Fundamentals of Retail Business

Unit Code: RAS/N0176

Version: 1.0

NSQF Level: 3

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Description

This occupational standard outlines the fundamental skills and knowledge required to engage with customers, identify their needs, demonstrate product features and benefits based on those needs, handle basic objections, and assist in the payment process in a retail environment.

Scope

The scope covers the following :

- Retail operations, Inventory management and Sales support
- Customer engagement
- Need identification
- Product demonstration
- Resolve customer queries
- Closing the Sale and Payment Process

Elements and Performance Criteria

Retail operations, Inventory management and Sales support

To be competent, the user/individual on the job must be able to:

PC1. Recognize the key retail formats (e.g., supermarkets, department stores, e-commerce) and describe their features

PC2. Identify the main business functions in retail, including sales, inventory, and customer service

PC3. Explain the role and importance of inventory management in maintaining stock accuracy and product availability

PC4. Distinguish between various types of customer service interactions and outline how to handle basic customer inquiries

PC5. Describe stock control methods and their importance in maintaining appropriate inventory levels

PC6. Discuss common customer concerns (e.g., product quality, pricing) and their influence on retail service strategies

PC7. Outline basic sales procedures, such as handling transactions and assisting customers with purchases

PC8. Explain the role of the retail supply chain, including sourcing and product delivery processes, and their effect on store operations

PC9. Role Play various customer service scenarios to practice effective communication and problem-solving skills

PC10. Prepare a basic inventory management report based on simulated stock levels

PC11. Demonstrate sales techniques in a simulated retail environment, including processing transactions and assisting customers

PC12. Conduct a simulated inventory check and report discrepancies to supervisors

PC13. Collaborate with peers in a team exercise to create appealing product displays in a simulated store setup

PC14. Role Play common customer interactions to practice responding to inquiries and handling complaints

PC15. Prepare visual merchandising displays using provided materials in a simulated environment

Customer Engagement

To be competent, the user/individual on the job must be able to:

PC16. Greet customers in a friendly and professional manner, making a positive first impression

PC17. Engage in active listening to understand the customer's requirements and preferences

PC18. Ask open-ended questions to gather detailed information about customer's requirement

PC19. Explain your role and how you can assist the customer find products suited to their needs

Need Identification

To be competent, the user/individual on the job must be able to:

PC20. Identify customer needs by asking specific questions about their preferences, usage, and budget

PC21. Clarify the customer's requirements and expectations to suggest appropriate products

PC22. Match product features and benefits to the customer's needs during the demonstration

PC23. Avoid recommending products that do not align with the customer's stated needs or expectations

Product Demonstration

To be competent, the user/individual on the job must be able to:

PC24. Obtain customer consent to demonstrate relevant products

PC25. Set up the demonstration safely and in a manner that highlights the product's features

PC26. Present product features and benefits clearly, focusing on those that match the customer's needs

PC27. Encourage customer interaction with the product, if appropriate, to reinforce key benefits

PC28. Explain how the product addresses specific needs and demonstrate its value effectively

PC29. Highlight complementary products that can enhance the customer's purchase based on their requirements

Resolve customer queries

To be competent, the user/individual on the job must be able to:

PC30. Identify customer objections and respond in a way that reassures and clarifies any misunderstandings

PC31. Use the product's key features and benefits to address objections, particularly price or performance concerns

PC32. Offer alternative solutions or adjustments to products if objections cannot be resolved

Closing the Sale and Payment Process

To be competent, the user/individual on the job must be able to:

PC33. Assist customers in making a confident purchase decision by reiterating how the product meets their needs

PC34. Guide the customer smoothly through the payment process, explaining any discounts or promotions

PC35. Ensure accurate completion of the transaction, including product warranties or additional services

PC36. Thank the customer for their purchase and explain any relevant after-sales services or care requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

KU1. Types of retail formats and key functions in a Retail Business

KU2. Purpose and principles of inventory management

KU3. Basic supply chain flow

KU4. Organizational policies and procedures relating to product handling, sales, and customer service

KU5. Differences between features and benefits and how to tailor them to customer needs during demonstrations

KU6. Basic product knowledge, including features, benefits, and usage, for items in the retail store

KU7. Techniques for conducting product demonstrations that focus on matching customer needs with product features

KU8. Methods for handling objections related to product fit, price, or other concerns

KU9. Basic knowledge of the payment process and transaction management within the store

KU10. Health and safety guidelines for conducting product demonstrations and handling stock

Generic Skills (GS)

User/individual on the job needs to know how to:

GS1. Effective communication: Ability to explain product features and benefits clearly

GS2. Active listening: Skill to identify customer needs by asking the right questions

GS3. Customer service orientation: Ensuring customer satisfaction by providing tailored product recommendations

GS4. Sales techniques: Understanding how to promote products by aligning features and benefits with customer needs

GS5. Problem-solving: Ability to handle customer objections and provide solutions

GS6. Time management: Efficiently handling multiple customers while ensuring quality service

GS7. Product knowledge: Basic understanding of product features and their relevance to customer needs

GS8. Technical proficiency: Familiarity with store payment systems and sales processes

GS9. Adaptability: Adjusting sales techniques based on customer feedback and situations

GS10. Attention to detail: Ensuring all transactions and demonstrations are accurate and effective

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
Retail operations, Inventory management and Sales support	**15**	**25**	**-**	**-**
PC1. Recognize the key retail formats (e.g., supermarkets, department stores, e-commerce) and describe their features	1	1	-	-
PC2. Identify the main business functions in retail, including sales, inventory, and customer service	1	2	-	-
PC3. Explain the role and importance of inventory management in maintaining stock accuracy and product availability	1	2	-	-
PC4. Distinguish between various types of customer service interactions and outline how to handle basic customer inquiries	1	1	-	-
PC5. Describe stock control methods and their importance in maintaining appropriate inventory levels	1	2	-	-
PC6. Discuss common customer concerns (e.g., product quality, pricing) and their influence on retail service strategies	1	2	-	-
PC7. Outline basic sales procedures, such as handling transactions and assisting customers with purchases	1	1	-	-
PC8. Explain the role of the retail supply chain, including sourcing and product delivery processes, and their effect on store operations	1	2	-	-
PC9. Role Play various customer service scenarios to practice effective communication and problem-solving skills	1	2	-	-
PC10. Prepare a basic inventory management report based on simulated stock levels	1	1	-	-
PC11. Demonstrate sales techniques in a simulated retail environment, including processing transactions and assisting customers	1	2	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Conduct a simulated inventory check and report discrepancies to supervisors	1	2	-	-
PC13. Collaborate with peers in a team exercise to create appealing product displays in a simulated store setup	1	1	-	-
PC14. Role Play common customer interactions to practice responding to inquiries and handling complaints	1	2	-	-
PC15. Prepare visual merchandising displays using provided materials in a simulated environment	1	2	-	-
Customer Engagement	**6**	**6**	**-**	**-**
PC16. Greet customers in a friendly and professional manner, making a positive first impression	1	1	-	-
PC17. Engage in active listening to understand the customer's requirements and preferences	2	2	-	-
PC18. Ask open-ended questions to gather detailed information about customer's requirement	2	1	-	-
PC19. Explain your role and how you can assist the customer find products suited to their needs	1	2	-	-
Need Identification	**5**	**7**	**-**	**-**
PC20. Identify customer needs by asking specific questions about their preferences, usage, and budget	2	2	-	-
PC21. Clarify the customer's requirements and expectations to suggest appropriate products	1	2	-	-
PC22. Match product features and benefits to the customer's needs during the demonstration	1	2	-	-
PC23. Avoid recommending products that do not align with the customer's stated needs or expectations	1	1	-	-
Product Demonstration	**6**	**10**	**-**	**-**

National Occupational Standards

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC24. Obtain customer consent to demonstrate relevant products	1	2	-	-
PC25. Set up the demonstration safely and in a manner that highlights the product's features	1	1	-	-
PC26. Present product features and benefits clearly, focusing on those that match the customer's needs	1	2	-	-
PC27. Encourage customer interaction with the product, if appropriate, to reinforce key benefits	1	1	-	-
PC28. Explain how the product addresses specific needs and demonstrate its value effectively	1	2	-	-
PC29. Highlight complementary products that can enhance the customer's purchase based on their requirements	1	2	-	-
Resolve customer queries	**4**	**6**	**-**	**-**
PC30. Identify customer objections and respond in a way that reassures and clarifies any misunderstandings	1	2	-	-
PC31. Use the product's key features and benefits to address objections, particularly price or performance concerns	2	2	-	-
PC32. Offer alternative solutions or adjustments to products if objections cannot be resolved	1	2	-	-
Closing the Sale and Payment Process	**4**	**6**	**-**	**-**
PC33. Assist customers in making a confident purchase decision by reiterating how the product meets their needs	1	1	-	-
PC34. Guide the customer smoothly through the payment process, explaining any discounts or promotions	1	2	-	-
PC35. Ensure accurate completion of the transaction, including product warranties or additional services	1	1	-	-

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC36. Thank the customer for their purchase and explain any relevant after-sales services or care requirements	1	2	-	-
NOS Total	**40**	**60**	**-**	**-**

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0176
NOS Name	Fundamentals of Retail Business
Sector	Retail
Sub-Sector	
Occupation	Store Operations
NSQF Level	3
Credits	2
Minimum Job Entry Age	14
Minimum Educational Qualification & Experience	10th grade pass OR 10th Class (Pursuing) OR Grade 8 pass with 2 years of (NTC/ NAC) after 8th OR Previous relevant Qualification of NSQF Level 2.5 with 1.5 years of experience Relevant experience in retail operations OR Previous relevant Qualification of NSQF Level 2 with 3 Years of experience Relevant experience in retail operations
Version	1.0
Last Reviewed Date	08/05/2025
Next Review Date	08/05/2028
NSQC Clearance Date	08/05/2025
Reference code on NQR	NG-03-OR-04253-2025-V1-RASCI
NQR Version	1.0
CCN Category	2