policies at the store.

Ask

Ask the trainees the following questions:

- How far do you feel policies are responsible for the smooth running of a store?
- Who, according to you, is a vendor?
- Why should store audits be conducted?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- To apply effective rules and regulations at the store, one must follow the process as below:
 - Consultation
 - Modification of policy
 - Defining obligations clearly

- To protect customer data, the retail store should have a privacy policy. As the name suggests, the privacy policy should be created to safeguard the privacy of the customer and ensure that private or personal information is not misused in any way. The second facet of statutory guidelines relates to safety standards that retail stores have to maintain while conducting their businesses.
- A “store audit” is a study of the retail store directed by brand authorities or retail store employees to collect data about the health of the brand’s products.
- Using retail audits is the most appropriate way for a Retail Store Manager to capture crucial information that affects the health of their store and its products. By analysing longitudinal data, business owners and managers can prove what works and what does not to make more informed decisions and adjustments to their retail plan.
- A Retail Store Manager’s task is to make a person act as per the rule book and to explain and enforce the penalties of a person’s choice of compliance or noncompliance.
- A contract is a pact voluntarily entered by two or more parties to create onus for both parties. Agreements play a part in many areas of life, from multi-million-dollar business deals to the purchase of goods from the local shopping centre.
- The starting point of the deal is that a party will be bounded by the terms of an agreement, regardless of whether they understood or read them. It sometimes happens that an employment agreement contains errors. Whether an employer is required to honor a term in a contract containing an error will depend on the situations that led to the failure.

Say

Let us participate in a role play session to understand how to implement processes according to store policies.

Activity

- For the ease of evaluation divide the class into groups.
- Provide the trainees with a hypothetical situation where the old stocks have been accumulated in excess and have to be cleared out before the fresh new stock arrives.
- Choose one student to play the role of a Retail Store Manager
- Choose 2 students to play the roles of stake holders
- Choose 2 students to play the roles of staff members
- Instruct the stakeholders and staff members to lay their viewpoints on what they expect from the store
- Instruct the Retail Store Manager to note down these viewpoints which will be used to formulate policies accordingly
- Allocate marks based on the performance of each group

Activity	Duration	Resources used
Role play activity	75 mins	Participant handbook, pen, notebook, whiteboard, markers, sample contact list of key internal and external stakeholders

Do 

- Ensure that each and every trainee participates in activity
- Help the trainees in understanding the decision making process
- Encourage teamwork and participation

Say 

In this activity we shall learn about conducting and cooperating during store audits.

Role Play 

- For the ease of evaluation, divide the class into groups.
- Provide the trainees with two different hypothetical situation
 - A store audit has been performed and there exists a few areas that show a difference in the financial ledger.
 - An employee has conducted fraud and has supplied your customer information and marketing strategies to a rival competitor.”
- Ask each group to analyse each situation and come up with possible solution.
- Allocate marks based on the performance of individual groups.

Activity	Duration	Resources used
Practical activity	75 mins	Participant handbook, pen, notebook, whiteboard, markers, sample script for team briefing

Do 

- Help the trainees in understanding how to coordinate when an external auditor conducts a store audit
- Explain the trainees the various types of agreements and contracts
- Explain the trainees how to handle a fraud / forgery situations

Notes for Facilitation 

- Give the trainees a detailed overview of each and every policy
- Describe the possible situations that can arise during the conduction of a store audit
- Explain in detail the non-compliance scenarios
- Describe the students how to tackle a legal issue

Unit 3.2: Managing Operational Records

Unit Objectives

At the end of this unit, students will be able to:

- Prepare a list of the benefits of maintaining store records
- Manage the processes of collecting, preserving, and transmitting relevant data
- Examine the quality of recorded data via regular checks and audits

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, sample retail sop manual covering do's & don'ts in a store, sample script for team briefing

Note

This session of the programme will give the trainees an idea regarding how to manage operational records

Ask

Ask the trainees the following questions:

- Why is it important to maintain records?
- What is importance of accurate and error-free collection, preservation and transmission of data?
- Why should you conduct checks and audits to ensure quality of data for records?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- The records list includes details of the recorded facts like the dates prepared, people, and offices preserving the records and media used in recording the data. Records of inventory help in administrative functions, such as planning, staying within budget, and identifying a company's information holdings.
- Accurate data collection is vital for maintaining the reliability of research. Both the choice of appropriate data collection instruments and delineated instructions for their proper use reduce the likelihood of errors occurring.
- Data preservation is the method of conserving and maintaining both the safety and integrity of data. Maintenance is done via formal activities that are administered by regulations, policies, and strategies focussed on protecting and extending the existence and authenticity of data.
- The standard for decent data quality can fluctuate depending on the necessity and the nature of the data.

Say

Let us participate in an activity session to understand the importance of maintaining records.

Activity

- Describe the following situation to the students.
“An employee has recently resigned from your store due to some personal reasons. You find that the former employee was responsible for maintaining and organising all records. She/he had no organisational skills and had haphazardly bunched up the important documents. This situation comes to your notice when a vendor claims his payment, who is supposed to have been paid already. You cannot find the payment receipt.”
- Ask the trainees how will they mitigate the situation
- Allocate marks based on overall participation and performance of each trainee

Activity	Duration	Resources used
Situation based activity	30 mins	Participant handbook, pen, notebook, whiteboard, markers

Do

- Ensure that each and every trainee participates in the case study based activity
- Explain the students how to address such situations

Say

- Merely collecting data is not enough. Preserving the data is equally important. Do you remember the activity that we did for maintenance of records? Had the employee preserved all the records, then it would have been easier to resolve the issue.
- Now let us participate in a practical session to check for quality.

Practical

- Divide the class into groups, depending upon batch strength
- Provide dummy goods and stock to the students
- Instruct the students to check for quality by checking the following parameters by tallying with the stock management data
 - Accuracy
 - Relevancy
 - Completeness

- Timeliness
- Consistency
- Ask them to note down their observations and formulate a report
- Allocate marks based on the performance of each group

Activity	Duration	Resources used
Quality assurance	60 mins	Participant handbook, pen, notebook, whiteboard, markers, dummy stock and inventory management system

Do

- Describe the students how to tackle situations when they find stock below quality standards
- Explain the students the importance of quality assurance
- Help the trainees in performing quality checks and assessments

Notes for Facilitation

- Guide the students on how to avoid any kind of errors during data collection
- Explain the possible outcomes of providing incorrect data
- Explain in brief, the impact of substandard product quality on the business and customer loyalty

Answers to Exercises for PHB

Unit 3.1

1. c
2. d
3. a

Unit 3.2

A.

1. c
2. d
3. b

B.

It might result in failure to report damage or theft of goods. Additionally, unrecorded stock could also affect the inventory management.

Exercise

1. c
2. a
3. c
4. a

Scan the QR codes or click on the link for the e-books



<https://www.youtube.com/watch?v=BApH54Oyleo>

The Management of Stock Levels



https://rasci-lms.web.app/course-learn_Store-Operations-Management.html

Store Operations Management



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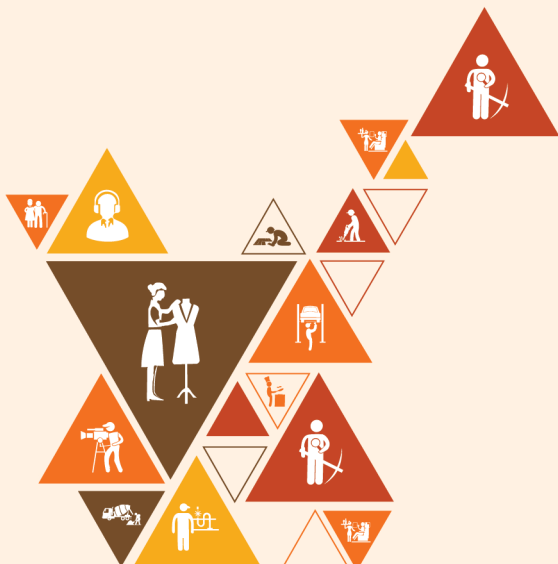
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4. Manage Sales and Service Delivery to Increase Store Profitability

Unit 4.1: Operation and Maintenance of Store Equipment

Unit 4.2: Enhancing Sales and Customer Service

Unit 4.3: Monitoring Store Profitability against Targets



RAS/N0154

Key Learning Outcomes



At the end of this module, the students will be able to:

1. Operate all store equipment to check if they are working
2. Inspect the maintenance of store upkeep
3. Identify repeat customers
4. Generate footfall by developing relationships with new and existing customers
5. Devise ways of boosting sales at the store
6. Implement best practices in customer service at the store
7. Estimate overall store profitability
8. Compare achieved and target profits

Unit 4.1: Operation and Maintenance of Store Equipment

Unit Objectives

At the end of this unit, students will be able to:

- Evaluate the effectiveness of store upkeep policies
- Instruct the store staff to implement the reviewed upkeep and maintenance policies
- Identify the store equipment in urgent need of repair
- Organise the regular inspection of all store equipment for faults and defects

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, retail sop manual covering do's & don'ts in a store, script for team briefing, display racks, display boards

Note

This session of the programme will give the trainees an idea regarding operation and maintenance of store equipment

Say

In this session, we will learn about monitoring operation of store equipment and facilitating maintenance of store upkeep.

Ask

Ask the trainees the following questions:

- What do you mean by policy?
- What is importance of repair of equipment?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- A course or principle of action adopted or proposed by an organization or individual.
- Some of the examples of store policies are as follows:
 - Payment handling procedures and policies are essential to any retail operation, especially if the target is to provide the kind of smooth, hassle-free, pleasant services that makes customers keep coming back.
 - In order to determine what policies on hours of operation will be applicable in your store, ask your supervisor the following questions:
 - ◆ What are the regular hours of operation?
 - ◆ What hours will the store be open during the holiday season?
 - ◆ What holidays will the store be closed?
 - It is essential to create considerate customer care policies and put them on display so everyone understands how is the store expected to be represented.
 - Cleanliness is one major thing that keeps your business up and running. Every customer who walks out of the store dissatisfied, can be majorly because of improper house keeping, dirty lavatories, foul smells, open trash, etc.
- Ensuring timely checks and repairs of all store equipment

Say

Let us participate in an activity to understand the procedures of store upkeep and maintenance.

Activity

- Provide the trainees with the following hypothetical situations:
 - “Suppose you have a foreign customer in your store, who does not have Indian currency. The POS machine in the cash counter is not working properly so you do not have the option of swiping a debit/credit card. The customer needs the product for immediate consumption.”
 - “Your employees are complaining about the fact that they have to work late often and that causes them to face dark, quiet streets. The area is not so safe.”
 - “The sale has just ended. A customer who has bought a product during sale turned out to be defective. The return policy of regular products and the products on sale are not the same.”
 - “Many of your customers have complained that the toilet of your store is not well maintained. You notice that the customers who have complained, no longer visit your store.”
 - “The local goons have threatened you that they will burn down your store if you evacuate the building. They have started pestering the staff members.”
- For the ease of evaluation, divide the class into groups
- Ask each group to state three possible solutions for each problem statement
- Allocate marks based on the performance of individual groups
- Further add to the pointers mentioned by the class

Activity	Duration	Resources used
Problem Solving Session	60 mins	Participant handbook, pen, notebook, whiteboard, markers

Do

- Ensure that each and every trainee participates in session
- Explain the students the importance of store maintenance
- Ensure the students have been briefed with an updated set of policies

Notes for Facilitation

- Answer all the doubts raised by the trainees in the class
- Describe the possible situations that can arise during judging the situations
- Explain in detail the possible outcomes of incorrect judgement
- Describe the students how to tackle situations when they find store equipment below quality standards

Unit 4.2: Evaluate the effectiveness of store upkeep policies

Unit Objectives

At the end of this unit, students will be able to:

- Perform training sessions to help the team identify key repeat customers
- Develop customer retention strategies to build brand loyalty
- Implement strategies to generate additional footfalls
- Instruct the store staff to collect customer feedback through various channels
- Modify sales and customer service strategies based on customer feedback
- Demonstrate the steps of handling and resolving customer complaints

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, sample retail sop manual covering do's & don'ts in a store, sample script for team briefing, sample contact list of key internal and external stakeholders, customer feedback forms, code of conduct

Note

This session of the programme will give the trainees an idea regarding sales and customer service

Say

In the last session we had discussed briefly about monitoring operation of store equipment and facilitating maintenance of store upkeep. Today we will learn about how to identify repeat customers and build relationships with new and existing customers to generate footfall.

Ask

Ask the trainees the following questions:

- What is the difference between a customer and a key repeat customer?
- How will you retain a customer's attention towards your store?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Attracting customers is the primary goal of the retail industry.
- As a Retail Store Manager, you need to identify your customers. Each customer has different buying behaviour. You need to understand such behaviour and present the merchandise, thus satisfying the buying needs.
- Some of the strategies that one can apply to retain customers are:
 - Develop emotional connections
 - Build a community or forum
 - Hold a contest
 - Share exclusive content or offers
 - Create a product tour
 - Host an event
 - Offer free/discounted post sales services

Say

Let us participate in an activity session to understand how to enhance sales and customer service

Activity

- Ask the trainees to develop a sample customer feedback form
- Brief them on the questions they can ask the customers
- Allocate marks based on the performance of individual students

Activity	Duration	Resources used
Lab Activity Session	45 mins	Participant handbook, pen, notebook, whiteboard, markers

Do

- Ensure that each and every trainee participates in the implementation of policies related to store maintenance session
- Guide the students in developing the question sets
- Encourage peer discussion

Notes for Facilitation

- Answer all the doubts raised by the trainees in the class
- Describe the students the need for customer feedback
- Explain in details what is the need for customer retention
- Describe the students the need for post sales activities for promoting the brand name
- Explain them various methods that can be used to address any customer escalation

Unit 4.3: Monitoring Store Profitability against Targets

Unit Objectives

At the end of this unit, students will be able to:

- Calculate sales targets for the store
- Devise strategies for achieving targets
- Develop ways of motivating the team to achieve targets
- Utilise resources optimally at the store to achieve sales targets

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, manual covering do's & don'ts in a store, customer feedback forms.

Note

This session of the programme will give the trainees an idea regarding how to monitor store profitability

Say

In this session, we will learn about how to monitor store profitability against targets.

Ask

Ask the trainees the following questions:

- What kind of difficulties can you face while developing strategies for achieving targets?
- What kind of resources is necessary for achieving targets?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- The store heads put heads together in formulating policies and strategies just to stay in the leading position of the market. The purpose of any retail store is to bring in customers, and it can only be accomplished through marketing.
- The process of determining the resources have been discussed below:
 - Process 1: Prepare the budget required for the execution of the plan

- Process 2: Prepare the time frame required for completion of the task
- Process 3: Calculate the manpower required for the execution of the task
- Process 4: Prepare the inventory of the merchandise
- Process 5: Prepare a GANTT chart describing the plan of execution

Say

Let us participate in an activity session to understand how to monitor store profitability against targets

Activity

- Ask the trainees to develop a GANTT chart based on the following hypothetical situation
“Your store has acquired a new client who is ready to sell his products to your store. You are responsible for chalking out a plan from acquiring of acquiring the products to putting them for display.”
- Allocate marks based on the performance of individual students

Activity	Duration	Resources used
Development of GANTT chart	45 mins	Participant handbook, pen, notebook, whiteboard, markers

Do

- Ensure that each and every trainee participates in the monitoring activity
- Help the students in chalking out the business plan
- Help the students in identifying the important fields to be mentioned in the GANTT chart

Notes for Facilitation

- Answer all the doubts raised by the trainees in the class
- Conduct a SWOT (Strength, Weakness, Opportunity and Threat) analysis of the individual students in the context of developing strategies for achieving sales targets

Answers to Exercises for PHB

Unit 4.1

1. c
2. d
3. a

Unit 4.2

1. d
2. b
3. a

Unit 4.3

A.

1. c
2. d
3. b

B.

I would have encouraged the foreigner customer to make the payment using debit or credit card instead of foreign currency, as these notes are not acceptable in the region. Also, i would have ensured that sufficient confidentiality is maintained and no private details of the customer is leaked out.

Exercise

1. d
2. a
3. c
4. b





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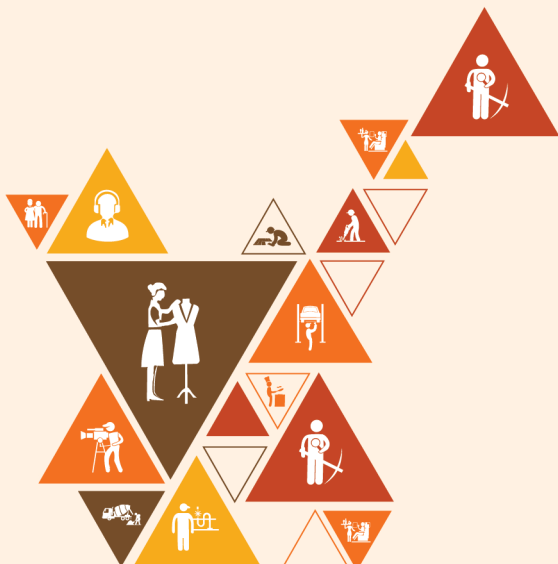
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5. Execute visual merchandising Displays as per standards and Guidelines

Unit 5.1: Display of Merchandise

Unit 5.2: Application of Store Policies and Procedures

Unit 5.3: Relationship with Vendors



RAS/N0155

Key Learning Outcomes



At the end of this module, the students will be able to:

1. Inspect the display of store merchandise to ensure maximum profits
2. Examine the store policies for visual merchandising
3. Communicate effectively with vendors to achieve successful negotiation

Unit 5.1: Display of Merchandise

Unit Objectives

At the end of this unit, students will be able to:

- List various retail processes at the store (stock rotation, product display, etc.)
- Perform checks to ensure the holistic quality of all retail processes at the store
- Carry out a discussion on the importance of planograms with the store staff
- Summarise the steps of creating a planogram
- Inspect the store for effective implementation of the planogram
- Arrange the display of products as per the updated planogram
- Provide adequate information during store audits

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, manual covering do's & don'ts in a store.

Note

This session of the programme will give the trainees an idea regarding how to execute visual merchandising

Say

In this session, we will learn how to display the merchandise.

Ask

Ask the trainees the following questions:

- What do you understand by stock rotation?
- What does the word 'planogram' mean?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Quality conformance is the ability of a process, product, or service, to meet its design specifications. Design specifications are an interpretation of what the customer needs.
- Stock rotation is the method of organizing inventory to lessen the stock loss caused by expiration or uselessness. Basic stock rotation entails moving products with approaching sell-by dates to the front of the shelf and keeping products with later expiration dates at the back. The different methods of stock rotation are:
 - FIFO
 - FEFO
 - LIFO
 - Stock dating standards

Say

In this session , we shall learn the various methods of stock rotation

Practical

- Divide the class into groups, depending upon batch strength
- Provide the trainees with two such stocks arranged as per FIFO method
- Instruct each group to take down all the products from the shelf and restock keeping in accordance with the expiry date and stock & inventory management system
- Allocate marks based on the performance of individual groups

Activity	Duration	Resources used
Stock rotation	75 mins	Participant handbook, pen, notebook, whiteboard, markers, stock almirah with dummy products stocked as per FIFO method

Do

- Ensure that each and every trainee participates in the stock rotation session
- Explain the students the importance of stock rotation

Say

Let us now participate in another activity session to learn how to draw a planogram.

Activity

- Divide the students into a few groups
- Provide the students with an almirah of stocked products as per FIFO method
- Instruct each group to draw a planogram for the stock provided
- Allocate marks based on the performance of each group
- This will help evaluate the analytical skills of the trainees

Activity	Duration	Resources used
Drawing Planogram	120 mins	Participant handbook, pen, notebook, whiteboard, markers, almirah stocked with dummy products

Do

- Ensure that each and every trainee participates in the planogramming session
- Explain the students the various methods of planogramming

Notes for Facilitation

- Explain the various methods of stock rotation other than FIFO
- Put emphasis on the adjacency principle

Unit 5.2: Application of Store Policies and Procedures

Unit Objectives

At the end of this unit, students will be able to:

1. Explain, to the team, the importance of better store layout
2. Perform training on store layout
3. Implement a discussion on merchandise display guidelines at the store
4. Prepare plans for promotional events in line with guidelines

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, manual covering do's & don'ts in a store, display racks, product detailers/specifications/catalogue, display/boards/standees, VM elements (mannequins - full/half bust, danglers, wobblers, hangers, fixtures, banners, POS display - led light box, signage board, sample contact list of key internal and external stakeholders.

Note

This session of the programme will give the trainees an idea of how to ensure application of store policies and procedures with respect to visual merchandising.

Say

In this session, we will learn how to ensure application of store policies and procedures with respect to visual merchandising.

Ask

Ask the trainees the following questions:

- Why is pre-planned store layout necessary before setting up a store?
- What is the need for displaying merchandise according to brand and category?
- Why are promotional events necessary for attracting customers?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- The importance of a better store layout are as follows:
 - Better layouts help in the flow of customers
 - An effective layout gives more opportunity to display products to customers
- Some of the basic guidelines which should be followed for display of merchandise are as follows:
 - The signs displaying the name and logo of the product must be installed at a place where it is visible to all.
 - The store must offer a positive ambiance to the customers so that they leave the store with a smile.
 - Make sure the mannequins display the latest trends and are according to the target market.
 - The trial rooms mirrors must be kept clean.
 - The retailer must choose the right colour for the walls to set the mood of the customers.
 - The fixtures or furniture should not act as an object of an obstacle.
 - The merchandise should be well-arranged and organised on the shelves assigned for them.
 - The store should be adequately lit so that the products are easily visible to the customers.
- Some of the cleanliness and security guidelines are as follows:
 - The floor tiles, carpet, ceilings, and the racks should be kept clean and stain-free
 - There should be no foul odour at the store as it irritates the customers
 - The entry and the exit of the store must be free and not overstocked
 - Plan the store in a way that minimises theft or shoplifting
 - Merchandise should never be exhibited at the exit or entrance of the store

Say

We will now participate in a activity that will help us to understanding the concept of how to display the merchandise in accordance with brand and category.

Practical

- Divide the students into a few groups
- Instruct the groups to open the participant handbook and take help of the display of merchandise section
- Arrange for display racks (gondolas), product detailers/specifications/catalogue, display/boards/standees, VM elements (mannequins - full/half bust, danglers, wobblers, hangers, fixtures, banners, POS display - led light box, signage board
- Provide the students with nearly 100 products of assorted categories
- Instruct each group to use the props provided and recreate the floor of a store by arranging the products on the props keeping the invariant right principle in mind

Activity	Duration	Resources used
Rearranging merchandise	120 mins	Participant handbook, pen, notebook, whiteboard, markers, display racks (gondolas), product detailers/specifications/catalogue, display/boards/standees, VM elements (mannequins - full/half bust, danglers, wobblers, hangers, fixtures, banners, POS display - led light box, signage board)

Do

- Ensure that the students handle the fragile items with care
- Supervise the students while they re-arrange the products

Say

In this activity, we shall learn how to utilise promotional events as an effective marketing strategy.

Activity

- Divide the class into groups, depending upon batch strength
- Provide the class with hypothetical situations as below:
 - “A new car has been launched in the market. You decide to create a promotional event where the potential buyers can take the car for a test drive.”
 - “A new restaurant has opened. You are the manager of the store. You decide to charge nothing for the first week for all the customers who come to eat at your restaurant.”
 - “A famous author has come to your book store for a story telling session for the children.”
- For each of the above situations ask any chosen student from a group, as a retail store manager how he/she plans to carry out the promotional events.
- Ask the groups to prepare schemes depicting promotional offers on chart paper
- Allocate marks based on the performance of each group
- This activity will allow the students to apply their creativity and tactics in business management

Activity	Duration	Resources used
Promotional activity	60 mins	Participant handbook, pen, notebook, whiteboard, markers, chart papers

Do

- Explain different promotional strategies to the students
- Help the students in coming out with better promotional offers
- Explain the importance of promotion in the sale of a product

Notes for Facilitation

- Explain the importance of social media in formulating marketing strate
- Point out to the students to display the unique selling points of the products while designing display boards of a particular product

Unit 5.3: Relationship with Vendors

Unit Objectives

At the end of this unit, students will be able to:

- Discuss the importance of effective vendor management with the team
- Devise appropriate ways of negotiating with the vendors
- Inspect if the concerned staff is negotiating with vendors as directed

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, manual covering do's & don'ts in a store, sample script for team briefing, sample contact list of key internal and external stakeholders.

Note

This session of the programme will give the trainees an idea of how to maintain liaison with vendors to ensure compliance with the store's norms.

Say

In this session, we shall learn how to liaise with vendors to ensure compliance with the store's norms.

Ask

Ask the trainees the following questions:

- Who is a vendor?
- What is the need for vendor management?
- How should you negotiate with vendors?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- In any retail business, the negotiation with vendors is carried on by the head office. The store manager does not participate in this negotiation.

- The different ways to negotiate with the vendors are as follows:
 - Set up objectives when negotiating with suppliers
 - Conduct a background research and understand the need of your supplier
 - Write down what your negotiating strengths are and how you might use them
 - Ensure that each member of the team is familiar with the negotiating strategy.
 - State the aspects of the deal that you are happy with
 - Make a lower counter-offer
 - Run checks on your supplier

Say

Let us participate in an activity session to learn how to negotiate with vendors

Activity

- The activity will be in the form of a role play. Provide the students with a hypothetical situation as below:

“A vendor had agreed on a certain amount as his remuneration against the delivery of his products. Due to sudden fall in the economy, there has been a price hike. Now the vendor is asking for an increase in the payment of the already cleared dues.”
- Divide the class into groups. Choose one student from each group.
- Ask one of the students to play the role of a retail store manager and the other student to play the role of a vendor.
- Allocate marks based on overall class involvement and exchange of ideas.
- When all the students have completed the task, ask them to exchange their answers so that all the ideas are on the table

Activity	Duration	Resources used
Role-play based activity session	45 mins	Participant handbook, pen, notebook, whiteboard, markers

Do

- Ensure that each and every trainee participates in the activity session
- Explain the students the importance of maintaining a good relationship with the vendors
- Train the students on the various tactics of negotiation

Notes for Facilitation



- Answer all the doubts raised by the trainees in the class
- Guide the students on communication tactics they can apply, while negotiating with vendors
- Explain the importance of drawing up a contract before purchasing anything from the vendors.

Answers to Exercises for PHB

Unit 5.1

1. d
2. b
3. a

Unit 5.2

1. b
2. d
3. a

Unit 5.3

A.

1. d
2. c
3. b

B.

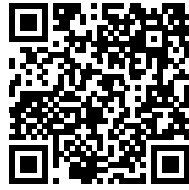
As a Retail Store Manager , i will take care of the following display guidelines:

- The brand tags are mentioned
- The price tags are in place
- The products have been returned to the same place after they have been picked up any customer for checking

Exercise

1. c
2. a
3. b
4. d

Scan the QR codes or click on the link for the e-books



<https://www.youtube.com/watch?v=sF6AMj3H0jg>

Manage Sales and Service Delivery to Increase Store Profitability



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GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP



N · S · D · C
National
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Corporation

Transforming the skill landscape



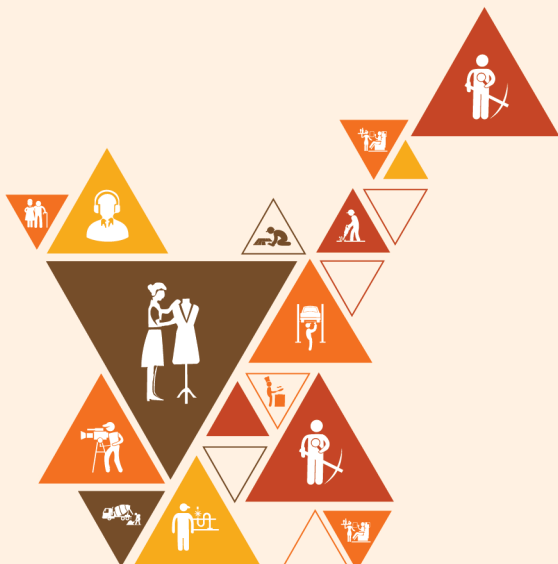
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6. Ensure Overall Safety, Security, and Hygiene of the Store

Unit 6.1: Health, Hygiene and Safety Compliance

Unit 6.2: Store Security Procedures to Minimize Theft and Losses

Unit 6.3: Security Procedures for Monetary Transactions



RAS/N0156

Key Learning Outcomes



At the end of this module, the students will be able to:

1. Create awareness of health, hygiene and safety
2. Identify the health, hygiene and safety requirements at the store
3. Summarise staff training needs related to health, hygiene, and safety
4. Perform checks to ensure the implementation of store security procedures
5. Instruct the staff to handle monetary transactions safely

Unit 6.1: Health, Hygiene and Safety Compliance

Unit Objectives

At the end of this unit, students will be able to:

- Prepare plans for imparting health and safety training
- Implement the plan to train staff on health and safety
- Create awareness of health, hygiene and safety

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, manual covering do's & don'ts in a store, sample script for team briefing, HR manual - in store induction training, fire extinguishers, Personnel Protective Equipment (PPE)

Note

This session of the programme will give the trainees an idea of how to ensure overall safety, security, and hygiene of the store.

Say

In this session we will learn how to create awareness amongst staff on health, hygiene and safety through on-going training and policy adherence.

Ask

Ask the trainees the following questions:

- How many of you know about OSHA?
- What kind of safety measures should be taken in a workplace?
- On a personal level, what grooming standards should you maintain while coming to the workplace?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Implement the plan to train staff on health and safety
- Create awareness of health, hygiene and safety

Say 

Let us participate in a practical session to identify the various hazards at the workplace and how to report them

Practical 

- The activity will be in the form of a mock drill session
- The trainees will perform the PASS technique of operation of fire extinguishers
- They will be awarded marks based on their overall participation in the mock drill session

Activity	Duration	Resources used
Mock fire drill	45 mins	Participant handbook, pen, notebook, whiteboard, markers, dummy fire extinguishers and Personnel Protective Equipment (PPE)

Do 

- Ensure that every trainee participates in the mock fire drill session
- Explain the students the importance of safety at workplace
- Ensure that no student gets hurt during the mock fire drill session

Say 

Now that we have performed a mock fire drill, let's assume that the cause of the fire has been found out by carrying out an investigation. You have to fill out a form to report the incident to the superior authorities.

Activity 

- Divide the students into a few groups
- Instruct each group to design an incident reporting form and fill it out
- Allocate marks based on the performance of individual groups

Activity	Duration	Resources used
Develop a sample incident reporting form	45 mins	Participant handbook, pen, notebook, whiteboard, markers

Do 

- Ensure that every trainee participates in the incident reporting session
- Help the students in identifying the relevant fields in the sample reporting format

Notes for Facilitation 

- Ensure that no student gets hurt while conducting the mock fire drill
- Explain the various types workplace hazards and the possible solutions

Unit 6.2: Store Security Procedures to Minimize Theft and Losses

Unit Objectives

At the end of this unit, students will be able to:

- Prepare a list of the store security policies
- Implement training sessions on handling emergencies
- Apply security measures for emergencies
- Communicate effectively with officials to carry out audits and checks
- Devise ways of safe storage and maintenance of equipment
- Assess risks at the store

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, sample retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, sample contact list of key internal and external stakeholders, note detecting machine with note samples, customer feedback forms, attendance register, sample employee appraisal form, cash till for cash reconciliation and bank deposits, sample store profit & loss Statements/ledger book for maintaining accounts, script for team briefing, statutory compliance documents such as shops and establishments certificate

Note

This session of the programme will teach the trainees methods of examining security protocol. This is required to prevent theft and losses.

Say

In the last session we had discussed briefly about how to ensure health, hygiene, and safety compliance at retail stores. Today we shall learn how to establish a fool-proof and robust security protocol at the store to prevent theft and losses

Ask

Ask the trainees the following questions:

- What items, at the store, are subject to theft?
- What kind of losses can occur at the store?
- Can you suggest a few solutions for arresting theft and losses at your store?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Ways of managing compliance with store security policies
- Methods of conducting team training on ways of handling emergencies
- Implementing security measures during emergency situations
- Inspecting security features for loopholes
- Helping the store staff select effective security measures
- Compliance with the store's security policy
- Ways of preventing employee theft
- Common signs hinting at theft by employees
- Importance of stock-taking and external audits at the store
- Disaster management plan at the store
- Risk management policies at the store

Say

Let us participate in an activity session to grasp the concepts.

Activity

- Take the trainees for a visit to the nearby shopping mall or supermarket
- Ask them to observe the store operations with respect to the following:
 - Ways of managing compliance with store security policies
 - Methods of conducting team training on ways of handling emergencies
 - Implementing security measures during emergency situations
 - Inspecting security features for loopholes
 - Helping the store staff select effective security measures
 - Compliance with the store's security policy
 - Ways of preventing employee theft
 - Common signs hinting at theft by employees
 - Importance of stock-taking and external audits at the store
 - Disaster management plan at the store
 - Risk management policies at the store

Activity	Duration	Resources used
Industry visit	3 hours	Participant handbook, pen, notebook, centre ID cards

Do

- Ensure that every trainee participates in the industry visit
- Instruct the trainees to maintain decorum throughout the visit
- Inform the trainees, beforehand, that they would wear formals for the visit

Notes for Facilitation

- Answer all the doubts raised by the trainees during the visit
- Make sure that no trainee goes for the visit without the centre ID card
- Ask the trainees to prepare individual reports on the visit outcomes and submit to you

Unit 6.3: Security Procedures for Monetary Transactions

Unit Objectives

At the end of this unit, students will be able to:

- Report financial transactions to the concerned authorities
- Perform regular inspections to check if financial processes are being implemented as per norms
- Perform training on monetary transactions

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, store profit & loss Statements/ledger book for maintaining accounts, sample STR (suspicious transaction reporting) forms

Note

This session of the programme will teach the trainees methods of examining if all financial processes, including cash management, detection of suspicious transactions, etc. are getting implemented at the store as per the laid down standards and norms.

Say

In the last session we had discussed briefly about how to ensure store security at retail stores with respect to the role of a retail store manager. Today we shall learn how to oversee financial transactions at the store to keep instances of loss, theft, money laundering, etc. at bay.

Ask

Ask the trainees the following questions:

- Can you name a few types of financial transactions at retail stores?
- What kind of suspicious transactions can occur, at the store?
- How would you differentiate between fake and genuine notes?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Ways of training the store staff on cash handling procedures
- Methods of conducting training on transactions management
- Security features in currency notes, coins, cheques, and demand drafts
- Methods of detecting suspicious transactions at the store

Say

Let us participate in a practical session to grasp the concepts.

Practical

- Inform the trainees that they must work on the practical individually
- Provide each trainee with a handout comprising the below scenarios:
 - “You are the Retail Store Manager of a gold store. A customer wants to buy large quantities of gold bars and wishes to pay in hard cash. He does not have an identification proof. How do you tackle the situation?”
 - “You are required to send a large amount of cash to the bank, from the store, via a cash delivery van. You observe that the security guards in the van are unarmed. Furthermore, one of them is not carrying appropriate authorisation letters. Would you allow the cash transit? Prepare an analytical report justifying your answer.”
 - “Internal audit of your store is about to take place. The cashier in your store has not maintained the ledgers or cash books. How would you rectify the situation?”
 - “The cash moving van that carries cash from your store to the bank has broken down and cannot make the delivery. You are stuck with a huge amount of cash in your store. The location of the store is prone to robbery. What should you do in such a situation?”
 - “While closing the cash counter, the retail cashier working at your store detects that he/she has erroneously:
 - ◆ Taken Rs. 20000 less from customers
 - ◆ Taken Rs. 20000 more from customers
 - ◆ Accepted a few fake notes from customers
 - ◆ Accepted a few scribbled notes from customers
 Describe your plan of action to resolve each of the above situations.”

Activity	Duration	Resources used
Case study	2 hours	Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, sample retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, sample store profit & loss Statements/ledger book for maintaining accounts, sample STR (suspicious transaction reporting) forms

Do 

- Ask the trainees to use their discretion and solve the case study based questions
- Discuss all possible solutions and plans of action for the cases at the end of the practical

Notes for Facilitation 

- Conduct the practical in the IT lab so that the trainees are able to access the internet facilities for working on the cases/scenarios
- Encourage the trainees to come up with similar examples that they have personally experienced

Answers to Exercises for PHB

Unit 6.1

1. a
2. b
3. d

Unit 6.2

1. d
2. b
3. c

Unit 6.3

1. c
2. a
3. b

Exercise

1. d
2. b
3. c
4. a

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<https://www.youtube.com/watch?v=rLEC4NlduLY>

Execute Visual Merchandising Displays as Per Standards and Guidelines



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Transforming the skill landscape

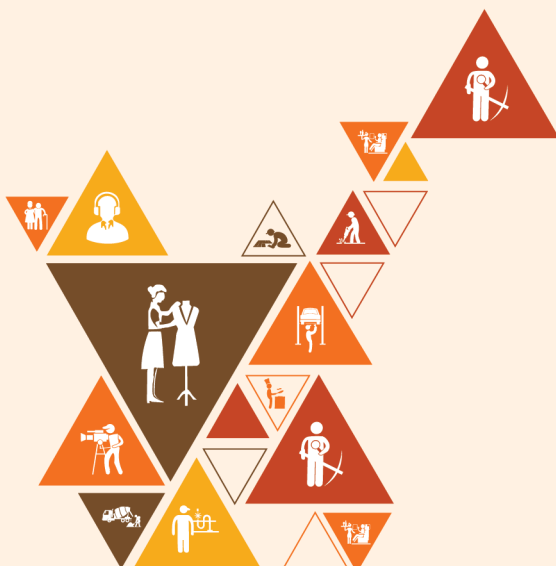


7. Implement promotions and special events at the store

Unit 7.1: Implementation of In-Store Promotion

Unit 7.2: Reporting Promotion and Effectiveness of Data

Unit 7.3: Staff Requirements and Manpower Availability



RAS/N0157

Key Learning Outcomes



At the end of this module, the students will be able to:

1. Practise assisting the staff in carrying out promotional activities
2. Assess the effectiveness of promotional activities at the store
3. Modify promotional strategies as per need
4. Estimate manpower availability at the store

Unit 7.1: Implementation of In-Store Promotion

Unit Objectives

At the end of this unit, students will be able to:

- Develop strategies for in-store promotions
- Evaluate team competence for in-store promotions
- Report promotion-related data to the concerned authorities

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, display Racks, product specifications catalogue, display boards, calculator, stock almira with dummy products stocked as per FIFO method, point of sale (POS) terminal, barcode scanner, VM elements (Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board, Offer/Policy Signage), shopping basket/cart, dummy stock and inventory management system (software/physical register/inventory tracker in .xls) to demonstrate inventory management, sample retail SOP manual covering dos and don'ts in a store

Note

This session of the programme will help the trainees learn various methods of planning and overseeing in-store promotional activities.

Say

In the last session we had discussed briefly about how to ensure compliance with respect to financial transactions at retail stores. Today we shall learn how to assist the store staff in planning and overseeing in-store promotional activities .

Ask

Ask the trainees the following questions:

- Can you suggest a few solutions for increasing sales at your store?
- Can you name a few promotional activities held at retail stores?
- Which one is the most effective among newspaper advertisements, door-to-door announcements, TV advertisements, and social media advertisements? Why?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Ways of planning and implementing in-store promotions
- Methods of recording, assessing, and reporting the effectiveness of promotion-related data
- The process of determining staff requirements and ensuring sufficient manpower availability

Say

Let us participate in a practical session for understanding the concept better.

Practical

- Take the trainees to the lab
- Divide the trainees into a few groups depending on the batch size
- Ask each group to pick up a theme from among the following:
 - Christmas
 - Pongal
 - Navratri
 - Bihu
 - New Year's Eve
 - Valentine's day
 - Women's day
 - Grandparents' day
- Add a few more themes as per your discretion
- Instruct each group to prepare the following on the basis of the theme chosen:
 - List of target customers
 - Budget for an in-store promotion
 - Gantt chart for resource management and 100% utilisation
 - Plan for visual merchandising (with respect to the dummy inventory, visual displays, and props) and in-store promotion
 - Customer feedback form
- Review the performance and provide constructive feedback

Activity	Duration	Resources used
In-store promotion	4 hours	Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, display Racks (Gondolas), product retailers/specifications/catalogue, display/boards/standees, calculator, stock almirah with dummy products stocked as per FIFO method, point of sale (POS) terminal, barcode scanner, VM elements (Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board, Offer/Policy Signage), shopping basket/cart, dummy stock and inventory management system (software/physical register/inventory tracker in .xls) to demonstrate inventory management, sample retail SOP manual covering dos and don'ts in a store

Do

- Provide each group with a sample of each deliverable
- Observe the teamwork performed by each trainee in a given group
- Provide inputs on how the groups may:
 - improve the visual merchandising
 - restrict the budget further
 - utilise resources better to save funds
 - monitor the workflow during the in-store promotional activities

Notes for Facilitation

- Answer all the doubts raised by the trainees in the class
- Ask the trainees to prepare individual reports on the practical session and submit to you
- Encourage peer discussion to facilitate more ideas

Unit 7.2: Reporting Promotion and Effectiveness of Data

Unit Objectives

At the end of this unit, students will be able to:

- Demonstrate processes related to data collection and transmission
- Analyse the collected data
- Interpret the results of data analysis
- Report the results of data analysis to the concerned authorities

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, retail SOP manual covering dos and don'ts in a store, survey forms, online survey forms

Note

This session of the programme will give the trainees an idea regarding methods of collecting, analysing, and interpreting store data and how to utilise the same for continuous improvement.

Say

In this session we shall learn the process of assisting the store staff in collecting data and analysing the same for measuring the effectiveness of in-store promotional activities.

Ask

Ask the trainees the following questions:

- Can you name a few promotional activities held at retail stores?
- Can you suggest a few signs that reflect if an in-store promotional activity has been effective?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Methods of primary data collection
- Methods of secondary data collection
- Different ways of conducting surveys
- Types of survey tools and questionnaire used for collecting feedback
- Different ways of conducting interviews and focus group discussions

Say

Let us participate in a practical session to grasp the concepts.

Practical

- Divide the trainees into a few groups depending on the batch size
- Provide a scenario that a general merchandise store has just completed the “Independence Day” sale
- Ask each group to prepare the following:
 - Face-to-face customer survey form, on behalf of a general merchandise store, for a target group comprising middle-aged homemakers
 - A questionnaire, comprising closed-ended questions, for the same target group
 - A questionnaire, comprising open-ended questions, on behalf of the same store, for a target group comprising senior citizens
 - A list of questions (both structured and unstructured), on behalf of the same store, for a focus group comprising athletes
- Ask random groups to explain how each of the above data collection tools be used to interpret the effectiveness of in-store promotional activities

Activity	Duration	Resources used
Data Collection and interpretation	4 hours	Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, sample retail SOP manual covering dos and don'ts in a store, sample face-to-face survey forms, focus group discussion forms, online survey forms

Do

- Provide each group with a sample of each deliverable
- Observe the teamwork performed by each trainee in a given group
- Provide inputs on how the group may improve visual merchandising

Notes for Facilitation

- Answer all the doubts raised by the trainees in the class
- Ask the trainees to prepare individual reports on the practical session and submit to you
- Encourage peer learning to boost ideas

Unit 7.3: Staff Requirements and Manpower Availability

Unit Objectives

At the end of this unit, students will be able to:

- Implement a discussion on the need of sales promotion with the team
- Categorise sales promotion into appropriate groups
- Identify the role of the 5Ps (product, price, promotion, place, and people) of marketing in sales promotion
- Develop a feasible plan for promotional activities at the store
- Provide the staff with instructions to carry out appropriate promotional activities as planned

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, sample retail SOP manual covering dos and don'ts in a store

Note

This session of the programme will help the trainees implement the 5Ps of marketing and devise ways to involve the staff for carrying out in-store promotional activities.

Say

In this session we shall learn regarding various sales promotion techniques.

Ask

Ask the trainees the following questions:

- Can you name a few sales promotion techniques held at retail stores?
- According to your personal experience, which sales promotion technique has, to date, urged you to buy more at a retail store?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- The need of sales promotion with the team
- Types of sales promotion techniques
- The role of the 5Ps (product, price, promotion, place, and people) of marketing in sales promotion
- Sales promotion plan and its components
- Why is staff involvement is required for carrying out appropriate promotional activities?

Say

Let us participate in an activity to grasp the concepts.

Activity

- Ask trainees to prepare case studies or give PowerPoint presentations on any one of the following:
 - The need of sales promotion with the team
 - Various types of sales promotion techniques
 - The role of the 5Ps (product, price, promotion, place, and people) of marketing in sales promotion
 - Sales promotion plan and its components
 - Staff involvement required for carrying out appropriate promotional activities as per plan

Activity	Duration	Resources used
PowerPoint Presentation	2 hours	Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer

Do

- Provide each trainee with constructive feedback on the presentation
- Ensure that each case study meets the session objectives

Notes for Facilitation

- Explain to the class the importance of involving staff and checking manpower availability
- Discuss the role of manpower availability in preparing promotional plan
- Help the students understand the various components of sales promotion plan

Answers to Exercises

Unit 7.1

1. a
2. b
3. d

Unit 7.2

1. b
2. d
3. c

Unit 7.3

1. b
2. c
3. d

Exercise

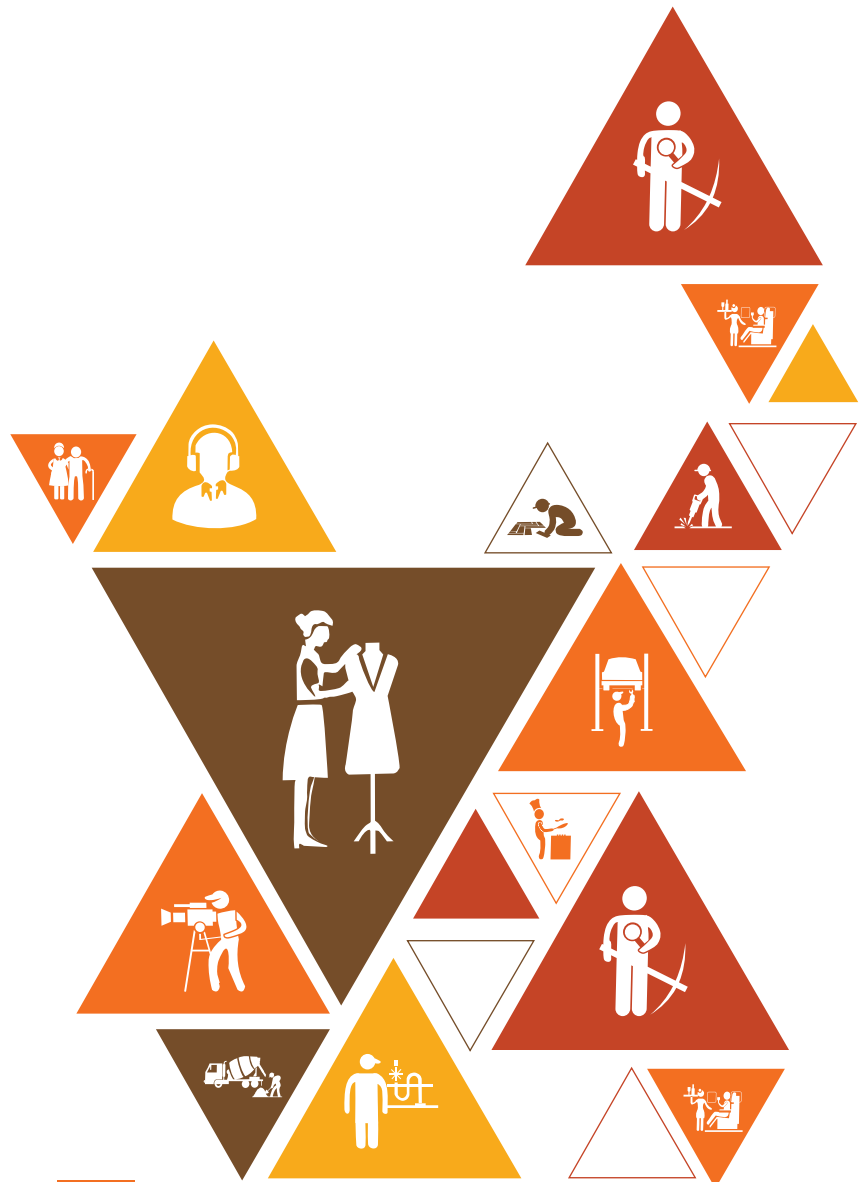
1. c
2. d
3. a
4. b

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<https://www.youtube.com/watch?v=AeStNFCS-qo>

Health hygiene and safety compliance in retail store





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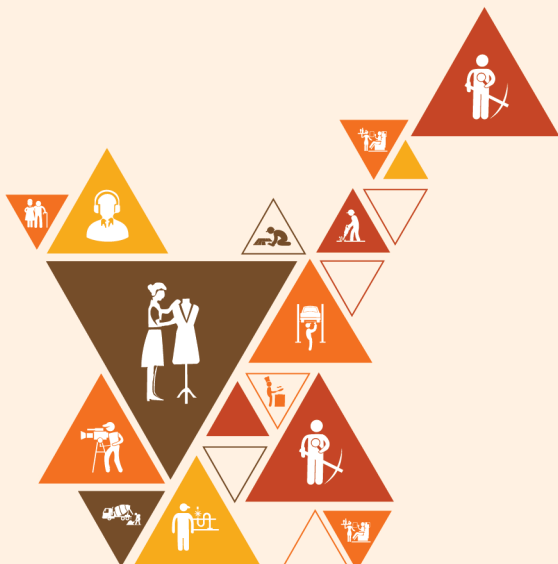
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8. Lead and Manage the Team for Developing Store Capability

Unit 8.1: Staffing Needs of the Store

Unit 8.2: Creation of Positive Work Environment

Unit 8.3: Training and Development of Staff Performance



RAS/N0158

Key Learning Outcomes



At the end of this module, the students will be able to:

1. Identify the training needs of the staff at the store
2. Create a positive work environment at the store
3. Practise imparting quality training to drive staff performance

Unit 8.1: Staffing Needs of the Store

Unit Objectives

At the end of this unit, students will be able to:

- Compare current and projected workload at the store
- Estimate staff recruitment needs at the store
- Compare the estimated manpower demand with the forecasted store performance
- Utilise the cost-effective channels of sourcing manpower
- Interview shortlisted candidates to recruit quality manpower
- Assess if human resource policies are being implemented at the store to facilitate staff recruitment
- Estimate future manpower requirements based on projected store plans

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, retail SOP manual covering dos and don'ts in a store

Note

This session of the programme will help the trainees estimate the staffing needs of the store. Staffing needs must be estimated and fulfilled in close coordination with the human resources team. The staffing need must be forecasted in advance so that the daily store operations do not get hampered due to lack of manpower.

Ask

Ask the trainees the following questions:

- Can you name a few job portals?
- According to your personal experience, which is higher in the current economy – the number of unemployed persons or the number of vacancies? Why?
- Have you ever appeared for a recruitment process?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Type of work to be done
- Ways of sourcing manpower
- Hurdles faced while sourcing candidates
- Process of recruiting new staff members
- Process of identifying future manpower requirement

Say

Let us participate in an activity to grasp the concepts.

Activity

- This will be a group activity
- Divide the class into groups, depending upon batch strength
- Provide the groups with hypothetical situations as below:
- “You, the Retail Store Manager, have been entrusted, by the senior management, with the task of achieving 200% revenue target for the quarter. You are required to hire new manpower for the sales team. Describe the steps of fulfilling the staffing needs of the store.
- “A large number of employees have been laid off due to dissatisfactory performance, thereby creating pressure on the remaining workforce. What, as a manager, would you do to restore the former work balance?”
- “The human resources department has asked for your inputs regarding innovative ways of motivating the staff members at the store. List a few ways that you would like to suggest.”
- Ask each group to suggest possible measures
- Encourage counterargument from the other group and vice versa
- Allocate marks based on overall performance and analytical skills of the students

Activity	Duration	Resources used
Case Study Based Activity Session	90 mins	Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer

Do

- Provide each trainee with constructive feedback
- Ensure that each case study meets the session objectives
- Help the trainees identify the staffing needs for a store
- Discuss why is it important to maintain work life balance

Notes for Facilitation

- Explain to the class the importance of sourcing the right candidate for a given job
- Discuss a few upcoming trends in retail recruitment

Unit 8.2: Creation of Positive Work Environment

Unit Objectives

At the end of this unit, students will be able to:

- Implement effective and open communication at the store
- Provide the store staff with guidance regarding roles and responsibilities
- Develop performance expectations
- Demonstrate accountability and authority
- Practise eliminating bias and ensuring equal opportunity to all staff members
- Solve intra-team conflict
- Implement self-grooming and hygiene practices for self and team

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, retail SOP manual covering dos and don'ts in a store

Note

This session of the programme will help the trainees understand the importance of a positive work environment.

Ask

Ask the trainees the following questions:

- What, according to you, are the components of a positive work environment?
- Do you think work pressure can hamper the work environment?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Effective and open communication
- Process of setting performance standards
- The importance of delegating accountability and authority
- The need for eliminating bias
- The importance of equal opportunity

- The process of resolving intra-team conflict
- Good practices in self-grooming and hygiene

Say

Let us participate in role play to grasp the concepts.

Activity

Provide the students with a hypothetical situation as below:

- “One of your colleagues has been facing discriminatory attitudes at the workplace related to unequal wages. Imagine yourself to be their confidant. State what are the measures that will be taken by you to solve the issue/s faced by your team member?”
- Allocate marks based on the performance of individual trainees in the mock activity session

Activity	Duration	Resources used
Mock Activity Session	45 mins	Participant handbook, pen, writing pad, whiteboard, flipchart, markers etc.

Do

- Provide each trainee with constructive feedback
- Ensure that each role play meets the session objectives

Notes for Facilitation

- Ask the trainees if they have any questions
- Encourage other trainees to answer queries/questions and boost peer learning in the class
- Answer all the questions/doubts raised by the trainees in the class

Unit 8.3: Training and Development of Staff Performance

Unit Objectives

At the end of this unit, students will be able to:

- Implement a discussion, with the team, on individual roles as per organisational policies
- Identify training needs to improve performance
- Provide team members with adequate support to help them improve performance
- Provide staff with coaching and mentoring to staff
- Demonstrate the steps of conducting performance appraisals
- Compare different career paths with team members

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, retail SOP manual covering dos and don'ts in a store

Note

This session of the programme will help the trainees an idea regarding the importance of training to improve staff performance.

Ask

Ask the trainees the following questions:

- What, according to you, are the skills that make you a potential retail store manager?
- Do you think all of you have the skills and qualities of a good retail manager?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Objectives of individual roles
- How to train a new employee?
- Helping the team in enhancing performance
- Importance of providing appraisals
- Clarification on career goals

Say

in the following activity to understand the importance of providing training to staff on a regular basis and how it can facilitate development

Activity

- Provide each trainee with the below handout:

Skills you have	Skills you need	Your plan of action
1.	1.	1.
2.	2.	2.
3.	3.	3.
_____	_____	_____
_____	_____	_____

- Each trainee will contemplate his/her individual training needs and submit the list to you.
- Conduct a face-to-face discussion, on individual basis, to discuss the plans of action with each trainee

Activity	Duration	Resources used
Training need analysis	2 hours	Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer

Do

- Encourage trainees to list their missing skills transparently
- Discuss, with each trainee, how he/she can acquire the missing skills through this course

Notes for Facilitation

- Clarify, to the class, the need to constantly update their skills
- Explain the need for upskilling and multi-skilling in the current industry
- Discuss a few tips to stay updated with the new skills required by the industry

Answers to Exercises for PHB

Unit 8.1

1. b
2. d
3. c

Unit 8.2

1. c
2. d
3. a

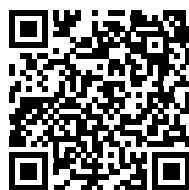
Unit 8.3

1. d
2. b
3. c

Exercise

1. c
2. b
3. d
4. a

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<https://www.youtube.com/watch?v=AjxVqbyUDo8>
Implement Promotions and Special Events at the Store



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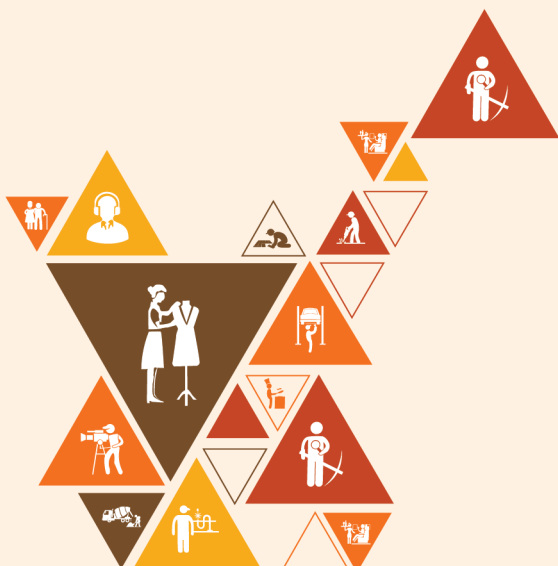
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9. Conduct price benchmarking and market study of competition

Unit 9.1: Developing Product and Pricing Policies

Unit 9.2: Training Team Members on Market Study



RAS/N0159

Key Learning Outcomes



At the end of this module, the students will be able to:

1. Develop appropriate product and pricing policies
2. Provide the team with appropriate guidelines to conduct market study

Unit 9.1: Product and Pricing Policies

Unit Objectives

At the end of this unit, students will be able to:

- Provide the store with information on pricing strategies
- Perform regular inspections to ensure that data collection policies are being followed by the staff

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, retail SOP manual covering dos and don'ts in a store

Note

This session of the programme will help the trainees understand and compare various pricing strategies and data collection policies at the store. We shall learn about the various types of pricing strategies and how an understanding of pricing strategies would help retail store managers in their profession.

Ask

Ask the trainees the following questions:

- How do you think items are priced at stores?
- Do you think items at the store are priced in the same way?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

Retail prices of a product are fixed on the basis of both internal and external factors.

- **Internal Factors:** Internal factors influencing retail prices include the following –
 - Manufacturing cost
 - Pre-determined objectives
 - Image of the firm
 - Product status
 - Promotional activity

- **External Factors:** External prices influencing retail prices include the following –
 - Competition
 - Purchasing power of customers
 - Government policies
 - Market conditions
 - Levels of channels involved
- The different types of pricing strategies are as follows:
 - Demand oriented pricing strategy
 - Cost-oriented pricing strategy
 - Competition-oriented pricing strategy
 - Differential pricing strategy
- Intelligent pricing consists of tracking, monitoring and analysing pricing data to understand the market and make educated pricing changes at speed and scale. As product pricing changes often, retailers need to constantly monitor their relative price position and incorporate changes within a dynamic strategy.
- Competitive pricing is the process of picking strategic price points to best take advantage of a product or service based market relative to the competition. This pricing process is used more often by stores selling similar products since services can vary from store to store.
- Retailers are witnessing an explosion in the quantity of personal data they need to protect from all threat types. Retailers are also facing heightened industrial espionage targeting their trade secrets such as, merchandising plans, store layout maps, pricing information, vendor contracts, consumer analytics, etc.

Say

Let us participate in an activity to understand the concept better.

Activity

- Ask trainees to prepare a PowerPoint presentations on any one of the following:
 - Factors influencing product pricing (internal and external)
 - Types of pricing strategies
 - Intelligent pricing
 - Competitive pricing
 - Various cases of data theft at famous retail stores

Activity	Duration	Resources used
PowerPoint Presentation	3 hours	Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer

Do 

- Provide each trainee with constructive feedback on the presentation
- Ensure that the trainees have used case studies and example to support their power-point presentation

Notes for Facilitation 

- Explain to the class the importance of involving staff and checking manpower availability
- Discuss the role of manpower availability in preparing promotional plan

Unit 9.2: Training Team Members on Market Study

Unit Objectives

At the end of this unit, students will be able to:

- Select team members for the collection of market information
- Identify critical activities related to market study
- Perform training on the merchandising /category teams with inputs on best prices
- Report analysed data to the head office

Resources to be Used

Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer, sample retail SOP manual covering dos and don'ts in a store

Note

This session of the programme will help the trainees understand how to perform market study.

Ask

Ask the trainees the following questions:

- What, according to you, are the components of a positive work environment?
- Do you think work pressure can hamper the work environment?

Write down the trainees' answers on whiteboard/flipchart. Take appropriate cues from the answers and start teaching the lesson.

Elaborate

In this session, discuss the following points:

- Some of the importance of market study have been discussed below:
 - It serves the purpose of validating products
 - Market study gives insights to understand what people love/hate about a product
 - It helps to determine the proper pricing of products
 - Market research plays a crucial role in brand management in the face of cut-throat competition
 - It provides enough data and information to maintain customer satisfaction
- Some of the tips for choosing the right team members are as follows:
 - Look for excellent communicators
 - Seek members that are well-organised and self-disciplined

- Be an exceptional manager
- Look for resourceful and influential individuals
- Do your research well at all time
- Merchandising tells retailers the all-important four Ws:
 - What to sell
 - When to sell
 - Where to sell
 - Whom to sell
- As a Retail Store Manager, it is one of your primary duties to be constantly aware of the market price of the merchandise and formulate pricing strategies of these products, thereby communicating the correct price to the merchandising team to put up in the display.

Say

In this session, we shall learn how to perform market study

Role Play

- Divide the class into a few groups
- Ask each group to perform a market analysis using the “four W approach as below:
 - What to sell
 - When to sell
 - Where to sell
 - Whom to sell
- After performing the market study, they should pitch their individual promotional plans
- Allocate marks based on the performance of each group

Activity	Duration	Resources used
Role play	1 hour	Participant handbook, pen, writing pad, whiteboard, flipchart, markers, laptop, overhead projector, laser pointer

Do

- Provide each trainee with constructive feedback
- Ensure that each role play meets the session objectives

Notes for Facilitation

- Explain to the class the role market study in acquiring new customers and increasing store sales
- Discuss a few tips to conduct effective market study
- Encourage peer discussion on contrasting ideas

Answers to Exercises for PHB

Unit 9.1

1. d
2. b
3. a

Unit 9.2

A.

1. c
2. d
3. b

B.

The 'four W' approach of market study.

Exercise

1. b
2. a
3. d
4. c



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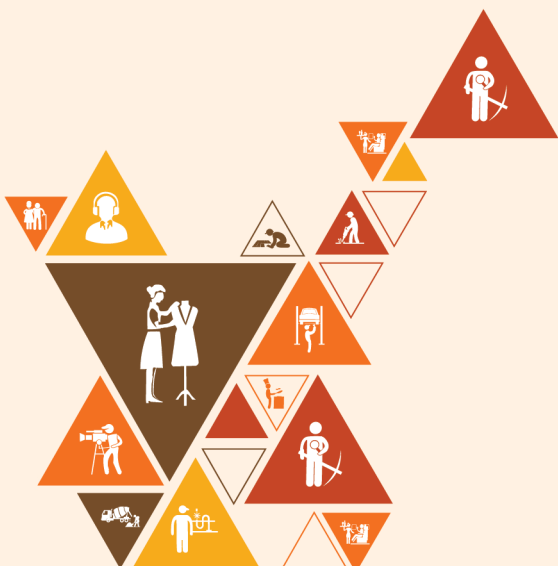
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10. Monitor and analyse store performance data

Unit 10.1 - Store Performance Data Tracking and Analysis



RAS/N0162

Key Learning Outcomes



At the end of this module, the students will be able to:

1. Explain the importance of data collection and analytics in analysing and past performance and making recommendations
2. Apply analytical and statistical techniques to analyse retail store business performance
3. Prepare a SWOT report and recommend improvements

Unit 10.1 Store Performance Data Tracking and Analysis

Unit Objectives

At the end of this unit, the trainee will be able to:

1. Explain the key legal and ethical considerations for data collection and storage
2. Describe the current practices of data collection methods
3. Explain the elements of data that needs to be collected for monitoring and reporting store performance
4. List the measures used to determine the quality of the data collected
5. Explain the characteristics and significance of data quality measures
6. Discuss the common analytical terminology used in retail store environment
7. Describe the techniques used to analyse and draw conclusions from data
8. Discuss the significance of formats for reporting data analysis

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- “Let’s explore the legal and ethical aspects of data collection, as well as effective methods for gathering and analyzing data. We will cover key elements for monitoring store performance and strategies to ensure data quality. Additionally, we will discuss analytical terminology and the significance of reporting formats in retail.”

Explain

- Explain the following topics:
 - Key Legal and Ethical Considerations for Data Collection and Storage- Refer to PH Table.10.1
 - Ethical Considerations for Data Collection and Storage- Refer to PH Table.10.2
 - Current Practices of Data Collection Methods – Refer to PH Fig.10.1
 - Digital Data Collection Methods– Refer to PH Fig.10.2
 - Elements of Data to be Collected for Monitoring and Reporting Store Performance- Refer to PH Table.10.3
 - Measures to Determine the Quality of Data Collected- Refer to PH Table.10.4

Do

- Conduct an activity to introduce participants to various data collection methods used in businesses and help them identify appropriate practices for specific scenarios.

Activity

Objective	The purpose of this activity is to introduce participants to various data collection methods used in businesses and help them identify appropriate practices for specific scenarios.
Materials required	<ul style="list-style-type: none"> • Handouts with examples of data collection methods (e.g., surveys, interviews, online tracking) • Flip chart or whiteboard • Markers • Sample business scenarios
Steps/procedure	<ol style="list-style-type: none"> 8. Begin with a brief discussion on the importance of data collection in making informed business decisions. 9. Provide an overview of common data collection methods, such as: <ul style="list-style-type: none"> • Surveys and questionnaires • Interviews and focus groups • Observation • Online tracking and analytics 10. Distribute handouts with examples and benefits of each method. 11. Divide participants into small groups and assign each group a business scenario (e.g., launching a new product, improving customer service, evaluating employee satisfaction). 12. Ask each group to identify the most suitable data collection method(s) for their scenario and justify their choice. 13. Groups present their findings, and the facilitator provides feedback, emphasizing the importance of aligning methods with goals, ethical considerations, and data accuracy. 14. Conclude with a discussion on emerging trends in data collection, such as the use of AI and big data analytics.
Conclusion / What has been achieved	This activity helps participants understand various data collection methods and their applications in different business scenarios, leading to improved decision-making and strategic planning.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask



- Why is customer feedback important?
- How should businesses build trust regarding data security?
- What does the IT Act, 2000 mandate for retailers?
- How should retailers secure sensitive data?

Notes for Facilitation



- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate



- Elaborate on the following topics:
 - Characteristics and Significance of Data Quality Measures - Refer to PH Table.10.5
 - Common Analytical Terminology Used in Retail Store Environment – Refer to PH Fig.10.3
 - Techniques Used to Analyse and Draw Conclusions from Data – Refer to PH Table.10.6
 - Significance of Formats for Reporting Data Analysis– Refer to PH Fig.10.4
 - Sample Format of Retail Store Sales Performance Report– Refer to PH Fig.10.5

Do



- To conduct an activity to help participants understand the importance of selecting the right formats for reporting data analysis and how it impacts decision-making.

Activity



Objective	The purpose of this activity is to help participants understand the importance of selecting the right formats for reporting data analysis and how it impacts decision-making.
Materials required	<ul style="list-style-type: none"> • Handouts with examples of data reporting formats (e.g., tables, charts, dashboards, written reports) • Flip chart or whiteboard • Markers • Sample datasets (mock data)

Steps/procedure	<ol style="list-style-type: none"> 1. Begin by explaining the purpose of data analysis reporting and its role in business decision-making. 2. Provide an overview of common reporting formats, such as: <ul style="list-style-type: none"> • Graphs and charts (bar, pie, line) • Tables • Dashboards • Written reports with summaries 3. Share handouts with examples of each format, highlighting their pros and cons. 4. Present participants with a mock dataset related to a business scenario (e.g., sales performance, customer satisfaction). 5. Divide participants into small groups and assign each group a reporting format. 6. Ask each group to create a brief report using their assigned format and present their findings. 7. Facilitate a discussion on the strengths and weaknesses of each format and how the choice of format affects the clarity and impact of the report. 8. Conclude with tips for selecting the appropriate reporting format based on the audience and objectives.
Conclusion / what has been achieved	This activity will help participants understand the significance of choosing the right reporting format to present data effectively and support informed decision-making.

Tips



- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask



- Why is timeliness crucial in data quality?
- How does a good reporting format enable collaboration?
- What does SWOT analysis evaluate?
- Why is traceability important in data management?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 10.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. Obtaining explicit consent before collecting personal information
 2. Loyalty Programs
 3. Monitoring real-time inventory data and product movement
 4. By recommending products based on customer browsing history
 5. Sales per Square Foot
 - **Answer the following questions:**
 1. **List some data privacy laws in India.**
Hint: Refer to 10.1.1 in the participant handbook
 2. **What are the traditional data collection methods?**
Hint: Refer to 10.1.2 in the participant handbook
 3. **List some digital data collection methods.**
Hint: Refer to 10.1.2 in the participant handbook
 4. **Explain the purpose of collecting sales data.**
Hint: Refer to 10.1.3 in the participant handbook
 5. **What are the key measures to determine the quality of data collected?**
Hint: Refer to 10.1.4 in the participant handbook

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<https://youtu.be/RJLqVy8qdSM?si=QU4tDxSfM-yVarXM>

Current Practices of Data Collection Methods



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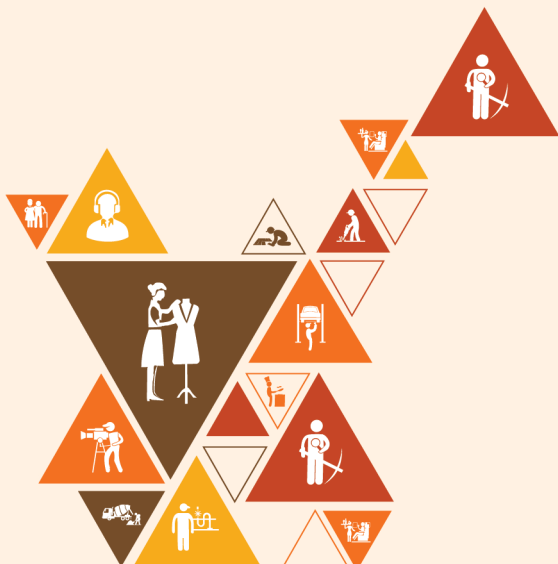


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11. Use Artificial Intelligence (AI) tools to optimize store operations

Unit 11.1: Applications of AI and IoT in Retail Store Operations

Unit 11.2: Customer Service and Decision-Making with AI and IoT



RAS/ N0163

Key Learning Outcomes



At the end of this module, the participant will be able to:

1. Explain the principles and applications of AI and IOT in retail environment
2. Use AI tools to enhance effectiveness of inventory management and customer service processes
3. Explain the impact of legal and statutory guidelines of using AI in retail environment
4. Identify the ways to use AI and IoT in optimising the store operations

Unit 11.1 Applications of AI and IoT in Retail Store Operations

Unit Objectives

At the end of this unit, the participant will be able to:

1. Explain the principles and applications of artificial intelligence (AI) and Internet of Things (IoT) in retail operations
2. Summarise the case studies and examples of successful AI and IoT implementations in retail store environment
3. Explain the utilities AI-powered analytics tools to analyse sales data, predict demand, and optimize inventory levels
4. Summarise the purposes of identifying trends, patterns, and anomalies in retail data
5. Explain the importance of customer data analysis in tailoring marketing strategies and improving customer engagement
6. Explain the role of AI algorithms to segment customers, personalize offers, and enhance the shopping experience
7. Discuss the features and benefits of IoT devices and sensors used in retail, such as RFID tags, smart shelves, and environmental sensors
8. Explain the benefits of integrating IoT technology with existing systems and processes for improved efficiency and data management

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- “Let’s delve into the principles of AI and IoT in retail, exploring successful case studies, AI-powered analytics, and the role of data in predicting demand, optimizing inventory, and enhancing customer engagement. We’ll also discuss IoT devices, their integration, and their impact on efficiency and data management.”

Explain

- Explain the following topics:
 - Principles and Applications of Artificial Intelligence (AI) and Internet of Things (IoT) in Retail Operations – Refer to PH Table.11.1- Table.11.3 and Fig.11.1
 - Case Studies and Examples of Successful AI and IoT Implementations
 - AI-Powered Analytics Tools - Refer to PH Fig.11.2- Fig.11.4
 - Purposes of Identifying Trends, Patterns, and Anomalies in Retail Data - Refer to PH Fig.11.5
 - Importance of Customer Data Analysis - Refer to PH Fig.11.6
 - The Role of AI Algorithms - Refer to PH Fig.11.7

Do

- To conduct an activity to help participants grasp the significance of analyzing customer data to improve business strategies and enhance customer experience.

Activity

Objective	The purpose of this activity is to help participants grasp the significance of analyzing customer data to improve business strategies and enhance customer experience.
Materials required	<ul style="list-style-type: none"> • Sample customer data (mock data on sales, customer feedback, website behavior) • Handouts with insights on data analysis techniques (e.g., segmentation, trend analysis) • Flip chart or whiteboard • Markers
Steps/procedure	<ol style="list-style-type: none"> 1. Begin by discussing what customer data analysis entails and why it is crucial for businesses. 2. Explain the types of customer data that can be analyzed, such as: <ul style="list-style-type: none"> • Demographics (age, gender, location) • Purchase behavior (frequency, volume, preferences) • Feedback and satisfaction levels • Online interaction data (website visits, engagement) 3. Share handouts with examples of data analysis techniques, such as segmentation, trend analysis, and predictive modeling. 4. Present participants with sample customer data (e.g., a list of customer purchases or survey results). 5. In small groups, ask participants to analyze the data and extract key insights that could help improve a business's marketing, sales, or customer service strategies. 6. Groups present their findings, discussing how the insights could be used to optimize customer engagement and enhance the overall experience. 7. Facilitate a discussion on ethical considerations and the importance of maintaining customer privacy when analyzing data. 8. Conclude with best practices for leveraging customer data in decision-making, such as personalizing marketing campaigns or improving product offerings.

**Conclusion /
what has been
achieved**

This activity will help participants understand how customer data analysis helps businesses make informed decisions, personalize customer interactions, and improve overall business performance.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Define Artificial Intelligence (AI).
- How does AI-powered analytics help in sales data analysis?
- What is IoT's role in energy management in retail?
- How do machine learning and deep learning enhance retail operations?
- How does AI help identify trends in retail data?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate on the following topics:
 - Features and Benefits of IoT Devices – Refer to PH Fig.11.8-Fig.11.10
 - Benefits of Integrating IoT Technology – Refer to PH Table.11.4

Ask

- What are examples of IoT devices used in retail?
- How do smart shelves benefit retailers?
- Define smart shelves in retail.

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Unit 11.2 Customer Service and Decision-Making with AI and IoT

Unit Objectives

At the end of this unit, the participant will be able to:

1. Explain the role of AI in optimizing store layout, product placement, and signages to improve customer flow and sales
2. Explain the role of IoT sensors in monitoring store conditions and maintaining optimal environmental factors
3. Explain the utilities of AI chatbots and virtual assistants in providing personalized customer support and recommendations
4. State the importance of training staff on using AI tools to enhance customer service and satisfaction
5. Explain the importance of key performance indicators (KPIs) used to measure retail performance, such as sales, profitability, and customer satisfaction
6. Explain the elements of reports and insights that can be drawn using AI-driven analytics tools to inform decision-making and identify areas for improvement
7. Discuss the ethical and legal considerations related to collecting and analysing customer data in retail
8. Summarise best practices for ensuring data privacy, security, and compliance with data protection regulations

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- “Let’s explore how AI and IoT optimize store layout, product placement, and environmental monitoring. We’ll also discuss AI chatbots, staff training, KPIs for retail performance, AI-driven analytics for decision-making, and best practices for ethical data collection, privacy, and compliance.”

Explain

- Explain the following topics:
 - Role of AI in Optimizing Store Layout, Product Placement, and Signages- Refer to PH Fig.11.11
 - The Role of IoT Sensors- Refer to PH Table.11.5
 - AI Chatbots and Virtual Assistants- Refer to PH Fig.11.12 and Fig.11.13
 - Types of AI Chatbots and Virtual Assistants- Refer to PH Table.11.6
 - Use of AI Chatbots and Virtual Assistants in Providing Customer Support

Do

- Conduct an activity to help participants understand the different types of AI chatbots and virtual assistants and their applications in various industries.

Activity

Objective	The purpose of this activity is to help participants understand the different types of AI chatbots and virtual assistants and their applications in various industries.
Materials required	<ul style="list-style-type: none"> • Handouts with examples of chatbot types (e.g., rule-based, NLP-powered, hybrid) • Laptops or smartphones for demonstrations • Whiteboard or flip chart • Markers
Steps/procedure	<ol style="list-style-type: none"> 1. Begin by introducing AI chatbots and virtual assistants, explaining their growing importance in customer service and business operations. 2. Discuss the main types of chatbots: <ul style="list-style-type: none"> • Rule-based chatbots • Natural Language Processing (NLP) chatbots • AI-powered assistants (e.g., Siri, Alexa) • Hybrid chatbots 3. Distribute handouts describing the features and use cases of each type. 4. Show examples of popular chatbots and virtual assistants in action using videos or live demonstrations. 5. Divide participants into small groups and assign each group a type of chatbot. 6. Ask each group to brainstorm and present a scenario where their assigned chatbot type could be effectively used (e.g., customer support, healthcare, education). 7. Facilitate a discussion on the pros and cons of each chatbot type and how they fit into different industries. 8. Conclude by summarizing how AI chatbots and virtual assistants enhance efficiency, customer satisfaction, and business growth.
Conclusion / what has been achieved	This activity will help participants understand the various types of AI chatbots and virtual assistants, their functionalities, and their applications across industries.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How does AI transform retail store operations?
- What is product affinity analysis?
- Define AI chatbots.
- What is rule-based chatbots used for?
- Define virtual assistant.

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Elaborate

- Elaborate on the following topics:
 - Importance of Training Staff on Basics of AI Tools – Refer to PH Fig.11.14
 - Importance of Key Performance Indicators (KPIs)
 - Key Elements of Reports and Actionable Insights for Strategic Decision-Making- Refer to PH Table.11.7
 - Ethical and Legal Considerations Related to Collecting and Analysing Customer Data
 - Best Practices for Ensuring Data Privacy, Security, and Compliance

Say

- “Let’s start with an activity to help participants understand what KPIs are, their significance, and how they guide business performance and decision-making.”

Activity

Objective	The purpose of this activity is to help participants understand what KPIs are, their significance, and how they guide business performance and decision-making.
Materials required	<ul style="list-style-type: none"> • Handouts with examples of KPIs for different industries • Flip chart or whiteboard • Markers • Sample KPI data (mock charts or tables)

Steps/procedure	<ol style="list-style-type: none"> 1. Start by defining KPIs and their role in measuring the success of business goals. 2. Provide examples of common KPIs in various fields, such as: <ul style="list-style-type: none"> • Sales revenue growth (business) • Customer satisfaction score (customer service) • Conversion rate (marketing) • Employee retention rate (HR) 3. Distribute handouts with examples of KPIs for different industries. 4. Present mock data or charts showing sample KPI performance trends. 5. Divide participants into small groups and assign each group a business scenario (e.g., retail store, online business, or healthcare service). 6. Ask groups to identify 2–3 relevant KPIs for their scenario and explain why they are important. 7. Each group presents their KPIs and reasoning to the class. 8. Conclude with a discussion on how tracking KPIs helps identify strengths, address weaknesses, and align efforts with business objectives.
Conclusion / what has been achieved	This activity will help participants understand the concept of KPIs, their importance, and how they provide actionable insights to improve business performance.

Tips



- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask



- Why are Profitability KPIs important?
- What are Key Elements of AI-driven Reports for Retail Decision-Making?
- How does Operational Efficiency Insights improve store operations?
- Why is training retail staff on AI tools important?
- List the key metrics for sales KPIs.

Notes for Facilitation



- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 11.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice Questions:**
 1. Enables real-time inventory tracking and energy management
 2. Inventory Management
 3. Google Analytics
 4. To mimic human intelligence by analyzing data, identifying patterns, and making predictions
 5. Natural Language Processing (NLP)
 - **Answer the following questions:**
 1. **Explain the principles and applications of AI and IoT in retail.**
Hint: Refer to 11.1.1 in the participant handbook
 2. **What are the applications of AI-powered analytics tools in retail?**
Hint: Refer to 11.1.3 in the participant handbook
 3. **Explain the importance of customer data analysis in retail.**
Hint: Refer to 11.1.5 in the participant handbook
 6. **List the features and benefits of IoT devices.**
Hint: Refer to 11.1.7 in the participant handbook
 7. **Explain the applications of AI chatbots and virtual assistants in retail.**
Hint: Refer to 11.2.3 in the participant handbook

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<https://youtu.be/f9V87NftLBA?si=sTO4y-BrqN-XfoF->

Principles and Applications of Artificial Intelligence (AI) and Internet of Things (IoT) in Retail Operations



<https://youtu.be/LHty39gcW30?si=8S8Q8JWajG4Mu-VL7>

AI Chatbots and Virtual Assistants



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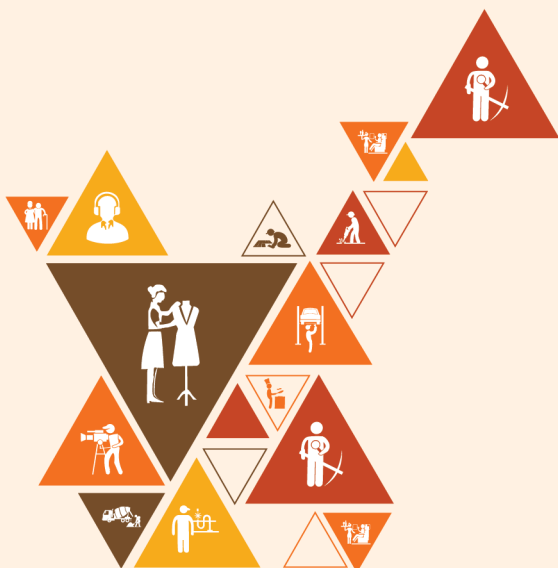
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12. Reduction for Sustainability

Unit 12.1: Sustainable Practices in Retail



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Key Learning Outcomes



At the end of this module, the participant will be able to:

1. Reduce usage of materials during day-to-day operations by optimizing processes
2. Reduce usage of resources like water, energy by raising awareness with team members
3. Reduce wastage by looking at need or reusing material & resources

Unit 12.1 Sustainable Practices in Retail

Unit Objectives

At the end of this unit, the participant will be able to:

1. Discuss the environmental impact from use of various material and methods on how to reduce usage of material
2. Describe the depletion of natural resources and how to save the same
3. Research the environment and financial impact of waste material & resources and methods on how to reduce waste

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.
- Take the daily attendance.
- Maintain the record of assessment scores.

Say

- Start the class by saying, “This unit will help you to understand the sustainable practices in retail.”
- “We will discuss the environmental impact of material usage, methods to reduce consumption, the depletion of natural resources, and strategies for conservation. Additionally, we will explore the environmental and financial effects of waste and effective ways to minimize it.”

Explain

- Explain the following topics:
 - Environmental Impact of Fuel Wastage - Refer to PH Fig.12.1
 - Economic Benefits of Minimizing Fuel Wastage

Do

- Conduct an activity to help participants understand the economic advantages of reducing fuel wastage for businesses and individuals.

Activity

Objective	The purpose of this activity is to help participants understand the economic advantages of reducing fuel wastage for businesses and individuals.
Materials required	<ul style="list-style-type: none"> • Handouts with facts and statistics on fuel costs and wastage • Flip chart or whiteboard • Markers • Example scenarios of fuel usage
Steps/procedure	<ol style="list-style-type: none"> 1. Begin by discussing the concept of fuel wastage and its implications on the economy. 2. Present statistics on fuel prices and how excessive consumption impacts individual expenses and business operations. 3. Highlight economic benefits of minimizing fuel wastage, such as: <ul style="list-style-type: none"> • Reduced operational costs • Increased profitability • Conservation of resources • Lower environmental compliance costs 4. Provide participants with a scenario where excessive fuel usage occurs (e.g., inefficient logistics, idling vehicles). 5. Divide participants into small groups and ask them to brainstorm strategies to minimize fuel wastage in the given scenario (e.g., route optimization, vehicle maintenance). 6. Have each group present their strategies and discuss the potential economic benefits. 7. Conclude by summarizing how reducing fuel wastage contributes to cost savings, improved efficiency, and environmental sustainability.
Conclusion / what has been achieved	This activity will help participants understand the economic impact of fuel wastage and learn actionable strategies to reduce it, benefiting both businesses and individuals.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Why is minimizing fuel wastage important for addressing environmental concerns?
- What is the link between fuel wastage and air pollution?
- How can fuel-efficient practices reduce fuel costs?

Notes for Facilitation

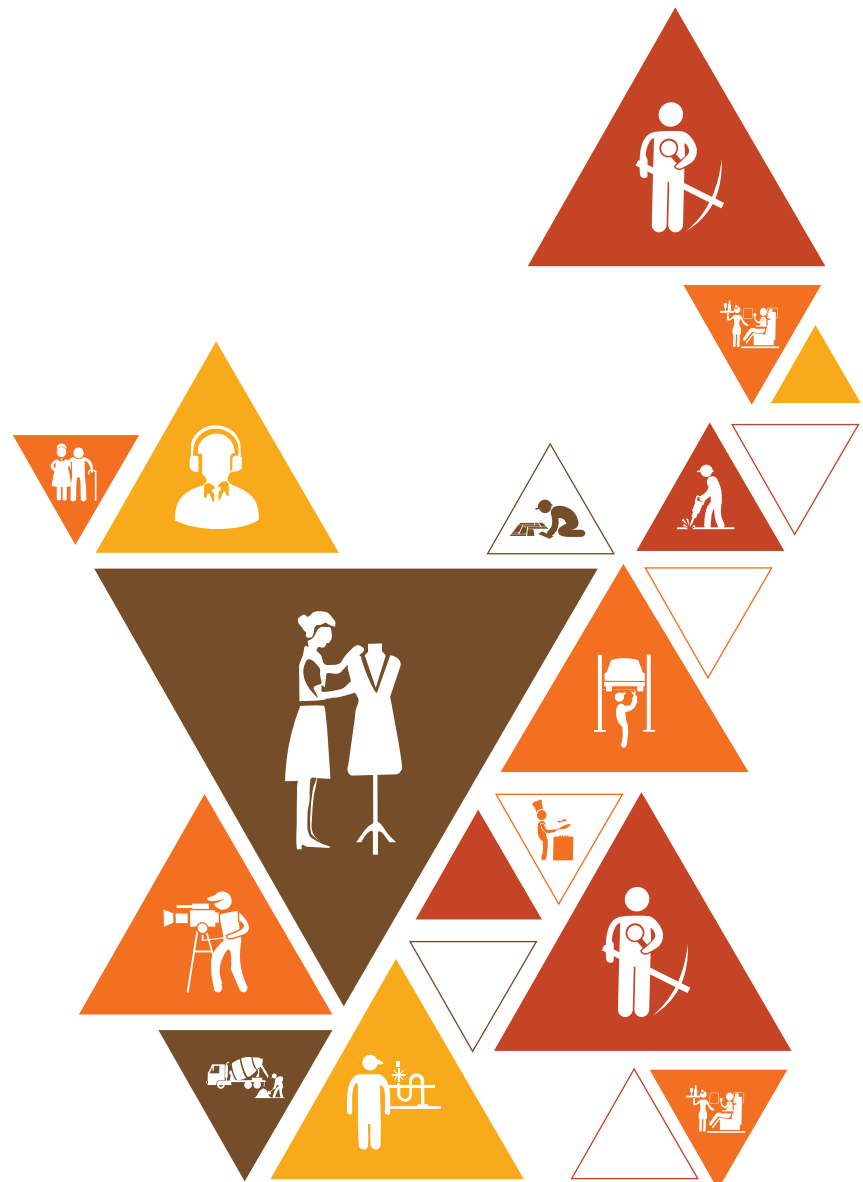
- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 13.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice questions.**
 1. It helps lower carbon emissions and mitigates climate change
 2. Substantial cost savings and improved economic efficiency
 - **Answer the following questions.**
 1. **How does minimizing fuel wastage contribute to mitigating climate change?**
Hint: Refer to PH section 12.1.1
 2. **What are the economic benefits of reducing fuel wastage?**
Hint: Refer to PH section 12.1.2





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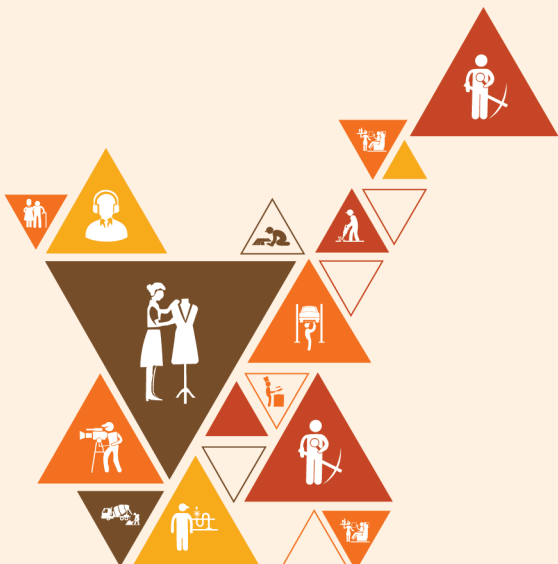
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13. Waste Management

Unit 13.1: Waste Management and Recycling Practices



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Key Learning Outcomes



At the end of this module, the participant will be able to:

1. Recycle all waste material by raising awareness and engaging team members to follow the processes setup for recycling
2. Reuse material to maximum usage and then recycle the same
3. Dispose waste responsibly

Unit 13.1 Waste Management and Recycling Practices

Unit Objectives

At the end of this unit, the participant will be able to:

1. Describe the process of recycling different types of waste and identifying the partners available who can support the same
2. Discuss the various methods for reusing material maximum times and then ensuring they are recycled
3. Define the different types of waste generated, how to segregate the same and the process used for disposal of bio-degradable waste
4. Research the vendors who manage wet-waste in the vicinity to arrange for pickup of the same

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Begin the session with a brief recapitulation of the previous session.

Say

- “Let’s embark on a journey to understand the recycling processes, methods to maximize material reuse, waste segregation, and disposal of biodegradable waste. We’ll also discuss identifying partners and vendors for recycling and wet-waste management.”
- Let us study in detail.”

Do

- Conduct an activity to help participants understand the importance and methods of recycling, reusing, and properly disposing of waste for environmental and economic benefits.

Activity

Objective	The purpose of this activity is to help participants understand the importance and methods of recycling, reusing, and properly disposing of waste for environmental and economic benefits.
Materials required	<ul style="list-style-type: none"> • Handouts or slides on waste management practices • A variety of waste items (e.g., plastic, paper, glass, metal) • Bins for sorting waste (for demonstration)
Steps/procedure	<ol style="list-style-type: none"> 1. Begin by explaining the concepts of recycling, reusing, and proper disposal of waste, emphasizing their environmental and economic importance. 2. Discuss the types of waste (e.g., recyclable, non-recyclable, hazardous) and the benefits of recycling and reusing materials: <ul style="list-style-type: none"> • Reducing landfill waste • Conserving natural resources • Reducing energy consumption • Saving money for businesses and individuals 3. Present examples of items that can be recycled or reused (e.g., paper, glass, plastic bottles, electronic goods). 4. Set up a demonstration station where participants can practice sorting different types of waste into appropriate bins (e.g., recycling, compost, landfill). 5. In small groups, ask participants to discuss ways they can apply recycling, reuse, and proper waste disposal practices in their daily lives or workplaces. 6. Have each group share their ideas for reducing waste and increasing sustainability in their environment. 7. Conclude by reinforcing the importance of making conscious choices regarding waste to support sustainability and economic efficiency.
Conclusion / what has been achieved	This activity will help participants better understand waste management through recycling, reuse, and proper disposal, ultimately contributing to a more sustainable and economically efficient environment.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Explain

- Explain the following topics:
 - Waste Minimization and Source Reduction in Retail
 - Recycling, Reuse, and Proper Disposal of Waste - Refer to PH Fig.13.1

Ask

- Why is proper disposal of waste important in retail stores?
- How can sustainable packaging support waste reduction efforts in retail?
- What is source reduction in waste management for retail stores?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

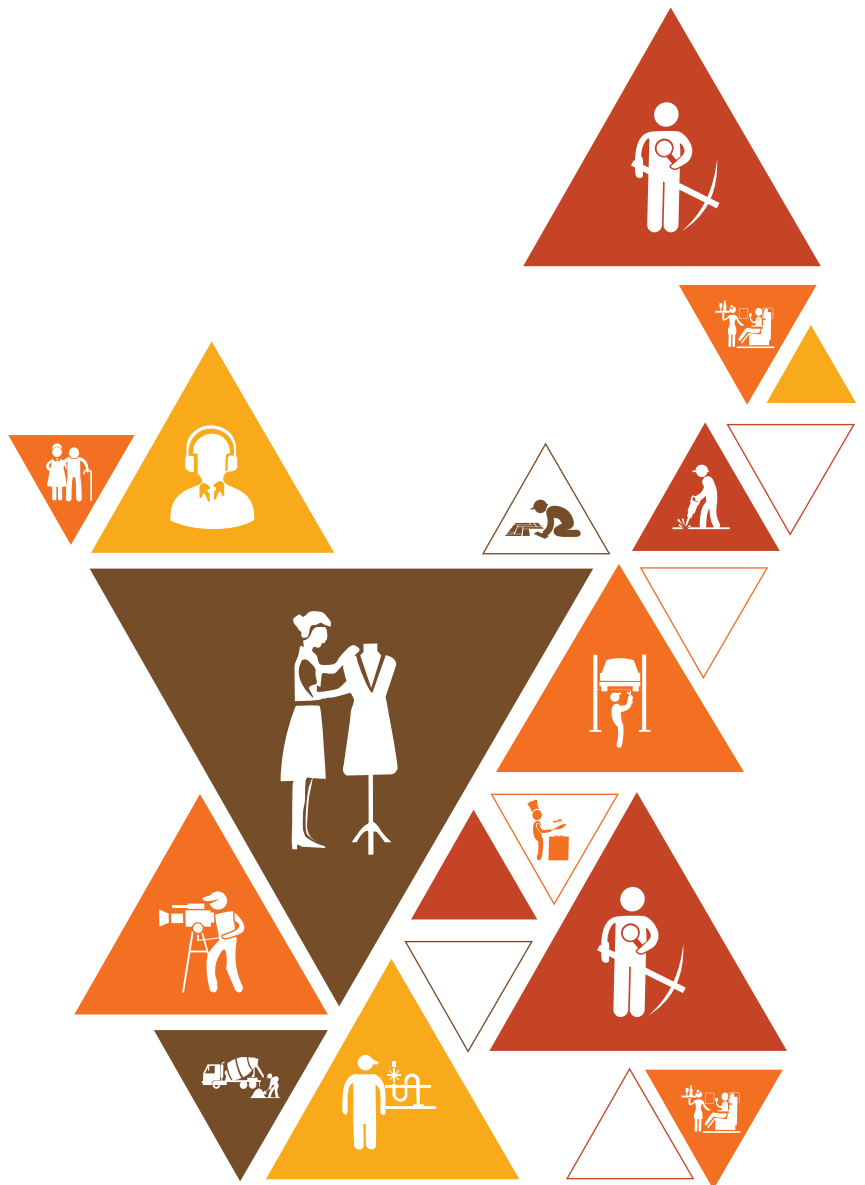
Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 13.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice questions.**
 1. Source reduction
 2. Partnering with waste management service providers specializing in recycling and disposal
 - **Answer the following questions.**
 1. **What is source reduction in the context of waste management in retail stores?**
Hint: Refer to PH section 13.1.1
 2. **Why is it important for retail stores to partner with waste management service providers?**
Hint: Refer to PH section 13.1.2

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https://youtu.be/jVi7YJtr6_I?si=Md5uWO8CjOcPpwpb





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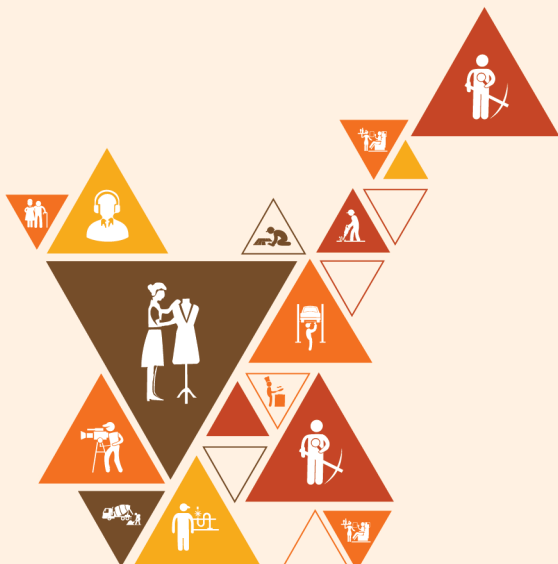
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14. Initiatives to promote Sustainability

Unit 14.1: Sustainability Initiatives and Environmental Awareness



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Key Learning Outcomes



At the end of this module, the participant will be able to:

1. Engage team members and promote all marketing collateral to promote sustainability initiatives to customers like product exchange programmes, product rental options, recycling, and collection centers
2. Encourage volunteering activities related to protecting the environment
3. Increase advocacy on global awareness days related to protecting the environment

Unit 14.1 Sustainability Initiatives and Environmental Awareness

Unit Objectives

At the end of this unit, the participant will be able to:

1. Discuss the internal initiatives to promote sustainability and the processes setup to support these initiatives
2. Describe the value of trees to the environment, benefits of recycling and research the partners who can support initiatives
3. Discuss the background of global awareness days i.e. what is the purpose, when and where did it start, how to participate/celebrate, how to engage teams

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

Say

- “In today’s session, we will discuss internal sustainability initiatives and processes supporting them, the environmental value of trees, and the benefits of recycling. We’ll also explore global awareness days—understanding their purpose, history, participation, and ways to engage teams.”

Explain

- Explain the following topics:
 - What are some community engagement initiatives for promoting sustainability
 - Practical Approaches to Promoting Sustainability in Retail - Refer to PH Table.14.1

Do

- To Conduct an activity to help participants understand and apply practical sustainability strategies in retail businesses for long-term environmental and economic benefits.”

Activity

Objective	The purpose of this activity is to help participants understand and apply practical sustainability strategies in retail businesses for long-term environmental and economic benefits.
Materials required	<ul style="list-style-type: none"> • Whiteboard or flip chart • Markers • Handouts with sustainability practices in retail • Examples of sustainable retail initiatives (case studies)
Steps/procedure	<ol style="list-style-type: none"> 1. Start by introducing the concept of sustainability in retail and its importance in the modern business environment. 2. Discuss the key pillars of sustainability: environmental, social, and economic factors. 3. Present practical approaches for promoting sustainability in retail, such as: <ul style="list-style-type: none"> • Reducing energy consumption (e.g., LED lighting, energy-efficient appliances) • Minimizing waste through recycling and reducing packaging • Sourcing products sustainably (e.g., eco-friendly materials, fair-trade goods) • Promoting local and ethical supply chains • Encouraging customers to bring reusable bags or containers 4. Divide participants into small groups and assign each group a retail scenario (e.g., clothing store, grocery store, online retailer). 5. Ask each group to identify 2–3 sustainable practices they can implement in their assigned scenario. 6. Each group will present their strategies to the rest of the participants and explain how these practices contribute to sustainability in both environmental and economic terms. 7. Conclude by summarizing the key approaches and the role of retailers in fostering a sustainable future.
Conclusion / what has been achieved	This activity will help participants understand how retail businesses can adopt practical and sustainable practices that benefit both the environment and the bottom line, contributing to a sustainable future.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask



- How do sustainability awareness campaigns inspire people?
- What is a practical approach to promoting sustainability in retail?
- What are some community engagement initiatives for promoting sustainability?

Notes for Facilitation



- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary



- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise



1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 14.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice questions.**
 1. Launching a social media campaign about sustainable shopping
 2. Employees can become advocates for sustainability and educate customers on eco-friendly choices
 - **Answer the following questions.**
 1. **How can social media campaigns help raise awareness about sustainability in retail?**
Hint: Refer to PH section 14.1.1
 2. **Why is employee training on sustainability important in retail stores?**
Hint: Refer to PH section 14.1.2





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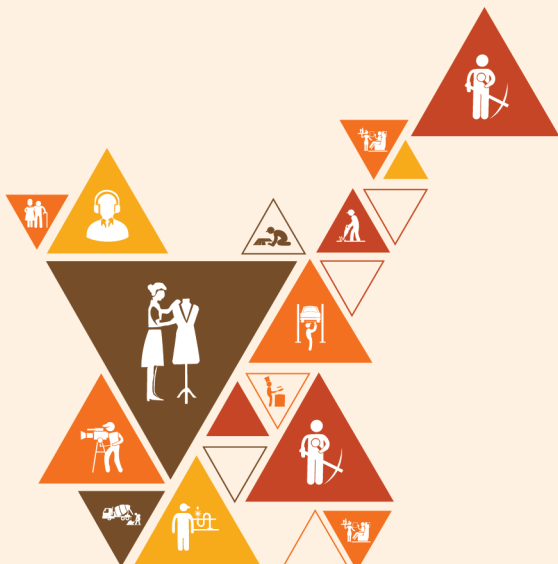
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15. Compliance

Unit 15.1: Compliance and Regulatory Requirements



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Key Learning Outcomes



At the end of this module, the participant will be able to:

1. All compliances are met in every area of operations

Unit 15.1 Compliance and Regulatory Requirements

Unit Objectives

At the end of this unit, the participant will be able to:

1. Determine the various compliances needed as listed by the concerned authorities in respective fields

Resources to be Used

- Participant Handbook
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Enter the class ten minutes before the session begins.
- Welcome and greet the participants.

Say

- “Let us gain knowledge and learn about the various compliances needed as listed by the concerned authorities in respective fields.”
- “Compliance of sustainability in retail stores refers to adhering to environmental, social, and ethical standards in the operation of the business.”

Explain

- Explain the following topics:
 - Sustainable Sourcing and Ethical Practices
 - Waste Management, Energy Efficiency, and Sustainable Packaging

Do

- Conduct an activity to help participants understand and apply key strategies for waste management, energy efficiency, and sustainable packaging in retail businesses to promote sustainability.

Activity

Objective	The purpose of this activity is to help participants understand and apply key strategies for waste management, energy efficiency, and sustainable packaging in retail businesses to promote sustainability.
Materials required	<ul style="list-style-type: none"> • Whiteboard or flip chart • Markers • Handouts with strategies for waste management, energy efficiency, and packaging solutions • Examples of sustainable products and packaging
Steps/ procedure	<ol style="list-style-type: none"> 1. Begin by introducing the three key areas: waste management, energy efficiency, and sustainable packaging, explaining how they contribute to retail sustainability. 2. Discuss the importance of each area: <ul style="list-style-type: none"> • Waste Management: Reducing waste through recycling, composting, and waste segregation. • Energy Efficiency: Using energy-efficient appliances, reducing energy consumption, and sourcing renewable energy. • Sustainable Packaging: Using recyclable, biodegradable, or reusable packaging materials to reduce plastic waste. 3. Present real-world examples of retail businesses that have successfully implemented these strategies (e.g., stores that use energy-efficient lighting or sustainable packaging). 4. Divide participants into small groups and assign each group one area to focus on (e.g., one group works on waste management, another on energy efficiency, and the third on sustainable packaging). 5. Ask each group to brainstorm practical solutions that could be applied to a retail store to improve sustainability in their assigned area. 6. Have each group present their solutions and discuss how these practices could reduce environmental impact and save costs for the business. 7. Conclude by summarizing the importance of integrating waste management, energy efficiency, and sustainable packaging into retail operations for long-term sustainability and economic viability.
Conclusion / what has been achieved	This activity will help participants understand the importance of adopting waste management, energy efficiency, and sustainable packaging practices in retail and how they contribute to a more sustainable and economically viable business.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- How can retail stores assess their suppliers' sustainability?
- What is the role of waste management in retail stores?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 15.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice questions.**
 1. Ensuring responsible resource extraction and ethical labor standards
 2. Minimizing packaging sizes and promoting recyclable or reusable options
 - **Answer the following questions.**
 1. **How can retail stores promote sustainable sourcing practices?**
Hint: Refer to PH section 15.1.1
 2. **What are some strategies retail stores can implement to improve energy efficiency?**
Hint: Refer to PH section 15.1.2





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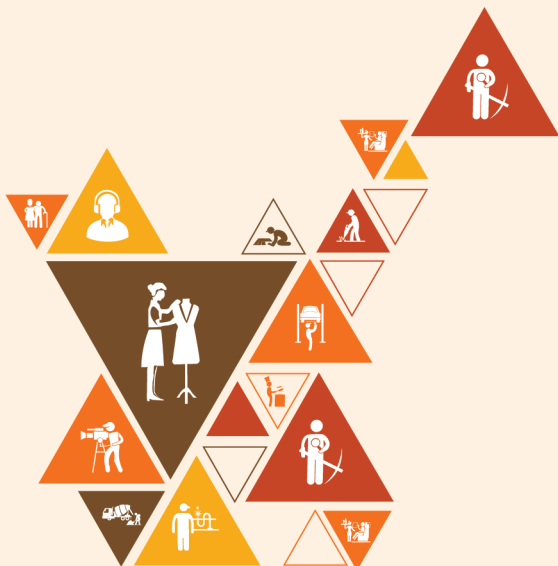
Transforming the skill landscape



RASCI
Retailers Association's
Skill Council of India

16. Monitoring & Reporting

Unit 16.1: Sustainability KPIs and Reporting



RAS/ N0161

Key Learning Outcomes



At the end of this module, the participant will be able to:

1. Establish the key performance indicators (KPIs) and evaluation parameters related to environment sustainability during process of manufacturing products

Unit 16.1 Sustainability KPIs and Reporting

Unit Objectives

At the end of this unit, the participant will be able to:

1. Determine the KPIs to report regularly showing the progress and impact of sustainability initiatives taken by the business

Resources to be Used

- Participant Handbooks
- Paper, Pens, Notepad, Chart paper
- Computer, Projector
- Whiteboard, Marker, and Duster

Do

- Welcome and greet the students.
- Discuss the important topics from the previous two modules.

Say

- Start the class by saying, “This unit will help you to explore the key performance indicators (KPIs) to track and report the progress and impact of sustainability initiatives within the business.”

Explain

- Explain the following topics:
 - Monitoring Sustainability in Retail Operations
 - Reporting and Stakeholder Engagement in Sustainability

Do

- To conduct an activity to help participants understand how to monitor and measure sustainability efforts within retail operations effectively, ensuring continuous improvement.

Activity

Objective	The purpose of this activity is to help participants understand how to monitor and measure sustainability efforts within retail operations effectively, ensuring continuous improvement.
Materials required	<ul style="list-style-type: none"> • Whiteboard or flip chart • Markers • Handouts on sustainability metrics and KPIs • Examples of sustainability reports from retail businesses
Steps/ procedure	<ol style="list-style-type: none"> 1. Begin by introducing the concept of monitoring sustainability within retail operations. Discuss the importance of tracking key performance indicators (KPIs) to measure the effectiveness of sustainability initiatives. 2. Explain various sustainability metrics that can be tracked, such as: <ul style="list-style-type: none"> • Waste reduction (e.g., amount of recyclable material diverted from landfill) • Energy consumption (e.g., kilowatt-hours used per store) • Water usage (e.g., liters per product sold) • Carbon footprint (e.g., emissions reduced per year) • Sustainable product sales (e.g., percentage of total sales from eco-friendly products) 3. Present examples of sustainability reporting systems and frameworks used in retail (e.g., Global Reporting Initiative, Carbon Disclosure Project). 4. Divide participants into small groups and assign each group a sustainability metric to monitor (e.g., one group tracks waste reduction, another energy consumption, etc.). 5. Ask each group to outline how they would monitor, report, and improve the sustainability metric they've been assigned. They should identify tools, methods, and timelines for monitoring. 6. Have each group present their monitoring plan to the rest of the participants. 7. Facilitate a discussion about how monitoring sustainability efforts can lead to improved performance and long-term cost savings. 8. Conclude by summarizing the importance of setting up systems for monitoring sustainability, ensuring transparency, and using data to drive continuous improvement in retail operations.
Conclusion / what has been achieved	This activity will help participants understand how to monitor and track sustainability initiatives within retail operations, helping ensure that efforts are measurable and lead to continuous improvements in environmental and economic outcomes.

Tips

- Monitor student progress during the activity and provide support as needed.
- Evaluate student understanding through class participation, completion of handouts, and verbal responses during review and application.

Ask

- Why is monitoring sustainability metrics important?
- What channels can retail stores use to engage stakeholders?
- How is data for sustainability metrics gathered?

Notes for Facilitation

- Allow one or two students to answer the questions.
- Write down the correct answer on the board.

Summary

- Summarize the session.
- Prepare a list of participant's doubts if they have any. Encourage them to ask questions.
- Answer their queries.

Exercise

1. Instruct the trainees to open their Participant Handbook and complete the exercise given in Module 16.
2. Ensure that the participants have opened the correct page for the activity.
3. Give them 20 minutes to complete the exercise.
4. Exercise Hints:
 - **Multiple-choice questions.**
 1. To assess energy consumption, water usage, and waste generation
 2. Transparent communication of sustainability performance, initiatives, and targets
 - **Answer the following questions.**
 1. **What are the key sustainability metrics tracked during monitoring in retail operations?**
Hint: Refer to PH section 16.1.1
 2. **Why is engaging stakeholders important in the reporting of sustainability efforts in retail stores?**
Hint: Refer to PH section 16.1.2



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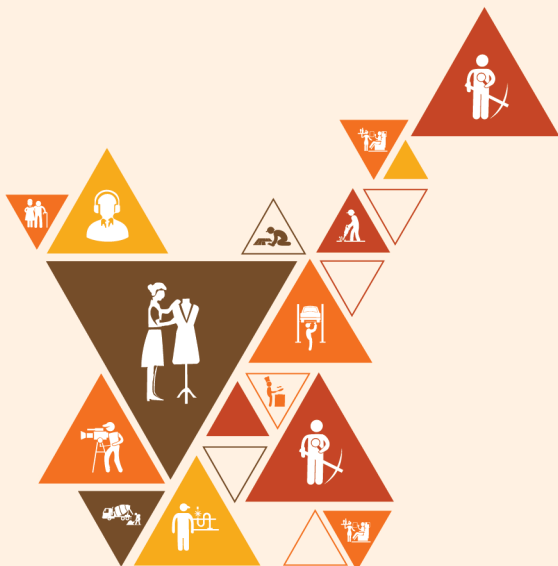
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17. Employability Skills



DGT/VSQ/N0103

Scan the QR codes or click on the link for the e-books



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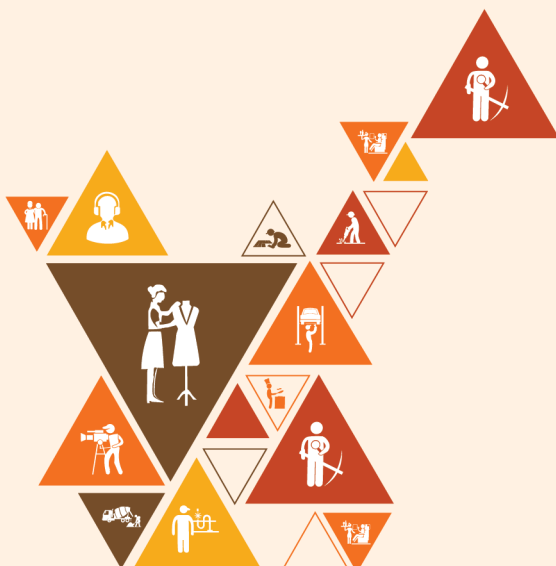


18. Annexures

Annexure I: Training Delivery Plan

Annexure II: Assessment Criteria

Annexure III: QR Codes



Annexure I

Training Delivery Plan

Training Delivery Plan			
Program Name:	Retail Store Manager		
Qualification Pack Name & Ref. ID	Retail Store Manager RAS/Q0107		
Version No.	3.0	Version Update Date	27/05/2021
Pre-requisites to Training (if any)	NA		
Training Outcomes	<p>By the end of this program, the participants will be able to:</p> <ul style="list-style-type: none"> • Optimise inventory to ensure maximum availability of stocks and minimised losses • Implement standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting • Manage sales and service delivery to increase store profitability • Check and confirm adherence to visual merchandising plans • Manage overall safety, security and hygiene of the store • Implement promotions and special events at the store • Manage human resources at the store through manpower planning, recruitment, training and performance management • Conduct price benchmarking and market study of competition • Monitor and analyse store performance data • To ensure sustainable practices in all process and procedures while managing a Retail Store • Use Artificial Intelligence (AI) tools to optimize store operations • Employability Skills 		

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
1	Introduction	Retail Industry in India	<ul style="list-style-type: none"> Summarise the current scenario of the retail industry in India Define retail Describe how the Indian retail industry grew over time Classify retail marketing Discuss the importance of retail 	Bridge Module (Self Study)	Additional Learning	Additional Learning	0 Theory 00 : 00 Practical 00 : 00
		Role of Retail Store Manager	<ul style="list-style-type: none"> Summarise the role of a retail store manager Discuss the employment potential for retail store managers List various responsibilities of and the skills required by a retail store manager 				
2	Optimize Inventory to Ensure Maximum Availability of Stocks and Minimized Losses	The Management of Stock Levels	<ul style="list-style-type: none"> Define stock levels Categorise stock levels and inventory appropriately Calculate various stock levels 	RAS/ N0152	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Case studies with questions to solve problems related to case studies, inventory management software (used for retail stores), Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, Sample store profit & loss Statements/ ledger book for maintaining accounts ,Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed), (all software should either be latest version or one/ two version below), UPS, Scanner cum Printer	8 Theory 03 : 00 Practical 05 : 00
		The Management of Stock Levels (Contd....)	<ul style="list-style-type: none"> Analyse the effects of inventory management on the store profitability Demonstrate purchase procedures 				7 Theory 03 : 00 Practical 04 : 00
		Receipt and Dispatch of Goods	<ul style="list-style-type: none"> Discuss a few organisational policies regarding stock movements Compare inventory based on age Calculate the average inventory age of products 	RAS/ N0152			8 Theory 03 : 00 Practical 05 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Receipt and Dispatch of Goods (Contd....)	<ul style="list-style-type: none"> Discuss the guidelines on negotiating with vendors with staff Calculate the credit period offered by vendors 				7 Theory 03 : 00 Practical 04 : 00
		Stock Records	<ul style="list-style-type: none"> Check if all stock records are accurate Record costs during stock movements 	RAS/ N0152			6 Theory 02 : 00 Practical 04 : 00
		Stock Records (Contd..)	<ul style="list-style-type: none"> Examine if the store staff is following correct stock-taking methods Determine if the store staff is following appropriate procedures of preventing the inventory shrinkage/ pilferage 				6 Theory 02 : 00 Practical 04 : 00
		Stock-Take/ Cyclical Count	<ul style="list-style-type: none"> Prepare a plan for an effective stock-taking process Check if data are recorded and transmitted accurately at the store Compare the calculated number of stocks with the physically available quantity at the store 	RAS/ N0152			7 Theory 02 : 00 Practical 05 : 00
		Stock-Take/ Cyclical Count (Contd.....)	<ul style="list-style-type: none"> Analyse stock-take data as required by the organisation Demonstrate appropriate safety measures during stock-taking 				6 Theory 02 : 00 Practical 04 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
3	Standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting	Store Policies, Vendor Guidelines and Statutory Regulations	<ul style="list-style-type: none"> Check if all processes are in alignment with standard operational procedures 	RAS/N0153	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register, Sample employee appraisal form, Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts, Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed), (all software should either be latest version or one/two version below), UPS, Scanner cum Printer	8 Theory 03 : 00 Practical 05 : 00
		Store Policies, Vendor Guidelines and Statutory Regulations (Contd..)	<ul style="list-style-type: none"> Explain relevant store policies/guidelines to the team 				7 Theory 03 : 00 Practical 04 : 00
		Store Policies, Vendor Guidelines and Statutory Regulations (Contd..)	<ul style="list-style-type: none"> Support store audits by communicating effectively with the concerned authorities 				8 Theory 03 : 00 Practical 05 : 00
		Store Policies, Vendor Guidelines and Statutory Regulations (Contd..)	<ul style="list-style-type: none"> Devise solutions for non-compliance issues at the store 				7 Theory 03 : 00 Practical 04 : 00
		Store Policies, Vendor Guidelines and Statutory Regulations (Contd..)	<ul style="list-style-type: none"> Demonstrate the process of signing off and honouring contracts 				6 Theory 02 : 00 Practical 04 : 00
		Managing Operational Records	<ul style="list-style-type: none"> Discuss, with the team, the importance of maintaining store records 	RAS/N0153			6 Theory 02 : 00 Practical 04 : 00
		Managing Operational Records (Contd..)	<ul style="list-style-type: none"> Summarise the importance of collection, preservation, and transmission of data 	7 Theory 02 : 00 Practical 05 : 00			
		Managing Operational Records (Contd..)	<ul style="list-style-type: none"> Examine the quality of recorded data via regular checks and audits 	6 Theory 02 : 00 Practical 04 : 00			

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
4	Manage Sales and Service Delivery to Increase Store Profitability	Operation and Maintenance of Store Equipment	<ul style="list-style-type: none"> Review store upkeep policies Discuss, with the team, the importance of appropriate store upkeep and maintenance Instruct the store staff to implement the reviewed store upkeep and maintenance policies 	RAS/N0154	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register, Sample employee appraisal form, Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts, Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed), (all software should either be latest version or one/two version below), UPS, Scanner cum Printer	7 Theory 03 : 00 Practical 04 : 00
		Operation and Maintenance of Store Equipment (Contd..)	<ul style="list-style-type: none"> Identify the store equipment in urgent need of repair Organise the regular inspection of all store equipment for faults and defects 				7 Theory 03 : 00 Practical 04 : 00
		Enhancing Sales and Customer Service	<ul style="list-style-type: none"> Perform training sessions to help the team identify key repeat customers Develop customer retention strategies to build brand loyalty 	RAS/N0154			7 Theory 03 : 00 Practical 04 : 00
		Enhancing Sales and Customer Service (Contd..)	<ul style="list-style-type: none"> Implement strategies to generate additional footfalls Instruct the store staff to collect customer feedback through various channels 	7 Theory 03 : 00 Practical 04 : 00			

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Enhancing Sales and Customer Service (Contd..)	<ul style="list-style-type: none"> Change sales and customer service strategies based on customer feedback Demonstrate the steps of handling and resolving customer complaints 				6 Theory 02 : 00 Practical 04 : 00
		Monitoring Store Profitability against Targets	<ul style="list-style-type: none"> Calculate sales targets for the store Discuss sales targets and strategies with the team 	RAS/ N0154			6 Theory 02 : 00 Practical 04 : 00
		Monitoring Store Profitability against Targets (Contd..)	<ul style="list-style-type: none"> Devise strategies for achieving targets Develop ways of motivating the team to achieve targets 				6 Theory 02 : 00 Practical 04 : 00
		Monitoring Store Profitability against Targets (Contd..)	<ul style="list-style-type: none"> Allocate resources optimally at the store to achieve sales targets 				6 Theory 02 : 00 Practical 04 : 00
5	Execute Visual Merchandising displays as per standards and guidelines	Display of Merchandise	<ul style="list-style-type: none"> List various retail processes at the store (stock rotation, product display, etc.) Perform checks to ensure the holistic quality of all retail processes at the store Discuss the importance of planograms with the store staff 	RAS/ N0155	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Hi-speed internet connection, Computer/ Laptop/Tab/ Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online); Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/ physical register/ Inventory tracker in .xls) to demonstrate	7 Theory 03 : 00 Practical 04 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Display of Merchandise (Contd..)	<ul style="list-style-type: none"> Summarise the steps of creating a planogram Check the store for effective implementation of the planogram Arrange the display of products as per the updated planogram Provide adequate information during store audits 			inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register, Sample employee appraisal form, Cash till for cash reconciliation & Bank deposits, Sample store profit & loss State-ments/ledger book for maintaining accounts, Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed), (all software should either be latest version or one/two version below), UPS, Scanner cum Printer	6 Theory 02 : 00 Practical 04 : 00
		Application of Store Policies and Procedures	<ul style="list-style-type: none"> Explain, to the team, the importance of better store layout Perform training on store layout Discuss guidelines for merchandise display Prepare plans for promotional events in line with guidelines 	RAS/ N0155			7 Theory 03 : 00 Practical 04 : 00
		Relationship with Vendors	<ul style="list-style-type: none"> Discuss the importance of effective vendor management with the team Devise appropriate ways of negotiating with the vendors Check if the concerned staff is negotiating with vendors as directed 	RAS/ N0155			5 Theory 02 : 00 Practical 03 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
6	Ensure Overall Safety, Security, and Hygiene of the Store	Health, Hygiene and Safety Compliance	<ul style="list-style-type: none"> Prepare plans for imparting health and safety training Implement the plan to train staff on health and safety Create awareness of health, hygiene and safety 	RAS/N0156	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Hi-speed internet connection, Computer/ Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online); Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register , Sample employee appraisal form , Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts , Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed), (all software should either be latest version or one/ two version below), UPS, Scanner cum Printer	7 Theory 03 : 00 Practical 04 : 00
		Store Security Procedures to Minimize Theft and Losses	<ul style="list-style-type: none"> Summarise store security policies Implement training sessions on emergency-handling Apply security measures for emergencies 				6 Theory 02 : 00 Practical 04 : 00
		Store Security Procedures to Minimize Theft and Losses (Contd..)	<ul style="list-style-type: none"> Communicate effectively with officials to carry out audits and checks Devise ways of safe storage and maintenance of equipment Assess risks at the store 	7 Theory 03 : 00 Practical 04 : 00			
		Security Procedures for Monetary Transactions	<ul style="list-style-type: none"> Report financial transactions to the concerned authorities Check if financial processes are being implemented as per norms Perform training on monetary transactions 	RAS/N0156			6 Theory 02 : 00 Practical 04 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
7	Implement promotions and special events at the store	Implement-ation of In-Store Promotion	<ul style="list-style-type: none"> Develop strategies for in-store promotions Evaluate team competence for in-store promotions 	RAS/ N0157	Classroom lecture/ Power-Point Presentation/ Question & Answer and Group Discussion	Gondolas, Product detailers/specifications/ catalogue, Display/ boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners /Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register , Sample employee appraisal form , Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ ledger book for maintaining accounts , Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed), (all software should either be latest version or one/ two version below), UPS, Scanner cum Printer	8 Theory 03 : 00 Practical 05 : 00
		Implement-ation of In-Store Promotion (Contd..)	<ul style="list-style-type: none"> Report promotion-related data to the concerned authorities 				8 Theory 03 : 00 Practical 05 : 00
		Reporting Promotion and Effectiveness of Data	<ul style="list-style-type: none"> Demonstrate processes related to data collection and transmission Analyse data 	RAS/ N0157			8 Theory 03 : 00 Practical 05 : 00
		Reporting Promotion and Effectiveness of Data	<ul style="list-style-type: none"> Interpret the results of data analysis 	RAS/ N0157			8 Theory 03 : 00 Practical 05 : 00
		Reporting Promotion and Effectiveness of Data (Contd..)	<ul style="list-style-type: none"> Report the results of data analysis to the concerned authorities 				8 Theory 03 : 00 Practical 05 : 00
		Staff Requirements and Manpower Availability	<ul style="list-style-type: none"> Discuss the need of sales promotion with the team Categorise sales promotion into appropriate groups 	RAS/ N0157			8 Theory 03 : 00 Practical 05 : 00
		Staff Requirements and Manpower Availability (Contd..)	<ul style="list-style-type: none"> Identify the role of the 5Ps (product, price, promotion, place, and people) of marketing in sales promotion Develop a feasible plan for promotional activities at the store Instruct the staff to carry out appropriate promotional activities as planned 				6 Theory 06 : 00 Practical 00 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
8	Lead and Manage the Team for Developing Store Capability	Staffing Needs of the Store	<ul style="list-style-type: none"> Compare current and projected workload at the store Estimate staff recruitment needs at the store Compare the estimated manpower demand with the forecasted store performance Utilise the cost-effective channels of sourcing manpower 	RAS/N0158	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	<p>Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners / Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register, Sample employee appraisal form, Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts, Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed), (all software should either be latest version or one/two version below), UPS, Scanner cum Printer</p>	8 Theory 03 : 00 Practical 05 : 00
		Staffing Needs of the Store (Contd..)	<ul style="list-style-type: none"> Interview shortlisted candidates to recruit quality manpower Check if human resource policies are being implemented at the store to facilitate staff recruitment Estimate future manpower requirements based on projected store plans 			<p>manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register, Sample employee appraisal form, Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts, Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed), (all software should either be latest version or one/two version below), UPS, Scanner cum Printer</p>	8 Theory 03 : 00 Practical 05 : 00
		Creation of Positive Work Environment	<ul style="list-style-type: none"> Implement effective and open communication at the store Provide the store staff with guidance regarding roles and responsibilities Develop performance expectations Demonstrate accountability and authority 	RAS/N0158			<p>manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register, Sample employee appraisal form, Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts, Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed), (all software should either be latest version or one/two version below), UPS, Scanner cum Printer</p>

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Creation of Positive Work Environment (Contd..)	<ul style="list-style-type: none"> Practise eliminating bias and ensuring equal opportunity to all staff members Support effective team collaboration Solve intra-team conflict Implement self-grooming and hygiene practices for self and team 	RAS/N0158			8 Theory 03:00 Practical 05:00
		Training and Development of Staff Performance	<ul style="list-style-type: none"> Discuss, with the team, the individual roles as per organisational policies Identify training needs to improve performance 	RAS/N0158			8 Theory 03:00 Practical 05:00
		Training and Development of Staff Performance (Contd..)	<ul style="list-style-type: none"> Support team members to help them improve performance Provide coaching and mentoring to staff 	RAS/N0158			8 Theory 03:00 Practical 05:00
		Training and Development of Staff Performance (Contd..)	<ul style="list-style-type: none"> Demonstrate the steps of conducting performance appraisals Discuss career paths with team members 				6 Theory 06:00 Practical 00:00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
9	Conduct Price Benchmarking and Market Study of Competition	Developing Product and Pricing Policies	<ul style="list-style-type: none"> Provide the store with information on pricing strategies 	RAS/N0159	Classroom lecture/Power-Point Presentation/Question & Answer and Group Discussion	Hi-speed internet connection, Computer/Laptop/Tab/Smart phone with built in camera and software - MS office & Ecommerce Website with Registration form (Online); Gondolas, Product detailers/specifications/catalogue, Display/boards/standees, Calculator, Stock almirah with dummy products stocked as per FIFO method, Point of Sale (POS) terminal, Bar code scanner, Mannequins (Full & Half Bust), Dangers, Wobblers, Hangers, POS Display (LED Lightbox), Signage Board, Banners/Posters, Offers /Policy Signage, Shopping basket/cart, Dummy fire extinguishers, Dummy stock and inventory management system (software/physical register/Inventory tracker in .xls) to demonstrate inventory management, Sample Retail SOP manual covering do's & don'ts in a store, HR manual - in store induction training, Code of conduct (sample), Sample contact list of key internal and external stakeholders, Fake note detecting machine with note samples, Customer feedback forms, Attendance register, Sample employee appraisal form, Cash till for cash reconciliation & Bank deposits, Sample store profit & loss Statements/ledger book for maintaining accounts, Sample script for team briefing, Sample statutory compliance documents such as shops & establishments certificate, Computer (PC) with latest configurations – and Internet connection with standard operating system and standard word processor and worksheet software (Licensed), (all software should either be latest version or one/two version below), UPS, Scanner cum Printer	7 Theory 03 : 00 Practical 04 : 00
		Developing Product and Pricing Policies (Contd..)	<ul style="list-style-type: none"> Check if data collection policies are being followed by the staff 				6 Theory 02 : 00 Practical 04 : 00
		Training Team Members on Market Study	<ul style="list-style-type: none"> Select team members for the collection of market information Identify critical activities related to market study 	RAS/N0159			7 Theory 03 : 00 Practical 04 : 00
		Training Team Members on Market Study (Contd..)	<ul style="list-style-type: none"> Perform training on the merchandising /category teams with inputs on best prices Report analysed data to the head office 				5 Theory 02 : 00 Practical 03 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
10	Monitor and analyse store performance data	Store Performance Data Tracking and Analysis	<ul style="list-style-type: none"> Explain the key legal and ethical considerations for data collection and storage 	RAS/N0162	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Display Racks - Gondola/ Shelves, Calculator, Dummy DSRs, Dummy products for merchandising, Dummy Product Detailers / Product Catalog, Product signages, Pre - Printed Bill Book With Product Details, Sample route plan,	6 Theory 03 : 00 Practical 03 : 00
		Store Performance Data Tracking and Analysis (Contd..)	<ul style="list-style-type: none"> Describe the current practices of data collection methods 	RAS/N0162		Product Hamper Kit (Assortment of Products packed together to create an offer hamper), Handheld Palm device with basic DSR information	6 Theory 03 : 00 Practical 03 : 00
		Store Performance Data Tracking and Analysis (Contd..)	<ul style="list-style-type: none"> Explain the elements of data that needs to be collected for monitoring and reporting store performance 	RAS/N0162			7 Theory 03 : 00 Practical 04 : 00
		Store Performance Data Tracking and Analysis (Contd..)	<ul style="list-style-type: none"> List the measures used to determine the quality of the data collected 	RAS/N0162			7 Theory 03 : 00 Practical 04 : 00
		Store Performance Data Tracking and Analysis (Contd..)	<ul style="list-style-type: none"> Explain the characteristics and significance of data quality measures 	RAS/N0162			7 Theory 03 : 00 Practical 04 : 00
							7 Theory 03 : 00 Practical 04 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Store Performance Data Tracking and Analysis (Contd..)	<ul style="list-style-type: none"> Discuss the common analytical terminology used in retail store environment Describe the techniques used to analyse and draw conclusions from data 	RAS/ N0162			7 Theory 03 : 00 Practical 04 : 00
		Store Performance Data Tracking and Analysis (Contd..)	<ul style="list-style-type: none"> Discuss the significance of formats for reporting data analysis 				7 Theory 03 : 00 Practical 04 : 00
11	Use Artificial Intelligence (AI) tools to optimize store operations	Applications of AI and IoT in Retail Store Operations	<ul style="list-style-type: none"> Explain the principles and applications of artificial intelligence (AI) and Internet of Things (IoT) in retail operations Summarise the case studies and examples of successful AI and IoT implementations in retail store environment 	RAS/ N0163	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Display Racks - Gondola/ Shelves, Calculator, Dummy DSRs, Dummy products for merchandising, Dummy Product Detailers/ Product Catalog, Product signages, Pre - Printed Bill Book With Product Details, Sample route plan,	2 Theory 01 : 00 Practical 01: 00
			<ul style="list-style-type: none"> Explain the utilities AI-powered analytics tools to analyse sales data, predict demand, and optimize inventory levels Summarise the purposes of identifying trends, patterns, and anomalies in retail data 				2 Theory 01 : 00 Practical 01 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Applications of AI and IoT in Retail Store Operations (Contd..)	<ul style="list-style-type: none"> Explain the importance of customer data analysis in tailoring marketing strategies and improving customer engagement Explain the role of AI algorithms to segment customers, personalize offers, and enhance the shopping experience 	RAS/ N0163			2 Theory 01 : 00 Practical 01 : 00
		Applications of AI and IoT in Retail Store Operations (Contd...)	<ul style="list-style-type: none"> Discuss the features and benefits of IoT devices and sensors used in retail, such as RFID tags, smart shelves, and environmental sensors Explain the benefits of integrating IoT technology with existing systems and processes for improved efficiency and data management 				4 Theory 02 : 00 Practical 02 : 00
		Customer Service and Decision-Making with AI and IoT	<ul style="list-style-type: none"> Explain the role of AI in optimizing store layout, product placement, and signages to improve customer flow and sales Explain the role of IoT sensors in monitoring store conditions and maintaining optimal environmental factors Explain the utilities of AI chatbots and virtual assistants in providing personalized customer support and recommendations 	RAS/ N0163			4 Theory 02: 00 Practical 02 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Customer Service and Decision-Making with AI and IoT (Contd..)	<ul style="list-style-type: none"> State the importance of training staff on using AI tools to enhance customer service and satisfaction Explain the importance of key performance indicators (KPIs) used to measure retail performance, such as sales, profitability, and customer satisfaction Explain the elements of reports and insights that can be drawn using AI-driven analytics tools to inform decision-making and identify areas for improvement 	RAS/N0163			4 Theory 02 : 00 Practical 02 : 00
		Customer Service and Decision-Making with AI and IoT (Contd...)	<ul style="list-style-type: none"> Discuss the ethical and legal considerations related to collecting and analysing customer data in retail Summarise best practices for ensuring data privacy, security, and compliance with data protection regulations 				2 Theory 01 : 00 Practical 01 : 00
12	To ensure sustainable practices in all process and procedures while managing a Retail Store	Sustainable Practices in Retail	<ul style="list-style-type: none"> Discuss the environmental impact from use of various material and methods on how to reduce usage of material Describe the depletion of natural resources and how to save the same Research the environment and financial impact of waste material & resources and methods on how to reduce waste 	RAS/N0161	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	Display Racks - Gondola/ Shelves, Calculator, Dummy DSRs, Dummy products for merchandising, Dummy Product Detailers / Product Catalog, Product signages, Pre - Printed Bill Book With Product Details, Sample route plan, Product Hamper Kit (Assortment of Products packed together to create an offer hamper), Handheld Palm device with basic DSR information	6 Theory 04 : 00 Practical 02 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Waste Management and Recycling Practices	<ul style="list-style-type: none"> Describe the process of recycling different types of waste and identifying the partners available who can support the same Discuss the various methods for reusing material maximum times and then ensuring they are recycled Define the different types of waste generated, how to segregate the same and the process used for disposal of bio-degradable waste Research the vendors who manage wet-waste in the vicinity to arrange for pickup of the same 	RAS/ N0161			6 Theory 04 : 00 Practical 02 : 00
		Sustainability Initiatives and Environmental Awareness	<ul style="list-style-type: none"> Discuss the internal initiatives to promote sustainability and the processes setup to support these initiatives Describe the value of trees to the environment, benefits of recycling and research the partners who can support initiatives Discuss the background of global awareness days i.e. what is the purpose, when and where did it start, how to participate/celebrate, how to engage teams 	RAS/ N0161			6 Theory 04 : 00 Practical 02 : 00
		Compliance and Regulatory Requirements	<ul style="list-style-type: none"> Determine the various compliances needed as listed by the concerned authorities in respective fields 	RAS/ N0161			6 Theory 04 : 00 Practical 02 : 00
		Sustainability KPIs and Reporting	<ul style="list-style-type: none"> Determine the KPIs to report regularly showing the progress and impact of sustainability initiatives taken by the business 				6 Theory 04 : 00 Practical 02 : 00

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
13	Employability Skills	Introduction to Employability Skills	<ul style="list-style-type: none"> Outline the importance of Employability Skills for the current job market and future of work List different learning and employability related GOI and private portals and their usage Research and prepare a note on different industries, trends, required skills and the available opportunities 	DGT/VSQ/N0103	Classroom lecture/ PowerPoint Presentation/ Question & Answer and Group Discussion	LCD Projector, Laptop/ Computer with internet, White Board, Flip Chart, Markers, Trainer Chair & Table, Demonstration Table, Pin Up Boards, Display Racks - Gondola / Shelves, Display/ Boards/ Standees for product categories and offers(- Different Types), Calculator, Stock Amirah, Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine), Dummy Products (Products with add-on accessories such as mobile handsets with ear phones etc.) Point of with barcode, specifications, price tags, VM elements (Mannequins - Full/ Half Bust, Dangers, Wobblers, Hangers, Fixtures, Banners, Posters, POS Display (LED Light box); Signage Board; Offer /Policy Signage), Shopping Basket/ Shopping Cart, Dummy Fire Extinguishers	3 Hours
		Constitutional values - Citizenship	<ul style="list-style-type: none"> Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen Demonstrate how to practice different environmentally sustainable practices. 				1.5 Hours
		Becoming a Professional in the 21st Century	<ul style="list-style-type: none"> Discuss relevant 21st century skills required for employment Highlight the importance of practicing 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life Create a pathway for adopting a continuous learning mindset for personal and professional development 				5 Hours

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Basic English Skills	<ul style="list-style-type: none"> Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone Read and interpret text written in basic English Write a short note/ paragraph / letter/e-mail using basic English 	DGT/VSQ/N0103			5 Hours
		Basic English Skills (Contd..)					
		Career Development & Goal Setting	<ul style="list-style-type: none"> Create a career development plan Identify well-defined short- and long-term goals 	DGT/VSQ/N0103			4 Hours
		Communication Skills	<ul style="list-style-type: none"> Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette. Write a brief note/ paragraph on a familiar topic Explain the importance of communication etiquette including active listening for effective-communication Role play a situation on how to work collaboratively with others in a team 	DGT/VSQ/N0103			4 Hours
		Communication Skills (Contd..)					
		Diversity & Inclusion	<ul style="list-style-type: none"> Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD Discuss the significance of escalating sexual harassment issues as per POSH act. 	DGT/VSQ/N0103			2.5 Hours
		Financial and Legal Literacy	<ul style="list-style-type: none"> Discuss various financial institutions, products, and services Demonstrate how to conduct offline and online financial transactions, safely and securely and check-passbook/statement Explain the common components of salary such as Basic, PF, Allowances (HRA, TA, DA, etc.), tax deductions Calculate income and expenditure for budgeting Discuss the legal rights, laws, and aids 	DGT/VSQ/N0103			5 Hours
		Financial and Legal Literacy (Contd..)					

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Essential Digital Skills	<ul style="list-style-type: none"> Describe the role of digital technology in today's life Demonstrate how to operate digital devices and use the associated applications and features, safely and securely 	DGT/ VSQ/ N0103			5 Hours
		Essential Digital Skills (Contd..)	<ul style="list-style-type: none"> Demonstrate how to connect devices securely to internet using different means Follow the dos and don'ts of cyber security to protect against cyber crimes 				5 Hours
		Essential Digital Skills (Contd..)	<ul style="list-style-type: none"> Discuss the significance of displaying responsible online behavior while using various social media platforms Create an e-mail id and follow e-mail etiquette to exchange e-mails 				5 Hours
		Essential Digital Skills (Contd..)	<ul style="list-style-type: none"> Show how to create documents, spreadsheets and presentations using appropriate applications utilize virtual collaboration tools to work effectively 				5 Hours
		Entrepreneurship	<ul style="list-style-type: none"> Explain the types of entrepreneurship and enterprises Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement Create a sample business plan, for the selected business opportunity 				7 Hours

SL	Module Name	Session Name	Session Objectives	NOS	Methodology	Training Tools/Aids	Duration (hours)
		Customer Service	<ul style="list-style-type: none"> Classify different types of customers Demonstrate how to identify customer needs and respond to them in a professional manner 				8 Hours
		Customer Service (Contd..)	<ul style="list-style-type: none"> Discuss various tools used to collect customer feedback Discuss the significance of maintaining hygiene and dressing appropriately 				
		Getting Ready for apprenticeship & Jobs	<ul style="list-style-type: none"> Draft a professional Curriculum Vitae (CV) Use various offline and online job search sources to find and apply for jobs Discuss the significance of maintaining hygiene and dressing appropriately for an interview Role play a mock interview List the steps for searching and registering for apprenticeship opportunities 				
Total							Theory 228:00 Practical 312:00
OJT							60:00
Total Duration							Theory + Practical + OJT + ES = 600:00

Annexure II

Assessment Criteria

CRITERIA FOR ASSESSMENT OF TRAINEES

Assessment Criteria for Retail Store Manager	
Job Role	Retail Store Manager
Qualification Pack	RAS/Q0604 V3.0
Sector Skill Council	Retailers Association's Skill Council of India
S. No.	Guidelines for Assessment
1.	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.
2.	Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.
3.	SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
4.	Individual NCVET recognised assessment agencies will prepare the theory and practical question papers.
5.	The assessments will be conducted by individual NCVET recognised assessment agencies as per the SOP.
6.	Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
7.	The assessment for the theory and practical will be conducted online on a digital assessment platform with comprehensive auditable trails.
8.	Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/ option NOS/set of NOS.
9.	To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level.
10.	In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.
11.	For detailed guidelines SOP on assessments can be referred to on the RASCI website.

Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation	
		Theory	Skills Practical
RAS/N0152: Optimize inventory to ensure maximum availability of stocks and minimized losses	<i>Define stock levels as per market trends and consumption</i>	5	5
	PC1. maintain, conform and implement the following as per seasonality and market trends: a. stock levels like average stock level, re-order level b. inventory budgets c. purchase procedures	5	5
	<i>Monitor receipt and dispatch of goods</i>	5	5
	PC2. record and control the following: 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	5	5
	<i>Maintain stock records</i>	20	20
	PC3. maintain accurate records of stocks bought and sold	4	4
	PC4. record costs during stock movements	4	4
	PC5. develop team understanding of stock management systems being followed by organisation	4	4
	PC6. control shrinkage/pilferage of products to minimize losses	4	4
	PC7. maintain records on shrinkage/pilferage of products	4	4
	<i>Co-ordinate stock take/cyclical count</i>	20	20
	PC8. establish a timely and well-coordinated stock take process	4	4
	PC9. maintain accurate recording and transmission of data	4	4
	PC10. determine recording and re-checking of variances	4	4
	PC11. analyse stock-take data as required by organisation	4	4
PC12. ensure safety and well-being of team involved in stock-take	4	4	
NOS Total	50	50	
RAS/N0153: Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting.	<i>Ensure compliance to all store policies, vendor guidelines and statutory regulations</i>	34	34
	PC1. implement processes in alignment to store policy	6	6
	PC2. describe relevant store policies/guidelines to the team	6	6
	PC3. cooperate and collaborate with authorities to conduct store audits as required	6	6
	PC4. understand all non-compliance issues and work towards resolving the same	6	6
	PC5. sign off all legal contracts in alignment to statutory requirements	5	5
	PC6. sign off and honour all terms and conditions in employee contracts	5	5
	<i>Ensure maintenance, timely submission and safe keeping of operational records</i>	16	16
PC7. describe to the team the importance of records to be maintained	5	5	

	PC8. describe the importance of accurate and error-free collection, preservation and transmission of data	5	5
	PC9. conduct checks and audits to ensure quality of data for records	6	6
	NOS Total	50	50
RAS/ NO154: Manage sales and service delivery to increase store prof- itability	<i>Monitor operation of store equipment and facilitate maintenance of store upkeep</i>	16	16
	PC1. understand and implement policies related to store upkeep and maintenance	4	4
	PC2. ensure store upkeep and maintenance of all equipment in line with policy	4	4
	PC3. ensure timely checks and repairs of all store equipment	4	4
	PC4. describe to the team about operating and maintaining store equipment	4	4
	<i>Identify repeat customers and build relationships with new and existing customers to generate footfall</i>	12	12
	PC5. train the team to identify key repeat customers and develop customer retention strategies to build brand loyalty	4	4
	PC6. implement strategies to generate additional footfalls	4	4
	PC7. build relationships with new and existing customers to augment business and brand reputation	4	4
	<i>Identify and implement ways to enhance sales and augment customer service</i>	13	13
	PC8. train and work with team to implement customer engagement initiatives to enhance customer satisfaction	4	4
	PC9. establish a mechanism for collecting feedback from customers for further improvement of service	3	3
	PC10. develop robust post-sales services to build brand loyalty and customer satisfaction	3	3
	PC11. establish a system for addressal of escalations and analyse the cause of escalations to prevent recurrence	3	3
	<i>Analyse overall store profitability and monitor the same against targets</i>	9	9
	PC12. set sales targets and develop a strategy for achieving the targets	3	3
PC13. communicate sales targets and plans to team and motivate team to achieve the targets	3	3	
PC14. determine requisite resources required to be able to perform optimally to achieve targets	3	3	
NOS Total	50	50	
RAS/ NO155: Check and confirm adher- ence to visual mer- chandis- ing plans	<i>Ensure display of goods and merchandise to maximize store profitability and cost optimization</i>	26	26
	PC1. establish conformance to retail processes like stock rotation, adjacency principles and product display norms	7	7
	PC2. train staff on concept of planogramming and its effective implementation	7	7
	PC3. confirm that display of products is aligned to updated store planogram	6	6
	PC4. support company officials for carrying out necessary audits and checks	6	6
	<i>Ensure application of store policies and procedures with respect to visual merchandising</i>	6	6
	PC5. impart training to team on: a. guidelines for store lay out b. guidelines for display of merchandise and promotion elements (brand and category wise) c. guidelines for executing promotional events	6	6

	<i>Liaison with vendors to ensure compliance with visual merchandising norms</i>	18	18
	PC6. negotiate with vendors on spacing requirements of the store as against the vendor plans	6	6
	PC7. negotiate with vendor to arrive at a profitable revenue understanding as against space allocation	6	6
	PC8. confirm vendors compliance to visual merchandising guidelines	6	6
	NOS Total	50	50
RAS/ N0156: Manage overall safety, se- curity and hygiene of the store	<i>Create awareness amongst staff on health, hygiene and safety through ongoing training and policy adherence</i>	33	33
	PC1. explain store policy and procedures in regards to health, hygiene and safety clearly and accurately	3	3
	PC2. organise training at regular intervals on health, hygiene and safety	3	3
	PC3. provide access to team members on relevant store policies	3	3
	PC4. provide clear and accurate information on identified hazards and risk control procedures to team members	3	3
	PC5. resolve issues raised by staff in alignment with store policies	3	3
	PC6. establish resource requirements to ensure safe lifting or shifting and manual handling techniques are applied by staff	3	3
	PC7. establish resource requirements to handle store emergencies in the prescribed frequency	3	3
	PC8. establish and maintain reporting procedures to facilitate communication and recording of details of safety-related incidents	3	3
	PC9. create awareness on Prevention of Sexual Harassment and enforce adherence to policy	3	3
	PC10. organise mock fire and safety drills at regular intervals	3	3
	PC11. adhere to personal grooming standards for self as well as team	3	3
	<i>Ensure implementation of store security procedures to minimize thefts and losses</i>	13	13
	PC12. ensure management of and conformation to store security procedures	3	3
	PC13. ensure training of team to handle emergencies	2	2
	PC14. ensure implementation of security measures in case of emergencies	2	2
	PC15. cooperate with officials in carrying out all audits and checks	2	2
	PC16. establish resource requirements to ensure equipment is maintained and stored safely	2	2
	PC17. establish and maintain procedures for risk assessment and integrate with systems of work	2	2
	<i>Ensure implementation of security procedures with respect to monetary transactions</i>	4	4
PC18. ensure availability of trained staff to handle financial processes	2	2	
PC19. ensure adherence to security procedures with respect to identification of authorities and implementation of financial processes	2	2	
NOS Total	50	50	

RAS/N0157: Implement promotions and special events at the store	<i>Plan and ensure implementation of in-store promotions</i>	20	20
	PC1. develop strategies to drive promotions and special events	7	7
	PC2. develop team competence in effective implementation of in-store promotions	7	7
	PC3. collect and preserve promotion-related data for future analysis and working	6	6
	<i>Assess, record and report promotion effectiveness data</i>	13	13
	PC4. implement organisational processes on collection and transmission of promotion related information and data	7	7
	PC5. conduct data analysis as required by head office and share relevant feedback	6	6
	<i>Determine staff requirements and ensure sufficient manpower availability</i>	17	17
	PC6. understand the promotion and its requirements completely	6	6
	PC7. explain promotion to relevant team members thoroughly and collaborate to identify required resources	6	6
	PC8. provide required resources to team for effective implementation of promotion	5	5
	NOS Total	50	50
RAS/N0158: Manage human resources at the store through manpower planning, recruitment, training and performance management	<i>Plan the staffing needs of the store</i>	17	17
	PC1. analyse current and projected volume and type of work to be undertaken	4	4
	PC2. determine staff recruitment needs and compare with store performance plans	4	4
	PC3. identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower	4	4
	PC4. follow human resource policies to support recruitment of staff	3	3
	PC5. identify future manpower requirements based on projected store plans	2	2
	<i>Create a positive work environment for the store</i>	17	17
	PC6. establish and foster effective and open communication channels with store staff	2	2
	PC7. guide staff regarding individual and teams roles and responsibilities	2	2
	PC8. set performance expectations in line with organisational policies	3	3
	PC9. delegate accountability and authority to the team based on individual strengths	2	2
	PC10. consult with team members and share feedback whenever required	2	2
	PC11. eliminate bias and ensure equal opportunity to all staff	2	2
	PC12. foster effective team collaboration and take a leadership role to resolve intra-team conflict	2	2
	PC13. follow and establish self-grooming & hygiene practices in line with store policy for self and team	2	2
<i>Train and develop store staff to improve individual and team performance</i>	16	16	

	PC14. establish and communicate the goals and objectives of roles in line with organisational policies	3	3
	PC15. provide support to individuals and teams to enhance performance and achievement of organisational goals and completion of work requirements	2	2
	PC16. provide ongoing personal advice, coaching and mentoring to staff to build skill and team performance	2	2
	PC17. conduct performance appraisals according to the organisations standard procedures	2	2
	PC18. define and discuss career paths with team members to ensure motivation and enhance retention	2	2
	PC19. identify training needs to improve performance	3	3
	PC20. manage poor performance in line with organisational standards, policies and procedures, and legal requirements	2	2
	NOS Total	50	50
RAS/N0159: Conduct price benchmarking and market study of competition	<i>Collect and analyse market information to aid in creating appropriate product and pricing policies</i>	50	50
	PC1. identify and describe all policies related to collection of market data	9	9
	PC2. identify team members for collection of market information	6	6
	PC3. train team members in critical activities involving market study	9	9
	PC4. ensure collection of relevant data and analysis of the same to identify product line performance	9	9
	PC5. communicate all analysis data to head office on the basis of collected market data	9	9
	PC6. provide input to the merchandising /category teams on best prices offered by competitors	8	8
	NOS Total	50	50
RAS/N0161: To ensure sustainable practices in all process and procedures while managing a Retail Store	<i>Reduction for Sustainability</i>	17	17
	PC1. Reduce usage of materials during day-to- day operations by optimizing processes.	6	6
	PC2. Reduce usage of resources like water, energy by raising awareness with team members.	5	5
	PC3. Reduce wastage by looking at need or reusing material & resources.	6	6
	<i>Waste Management</i>	11	11
	PC4. Recycle all waste material by raising awareness and engaging team members to follow the processes setup for recycling.	5	5
	PC5. Reuse material to maximum usage and then recycle the same.	3	3
	PC6. Dispose waste responsibly.	3	3
	<i>Initiatives to promote Sustainability</i>	13	13
	PC7. Engage team members and promote all marketing collateral to promote sustainability initiatives to customers like product exchange programmes, product rental options, recycling and collection centers.	5	5
	PC8. Encourage volunteering activities related to protecting the environment	5	5




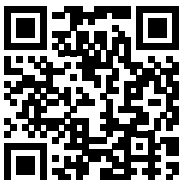

	PC9. Increase advocacy on global awareness days related to protecting the environment.	3	3
	<i>Compliance</i>	3	3
	PC10. Ensure all compliances are met in every area of operations	3	3
	<i>Monitoring & Reporting</i>	6	6
	PC11. Determine key performance indicators (KPIs) and evaluation parameters related to environment sustainability.	6	6
	NOS Total	50	50
RAS/N0162: Monitor and analyse store performance data		50	50
	PC1. Identify the data to be collected for monitoring and interpretation	3	3
	PC2. Choose the methods of collecting and analysing the data	3	3
	PC3. Apply the chosen methods to collect the required data in alignment with organizational policies and procedures	6	6
	PC4. Store the data collected in alignment with organisational policies, legal and ethical data storage requirements	3	3
	PC5. Evaluate the relevance, correctness, and accuracy of the collected and store date in alignment with the organisational requirements	6	6
	PC6. Finalise the data after required elimination and filtration to ensure captured data is relevant and aligned with organisational requirements	4	4
	PC7. Use statistical analysis and data mining techniques to identify trends in store performance	3	3
	PC8. Distinguish impacts due to internal and external activities	3	3
	PC9. Identify strengths, weaknesses, opportunities, and threats through the data analysis	6	6
	PC10. Study the results and recommend improvements in alignment with business objectives and organisational needs	6	6
	PC11. Choose appropriate format to present the results and recommendations	4	4
	PC12. Communicate the results and recommendations to relevant personnel in the organisational hierarchy	3	3
	NOS Total	50	50
RAS/N0163: Use Artificial Intelligence (AI) tools to optimize store operations		50	50
	PC1. Utilize AI-powered analytics to monitor inventory levels, predict demand, and optimize stock replenishment.	4	4
	PC2. Implement strategies to minimize stockouts and overstock situations, ensuring optimal inventory turnover.	2	2
	PC3. Leverage AI-driven data analysis to understand customer preferences, buying patterns, and behaviour.	3	3
	PC4. Use insights to tailor marketing campaigns, promotions, and product offerings to enhance customer engagement and satisfaction.	4	4
	PC5. Implement AI chatbots for customer support, aiding with inquiries, product recommendations, and order tracking.	3	3
	PC6. Train staff on AI tools and technologies to enhance their ability to deliver personalized customer service.	3	3
	PC7. Oversee the implementation of IoT devices such as smart shelves, RFID tags, and sensors to track product movement, monitor stock levels, and prevent theft.	4	4






PC8. Ensure seamless integration of IoT technology with existing systems for efficient operations and data management.	3	3
PC9. Ensure compliance with data privacy regulations when collecting and analyzing customer data through AI and IoT systems.	2	2
PC10. Implement security measures to protect sensitive information and prevent unauthorized access to IoT devices and data.	3	3
PC11. Utilize AI algorithms to optimize store layout, product placement, and signage for improved customer flow and sales.	3	3
PC12. Monitor store conditions using IoT sensors to maintain optimal environmental factors such as temperature, humidity, and lighting.	4	4
PC13. Utilize AI-driven analytics to track key performance indicators (KPIs) such as sales, profitability, and customer satisfaction.	3	3
PC14. Generate regular reports and insights to inform decision-making and identify areas for improvement.	4	4
PC15. Stay updated on latest developments in AI, IoT, and retail technology through continuous learning and professional development.	3	3
PC16. Adapt strategies and processes based on emerging trends and technological advancements to maintain a competitive edge in the retail industry	2	2
NOS Total	50	50

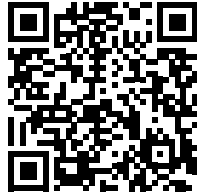



DGT/VSQ/ N0103: Employ- ability Skills (90 Hours)	<i>Introduction to Employability Skills</i>	1	1
	PC1. understand the significance of employability skills in meeting the current job market requirement and future of work	-	-
	PC2. identify and explore learning and employability relevant portals	-	-
	PC3. research about the different industries, job market trends, latest skills required and the available opportunities	-	-
	<i>Constitutional values – Citizenship</i>	1	1
	PC4. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-
	PC5. follow environmentally sustainable practices	-	-
	<i>Becoming a Professional in the 21st Century</i>	1	3
	PC6. recognize the significance of 21st Century Skills for employment	-	-
	PC7. practice the 21st Century Skills such as Self- Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-
	PC8. adopt a continuous learning mindset for personal and professional development	-	-
	<i>Basic English Skills</i>	3	4
	PC9. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-
	PC10. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-
	PC11. write short messages, notes, letters, e-mails etc. in English	-	-
	<i>Career Development & Goal Setting</i>	1	2
	PC12. identify career goals based on the skills, interests, knowledge, and personal attributes	-	-
	PC13. prepare a career development plan with short- and long-term goals	-	-
	<i>Communication Skills</i>	2	2
	PC14. follow verbal and non-verbal communication etiquette while communicating in professional and public settings	-	-
PC15. use active listening techniques for effective communication	-	-	
PC16. communicate in writing using appropriate style and format based on formal or informal requirements	-	-	
PC17. work collaboratively with others in a team	-	-	
<i>Diversity & Inclusion</i>	1	1	

PC18. communicate and behave appropriately with all genders and PwD	-	-
PC19. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-
<i>Financial and Legal Literacy</i>	2	3
PC20. identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.	-	-
PC21. carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook	-	-
PC22. identify common components of salary and compute income, expenses, taxes, investments etc	-	-
PC23. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-
<i>Essential Digital Skills</i>	3	5
PC24. operate digital devices and use their features and applications securely and safely	-	-
PC25. carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.	-	-
PC26. display responsible online behaviour while using various social media platforms	-	-
PC27. create a personal email account, send and process received messages as per requirement	-	-
PC28. carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications	-	-
PC29. utilize virtual collaboration tools to work effectively	-	-
<i>Entrepreneurship</i>	2	3
PC30. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-
PC31. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-
PC32. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-
<i>Customer Service</i>	1	2
PC33. identify different types of customers and ways to communicate with them	-	-

PC34. identify and respond to customer requests and needs in a professional manner	-	-
PC35. use appropriate tools to collect customer feedback	-	-
PC36. follow appropriate hygiene and grooming standards	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3
PC37. create a professional Curriculum vitae (Résumé)	-	-
PC38. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-
PC39. apply to identified job openings using offline /online methods as per requirement	-	-
PC40. answer questions politely, with clarity and confidence, during recruitment and selection	-	-
PC41. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-
NOS Total	20	30

Module No.	Unit No.	Topic Name	Page No.	Link for QR Code (s)	QR code (s)
2. Optimise inventory to ensure maximum availability of stocks and minimised losses	Unit 2.1 - The Management of Stock Levels	Common Types of retailers	25	https://www.youtube.com/watch?v=Np090VK-Tzt	
	Unit 2.2 - Receipt and Dispatch of Goods	Development of Retail Sector in India		https://www.youtube.com/watch?v=Imu-Koz9aWGY	
	Unit 2.3 - Stock Records	Retail 2020 5 Technologies that will change the way you shop		https://www.youtube.com/watch?v=iRvaWH-k3A8k	
	Unit 2.4 - Stock-Take/Cyclical Count	Role of Retail Store Manager		www.youtube.com/watch?v=WFr9Y-483ONw	
3. Standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting	Unit 3.1 - Store Policies, Vendor Guidelines and Statutory Regulations	The Management of Stock Levels	34	https://www.youtube.com/watch?v=BApH54Oyleo	

Module No.	Unit No.	Topic Name	Page No.	Link for QR Code (s)	QR code (s)
3. Standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting	Unit 3.2 - Managing Operational Records	Store Operations Management	34	https://rasci-lms.web.app/course-learn_Store-Operations-Management.html	
5. Execute Visual Merchandising displays as per standards and guidelines	Unit 5.1 - Display of Merchandise	Manage Sales and Service Delivery to Increase Store Profitability	60	https://www.youtube.com/watch?v=sF6AM-j3H0jg	
6. Ensure Overall Safety, Security, and Hygiene of the Store	Unit 6.1 - Health, Hygiene and Safety Compliance	Execute Visual Merchandising Displays as Per Standards and Guidelines	72	https://www.youtube.com/watch?v=rLEC4N-IduLY	
7. Implement promotions and special events at the store	Unit 7.1 - Implementation of In-Store Promotion	Health hygiene and safety compliance in retail store	83	https://www.youtube.com/watch?v=AeStN-FCS-qo	
8. Lead and manage the team for developing store capability	Unit 8.1 - Staffing Needs of the Store	Implement Promotions and Special Events at the Store	94	https://www.youtube.com/watch?v=Ajx-VqbyUDo8	

Module No.	Unit No.	Topic Name	Page No.	Link for QR Code (s)	QR code (s)
10. Monitor and Analyse Store Performance Data	Unit 10.1 Store Performance Data Tracking and Analysis	Current Practices of Data Collection Methods	112	https://youtu.be/RJLqVy8qdSM?si=QU4tDxSfM-yVarXM	
11. Use Artificial Intelligence (AI) tools to optimize store operations	Unit 11.1: Applications of AI and IoT in Retail Store Operations	Principles and Applications of Artificial Intelligence (AI) and Internet of Things (IoT) in Retail Operations	124	https://youtu.be/f9V87NftL-BA?si=sTO4y-BrqN-XfoF-	
	Unit 11.2: Customer Service and Decision-Making with AI and	AI Chatbots and Virtual Assistants		https://youtu.be/LHty39gcW30?si=8S8Q-8JWajG4MuVL7	
13. Waste Management	Unit 13.1: Waste Management and Recycling Practices		135	https://youtu.be/jVi7YJtr6_I?si=Md5uWO8CjOcPwpb	

Glossary

- **Sector:** Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
- **Sub-sector:** Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
- **Occupation:** Occupation is a set of job roles, which perform similar/ related set of functions in an industry. Job role: Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
- **Occupational Standards (OS):** OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
- **Performance Criteria (PC):** Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
- **National Occupational Standards (NOS):** NOS are occupational standards which apply uniquely in the Indian context.
- **Qualifications Pack (QP):** QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
- **Unit Code:** Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
- **Unit Title:** Unit title gives a clear overall statement about what the incumbent should be able to do.
- **Description:** Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
- **Scope:** Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.
- **Knowledge and Understanding (KU):** Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.

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