

# Model Curriculum

## Individual Sales Professional/ Self-employed Retailer

**SECTOR : RETAIL**

**SUB-SECTOR : RETAIL BUSINESS**

**OCCUPATION : CONSUMER SALES**

**REF. ID : RAS/Q0201 VERSION 1.0**

**NSQF LEVEL : 4**



## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA**

for the

#### MODEL CURRICULUM

Complying to National Occupational Standards of

Job Role/ Qualification Pack: '**Individual Sales Professional/Self-Employed Retailer**'

QP No. '**RAS/Qo201 NSQF Level 4**'

Date of Issuance: **May 19<sup>th</sup>, 2016**

Valid up to: **May 19<sup>th</sup>, 2018**

\* Valid up to the next review date of the Qualification Pack



Authorized Signatory  
(Retailers Association's Skill Council of India)

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# Individual Sales Professional/Self-employed Retailer

## Curriculum / Syllabus

This program is aimed at training candidates for the job of a “Individual Sales Professional/Self-employed Retailer”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner

<b>Program Name</b>	<b>Individual Sales Professional/Self-employed Retailer</b>		
<b>Qualification Pack Name &amp; Reference ID.</b>	Individual Sales Professional/Self-employed Retailer RAS/Q0201		
<b>Version No.</b>	1.0	<b>Version Update Date</b>	26-09-2016
<b>Pre-requisites to Training</b>	10 <sup>th</sup> Pass		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• Get licenses, follow legal policies and procedures to start/run business</li> <li>• Perform basic accounting practices</li> <li>• Continuously update self on new products/services offered by business</li> <li>• Conduct daily business operations</li> <li>• Build relationship with vendors/dealers to ensure smooth business operations and increase sales</li> <li>• Meet health and safety requirements at place of work</li> <li>• Manage customer needs effectively through need identification and strong customer relationship</li> <li>• Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business</li> </ul>		

This course encompasses 8 out of 8 National Occupational Standards (NOS) of “Individual Sales Professional/Self-employed Retailer” Qualification Pack issued by “Retailers Association's Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Get licenses, follow legal policies and procedures to start/run business</b></p> <p><b>Theory Duration</b> (hh:mm) 21:00</p> <p><b>Practical Duration</b> (hh:mm) 21:00</p> <p><b>Corresponding NOS Code</b> RAS / N0201</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>Identify local corporations/authorities that have a bearing on the particular business process</li> <li>Build and maintain relationships with the key persons to ensure smooth functioning of business</li> <li>Get permissions and compliances as per legal requirements</li> <li>Complete business registration and other legal formalities</li> <li>Examine legal options for the most suitable type of business structure</li> <li>Seek legal and accounting expertise as required to inform final decision regarding business structure</li> <li>Describe policies and procedures that have a bearing on the business</li> <li>Describe the relevant rules and legislative policies</li> <li>Conform to the rules and policies for smooth functioning of business</li> <li>Describe the concept of minimising losses and maximising gains</li> <li>Secure information on purchase rights to products and services and ensure full understanding of their implications</li> <li>Establish cost of procurement rights to products and services (if applicable)</li> <li>Determine brand ownership and protection rights</li> <li>Describe processes related to handling of goods, equipment and hazardous material involved in the business</li> <li>Understand hazards and risks involved in the above processes</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>Local corporations/authorities that have a bearing on the particular business process</li> <li>Policies and procedures that have a bearing on the particular business process</li> <li>Legal formalities applicable for the particular business</li> <li>Knowledge of processes related to legal compliance requirements involved in the business</li> <li>Hazards and risks involved in the business</li> </ul>	<p>Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/ handcraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/Stand, Weighing scale/Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/Product Detailer</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
2	<p><b>Perform basic accounting practices</b></p> <p><b>Theory Duration</b> (hh:mm) 21:00</p> <p><b>Practical Duration</b> (hh:mm) 21:00</p> <p><b>Corresponding NOS Code</b> RAS / N0202</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>Assess and identify source of funding and what is needed to secure that funding</li> <li>Plan, monitor and record the cash flow</li> <li>Open and manage a bank account</li> <li>Control costs through assessment and interpretation of information on costs and resource allocation</li> <li>Prepare budget to help better planning and management of finances</li> <li>Control budget through monitoring of various financial elements such as an income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations</li> <li>Understand elements of basic financial accounting</li> <li>Conduct basic accounting tasks</li> <li>Create and maintain reports</li> <li>Describe sources of profits and causes of losses as reflected in the reports</li> <li>Understand possible fraudulent activities related to monetary transactions</li> <li>Implement security procedures and checks to prevent monetary losses due to fraudulent activities</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>Importance of error free accounting</li> <li>Legal implications of erroneous accounting</li> <li>Basic mathematical skills</li> <li>Elements specific to business, that need to be considered in accounting</li> </ul>	<p>Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/ handicraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/Stand, Weighing scale/Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/Product Detailer</p>
3	<p><b>Continuously update self on new products/services offered by business</b></p> <p><b>Theory Duration</b> (hh:mm) 21:00</p> <p><b>Practical Duration</b> (hh:mm) 21:00</p> <p><b>Corresponding NOS Code</b> RAS / N0203</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>Describe the products/services involved in the business</li> <li>Understand the market trend with respect to sales patterns</li> <li>Identify related products/services and possible opportunities with respect to up- selling, cross-selling, expansion of business etc.</li> <li>Describe the concept of sourcing and processing product and service data relevant to business</li> <li>Maintain accurate and current details of products and services in product database</li> <li>Conduct study of products/services offered by competition</li> <li>Operate relevant equipment involved in business</li> <li>Describe the precautions and maintenance required</li> <li>Identify and describe new technologies that can improve efficiencies and reduce risks</li> </ul>	<p>Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/ handicraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/Stand, Weighing scale/Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/Product Detailer</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Products/services involved in the business</li> <li>• Related products/services</li> <li>• Equipment involved in the business</li> </ul>	
4	<p><b>Conduct daily business operations</b></p> <p><b>Theory Duration</b> (hh:mm) 21:00</p> <p><b>Practical Duration</b> (hh:mm) 21:00</p> <p><b>Corresponding NOS Code</b> RAS / N0204</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• Identify target audience profile/market</li> <li>• Identify buying patterns of customers to define assortments and modify them as per trends observed</li> <li>• Identify customers easy to access in order to target selling to them</li> <li>• Identify products being offered by competitors/other players in the locality</li> <li>• Select the right medium of promotions</li> <li>• Organize resources depending upon the marketing medium</li> <li>• Plan budget requirements for the promotional programs</li> <li>• Track and monitor effectiveness of the promotional programs</li> <li>• Assess inventory/procuring capacity as per costs involved</li> <li>• Assess operational costs</li> <li>• Calculate projected break-even point</li> <li>• Take steps to prevent inventory losses</li> <li>• Calculate profits and margins</li> <li>• Define targets to achieve business gains</li> <li>• Ensure required inventory is on hand</li> <li>• Match logistics of delivery to inventory supply requirements</li> <li>• Monitor stock levels and maintain them at required levels</li> <li>• Coordinate stock take or cyclical count</li> <li>• Plan for contingencies</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Possible products/services that can be offered by own organisation</li> <li>• Trend setters in the specific business</li> <li>• Possible seasonal effects</li> <li>• Mapping of target customers and identification of customer needs</li> <li>• Computation of costs, profit &amp; loss, sales figures etc., elements involved in setting of sales targets</li> </ul>	<p>Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/ handicraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/Stand, Weighing scale/Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/Product Detailer</p>
5	<p><b>Build relationship with vendors/dealers to ensure smooth business operations and increase sales</b></p> <p><b>Theory Duration</b> (hh:mm) 21:00</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• Communicate clearly in the required local language</li> <li>• Articulate clearly and coherently</li> <li>• Respond appropriately</li> <li>• Identify where to get help and information from</li> <li>• Understand what is required from specific vendors</li> </ul>	<p>Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/ handicraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
	<p><b>Practical Duration</b> (hh:mm) 21:00</p> <p><b>Corresponding NOS Code</b> RAS / N0205</p>	<ul style="list-style-type: none"> <li>Express need clearly and get into workable relationship with vendor/s</li> <li>Negotiate with vendors for better deal</li> <li>Ensure proper contracting with vendors</li> <li>Ensure minimisation of possible risks and losses in vendor relationships</li> <li>Understand best practices and maintain cordial relationships</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>Vendors and ways to connect with them</li> <li>Local language</li> <li>Basic offerings by vendors elsewhere</li> </ul>	<p>Copy, Cart (Thela)/Table/Chair/Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/Stand, Weighing scale/Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/Product Detailer</p>
6	<p><b>Meet health and safety requirements at place of work</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 10:00</p> <p><b>Corresponding NOS Code</b> RAS / N0206</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>Wash hands with clean water and soap in order to keep them clean at all times</li> <li>Wear clean and washed clothes every day</li> <li>Be presentable and well groomed to service customers of all types</li> <li>Use separate and clean handkerchief/cloth for wiping off perspiration or dust</li> <li>Keep the cleaning aids dry and clean</li> <li>Avoid sneezing or coughing around the area of work</li> <li>Sweep the surrounding area to create a tidy atmosphere</li> <li>Drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes</li> <li>Use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste</li> <li>Advise customers to throw waste at designated bins or waste areas</li> <li>Prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors</li> <li>Describe ways and means to handle emergency situations like fire, robbery, riots etc.</li> <li>Describe ways and means to mitigate risks to people and property during emergencies</li> <li>Avoid locating the vending cart near heaps of dumped industrial or food waste with pests around</li> <li>Ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station</li> <li>Ensure that waste water is drained-off in closed drains or in a designated way</li> </ul>	<p>Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/ handicraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/Chair/Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/Stand, Weighing scale/Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/Product Detailer</p>



Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>• Describe other ways to maintain cleanliness. Not to litter and dump waste in an unauthorized area</li> <li>• Understand the various work hazards</li> <li>• Take necessary steps to eliminate or minimize hazards</li> <li>• Describe the causes of accidents at the workplace and identify measures to prevent such accidents from taking place</li> <li>• Take preventive measures to avoid risk of burns and other injury</li> <li>• Check and review the storage areas frequently</li> <li>• Stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas</li> <li>• Follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies</li> <li>• Display safety signs at places where necessary for people to be cautious</li> <li>• Adhere to safety standards and ensure no material damage</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Legal implications of not implementing health and sanitation requirements</li> <li>• Possible emergencies</li> <li>• Health and sanitation requirements and the importance of the same</li> <li>• Possible losses due to emergency situations</li> </ul>	
7	<p><b>Manage customer needs effectively through need identification and strong customer relationship</b></p> <p><b>Theory Duration</b> (hh:mm) 15:00</p> <p><b>Practical Duration</b> (hh:mm) 15:00</p> <p><b>Corresponding NOS Code</b> RAS / N0207</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• Identify target customers</li> <li>• Understand and assess target customer need and desire</li> <li>• Identify possible options to satisfy customer need</li> <li>• Present options in an attractive manner that are mutually beneficial in nature</li> <li>• Establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes</li> <li>• Maximise sales opportunities by use of add-on and complementary sales techniques</li> <li>• Provide customer with detailed information about the product/service</li> <li>• Build relationships with customers to generate referrals</li> <li>• Collect feedback to improvise to increase business returns and reach</li> <li>• Manage on time delivery service fulfilment</li> </ul>	<p>Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/ handicraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/Chair/Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/Stand, Weighing scale/Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure,</p>

		<ul style="list-style-type: none"> <li>Implement customer loyalty programs like vouchers , promotions</li> <li>Plan and implement sales presentations</li> <li>Understand customer complaints and problems and support difficult customers to produce positive outcome</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>The target customer</li> <li>Acceptable service fulfilment norms</li> <li>How to build referrals</li> <li>What is a loyalty program</li> </ul>	Product Catalogue/Product Detailer
8	<p><b>Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business</b></p> <p><b>Theory Duration</b> (hh:mm) 10:00</p> <p><b>Practical Duration</b> (hh:mm) 10:00</p> <p><b>Corresponding NOS Code</b> RAS / N0208</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>Identify opportunities and create solutions to face uncertainties</li> <li>Expand business in other fields/line of business as desired</li> <li>Innovate and improvise to pick up performance</li> <li>Participate in discussions/workshops and engage with other successful vendors</li> <li>Drive self-development through available media</li> <li>Identify and gain certifications in related line of business</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>Success stories in the related field</li> <li>Innovations in the relevant product/service</li> <li>Strengths, weakness, opportunity and threat to self and own organisation</li> </ul>	Product Assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/ handicraft items, dummy Flowers or any other utility items/consumer goods, Registration copy, Challan Copy, Cart (Thela)/Table/ Chair/Stall, Straw basket (Tokri), Hangers, Umbrella/Tent, Racks/Stand, Weighing scale/Handscale, Ground cover/Plastic sheet (tarp), Crate, Carry Bags, Cash Box, Placards/Signages, Calculator, Sample visiting card Pre-printed bill book, Company Brochure, Product Catalogue/Product Detailer
	<p><b>Total Duration</b></p> <p><b>Theory Duration</b> <b>140:00</b></p> <p><b>Practical Duration</b> <b>140:00</b></p>	<p><b>Unique Equipment Required:</b></p> <ul style="list-style-type: none"> <li>Product assortment comprising non-food items such as clothes, toys/ladies ornaments/plastic containers/ handicraft items, dummy Flowers or any other utility items/consumergoods</li> <li>Registration copy</li> <li>Challan Copy</li> <li>Cart (Thela)/Table/Chair/Stall</li> <li>Straw basket (Tokri)</li> <li>Hangers</li> <li>Umbrella/Tent</li> <li>Racks/Stand</li> <li>Weighing scale / Handscale</li> <li>Ground cover/Plastic sheet (tarp)</li> <li>Crate</li> <li>Carry Bags</li> </ul>	

		<ul style="list-style-type: none"><li>• Cash Box</li><li>• Placards/Signages</li><li>• Calculator</li><li>• Sample visiting card</li><li>• Pre-printed bill book</li><li>• Company Brochure</li><li>• Product Catalogue/Product Detailer</li><li>• Dummy DSR</li></ul>	
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**Grand Total Course Duration: 280 Hours**

***(This syllabus/ curriculum has been approved by Retailers Association's Skill Council of India)***

## Trainer Prerequisites for Job role: “Individual Sales Professional/Self-employed Retailer” mapped to Qualification Pack: “RAS/Q0201 VERSION 1.0”

Sr. No.	Area	Details
1	<b>Job Description</b>	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuing consistently high pass percentage.
2	<b>Personal Attributes</b>	Individual in this position should exhibits below mentioned attributes: <ul style="list-style-type: none"> <li>• Should be subject knowledge / matter expert</li> <li>• Ability to disseminate knowledge</li> <li>• Effective communication skills and proven integrity, as well as sincerity</li> <li>• Ability to conduct interactive training program and concentrate on details</li> <li>• High sense of thoughtfulness in a habitually active environment</li> <li>• Multi-talented and resourceful ability when handling different tasks</li> <li>• Highly skilled in promoting friendly atmosphere and efficient in managing learners</li> <li>• Knowledge and ability to use different training methodologies aligned with audience profile</li> </ul>
3	<b>Minimum Educational Qualifications</b>	10 <sup>th</sup> standard pass with minimum 2yrs work experience in retail store operations or sales or training.
4a	<b>Domain Certification</b>	Certified for Job Role: “ <u>Individual Sales Professional/Self-employed Retailer</u> ” mapped to QP “ <u>RAS/Q0201 VERSION 1.0</u> ”. Minimum accepted
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “SSC/1402”. Minimum accepted score of 80% or as per RASCI guidelines.
5	<b>Experience</b>	Minimum 2yrs work experience in retail store operations or sales or training.

## Annexure: Assessment Criteria

<b>Assessment Criteria for Individual Sales Professional/Self-employed Retailer</b>	
<b>Job Role</b>	<b>Individual Sales Professional/Self-employed Retailer</b>
<b>Qualification Pack</b>	<b>RAS/Q0201 VERSION 1.0</b>
<b>Sector Skill Council</b>	<b>Retailers Association's Skill Council of India</b>

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by Retailers Association's Skill Council of India. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5	To pass the Qualification Pack, every trainee should score a minimum marks as mentioned in respective QP
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

Assessment outcomes	Assessment Criteria for outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
1. RAS/N0201 (Get licenses, follow legal policies and procedures to start/run business)	PC1. identify local corporations/authorities that have a bearing on the particular business process	100	10	3	7
	PC2. build and maintain relationships with the key persons to ensure smooth functioning of business		5	1.5	3.5
	PC3. get permissions and compliances as per legal requirements		10	3	7
	PC4. complete business registration and other legal formalities		10	3	7
	PC5. examine legal options for the most suitable type of business structure		5	1.5	3.5
	PC6. seek legal and accounting expertise as required to inform final decision regarding business structure		5	1.5	3.5
	PC7. describe policies and procedures that have a bearing on the particular business		5	1.5	3.5
	PC8. describe the relevant rules and legislative policies		5	1.5	3.5

	PC9. conform to the relevant rules and policies for smooth functioning of business		<b>5</b>	1.5	3.5
	PC10. describe the concept of minimising losses and maximising gains		<b>5</b>	1.5	3.5
	PC11. secure information on purchase rights to products and services and ensure full understanding of their implications		<b>5</b>	1.5	3.5
	PC12. establish cost of procurement rights to products and services (if applicable)		<b>10</b>	3	7
	PC13. determine brand ownership and protection rights		<b>10</b>	3	7
	PC14. describe processes related to handling of goods, equipment and hazardous material involved in the business		<b>5</b>	1.5	3.5
	PC15. understand hazards and risks involved in the above processes		<b>5</b>	1.5	3.5
		<b>Total</b>	<b>100</b>	30	70
2. RAS/N0202 (Perform basic accounting practices)	PC1. assess and identify sourcing of funding and what is needed to secure that funding		<b>10</b>	3	7
	PC2. plan, monitor and record the cash flow		<b>10</b>	3	7
	PC3. open and manage a bank account		<b>10</b>	3	7
	PC4. control costs through assessment and interpretation of information on costs and resource allocation		<b>10</b>	3	7
	PC5. prepare budget to help better planning and management of finances		<b>10</b>	3	7
	PC6. control budget through monitoring of various financial elements such as income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations		<b>10</b>	3	7
	PC7. understand elements of basic financial accounting		<b>5</b>	1.5	3.5
	PC8. conduct basic accounting tasks		<b>10</b>	3	7
	PC9. create and maintain reports		<b>5</b>	1.5	3.5
	PC10. describe sources of profits and causes of losses as reflected in the reports		<b>10</b>	3	7
	PC11. understand possible fraudulent activities related to monetary transactions		<b>5</b>	1.5	3.5
	PC12. implement security procedures and checks to prevent monetary losses due to fraudulent activities		<b>5</b>	1.5	3.5
		<b>Total</b>	<b>100</b>	30	70
3. RAS/N0203 (Continuously	PC1. describe the products/services involved in the business	<b>100</b>	<b>15</b>	4.5	10.5

update self on new products/services offered by business)	PC2. understand the market trend with respect to sales patterns		15	4.5	10.5
	PC3. identify related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business etc.		10	3	7
	PC4. describe the concept of sourcing and processing product and service data relevant to business		10	3	7
	PC5. maintain accurate and current details of products and services in product database		10	3	7
	PC6. conduct study of products/services offered by competition		10	3	7
	PC7. operate equipment involved		15	4.5	10.5
	PC8. describe the precautions and maintenance required		5	1.5	3.5
	PC9. identify and describe new technologies that can improve efficiencies and reduce risks		10	3	7
		<b>Total</b>		<b>100</b>	30
4. RAS/N0204 (Conduct daily business operations)	PC1. identify target audience profile/market	<b>100</b>	5	1.5	3.5
	PC2. identify buying patterns to define assortments and modify them as per trends observed		10	3	7
	PC3. identify customers easy to access in order to target selling to them		5	1.5	3.5
	PC4. identify products being offered by competitors/other players in the locality		5	1.5	3.5
	PC5. select right medium of promotions		5	1.5	3.5
	PC6. organize resources depending upon the marketing medium		5	1.5	3.5
	PC7. plan budget requirements for the promotional programs		5	1.5	3.5
	PC8. track and monitor effectiveness of the promotional programs		5	1.5	3.5
	PC9. assess inventory/production/procuring capacity as per costs involved		5	1.5	3.5
	PC10. assess operational costs		5	1.5	3.5
	PC11. calculate projected break-even point		5	1.5	3.5
	PC12. take steps to prevent inventory losses		5	1.5	3.5
	PC13. calculate profits and margins		5	1.5	3.5
	PC14. define targets to achieve business gains		5	1.5	3.5
	PC15. ensure required Inventory is on		5	1.5	3.5

	hand				
	PC16. match logistics of delivery to inventory supply requirements		5	1.5	3.5
	PC17. monitor stock levels and maintain them at required levels		5	1.5	3.5
	PC18. coordinate stock take or cyclical count		5	1.5	3.5
	PC19. plan for contingencies		5	1.5	3.5
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
5. RAS/N0205  (Build relationship with vendors/dealers to ensure smooth business operations and increase sales)	PC1. communicate clearly in the required local language	100	12	3.6	8.4
	PC2. articulate clearly and coherently		7	2.1	4.9
	PC3. respond appropriately		7	2.1	4.9
	PC4. identify where to get help and information from		12	3.6	8.4
	PC5. understand what is required from specific vendors		12	3.6	8.4
	PC6. express need clearly and get into workable relationship with vendor/s		7	2.1	4.9
	PC7. negotiate with vendors for better deal		12	3.6	8.4
	PC8. ensure proper contracting with vendors		12	3.6	8.4
	PC9. ensure minimization of possible risks and losses in vendor relationships		12	3.6	8.4
	PC10. understand best practices and maintain cordial relationships		7	2.1	4.9
		<b>Total</b>	<b>100</b>	<b>30</b>	<b>70</b>
6. RAS/N0206  (Meet health and safety requirements at place of work)	PC1. wash hands with clean water and soap in order to keep them clean at all times	100	5	1.5	3.5
	PC2. wear clean and washed clothes every day		3	1	2
	PC3. be presentable and well groomed to service customers of all types		5	1.5	3.5
	PC4. use separate and clean handkerchief/cloth for wiping off perspiration or dust		3	1	2
	PC5. keep the cleaning aids dry and clean		3	1	2
	PC6. avoid sneezing or coughing around the area of work		3	1	2
	PC7. sweep the surrounding area to create a tidy atmosphere		5	1.5	3.5
	PC8. drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes		3	1	2



	PC9. use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste		5	1.5	3.5
	PC10. advise customers to throw waste at designated bins or waste areas		3	1	2
	PC11. prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors		3	1	2
	PC12. describe ways and means to handle emergency situations like fire, robbery, riots etc.		5	1.5	3.5
	PC13. describe ways and means to mitigate risks to people and property during emergencies		3	1	2
	PC14. avoid locating the vending cart near heaps of dumped industrial or food waste with pests around		3	1	2
	PC15. ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station		5	1.5	3.5
	PC16. ensure that waste water is drained-off in closed drains or in a designated way		3	1	2
	PC17. describe other ways to maintain cleanliness. Not to litter and dump waste in an unauthorized area		3	1	2
	PC18. understand the various work hazards		5	1.5	3.5
	PC19. take necessary steps to eliminate or minimize hazards		5	1.5	3.5
	PC20. describe the causes of accidents at the workplace and identify measures to prevent such accidents from taking place		5	1.5	3.5
	PC21. take preventive measures to avoid risk of burns and other injury		3	1	2
	PC22. check and review the storage areas frequently		3	1	2
	PC23. stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas		5	1.5	3.5
	PC24. follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies		3	1	2
	PC25. display safety signs at places where necessary for people to be cautious		3	1	2
	PC26. adhere to safety standards and ensure no material damage		5	1.5	3.5
		<b>Total</b>	<b>100</b>	30	70
	PC1. identify target customers	<b>100</b>	10	3	7

7. RAS/N0207  (Manage customer needs effectively through need identification and strong customer relationships)	PC2. understand and assess target customer need and desire		10	3	7
	PC3. identify possible options to satisfy customer need		5	3	7
	PC4. present options in an attractive manner that are mutually beneficial in nature		10	3	7
	PC5. establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes		10	3	7
	PC6. maximise sales opportunities by use of add-on and complementary sales techniques		5	1.5	3.5
	PC7. provide customer with detailed information about the product/service		10	3	7
	PC8. build relationships with customers to generate referrals		5	1.5	3.5
	PC9. collect feedback to improvise to increase business returns and reach		5	1.5	3.5
	PC10. manage on time delivery service fulfilment		10	3	7
	PC11. implement customer loyalty programs like vouchers , promotions		5	1.5	3.5
	PC12. plan and implement sales presentations		5	1.5	3.5
	PC13. understand customer complaints and problems and support difficult customers to produce positive outcome		10	3	7
		<b>Total</b>		<b>100</b>	30
8. RAS/N0208  (Demonstrate/show creativity, newness/ innovation and enthusiasm to grow business)	PC1. identify opportunities and create solutions to face uncertainties	<b>100</b>	14	4.2	9.8
	PC2. expand business in other fields/line of business as desired		20	6	14
	PC3. innovate and improvise to pick up performance		14	4.2	9.8
	PC4. participate in discussions/workshops and engage with other successful vendors		16	4.8	11.2
	PC5. drive self-development through available media		20	6	14
	PC6. identify and gain certifications in related line of business		16	4.8	11.2
	<b>Total</b>		<b>100</b>	30	70



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