Model Curriculum

Retail Store Manager

SECTOR:	**RETAIL**
SUB-SECTOR:	**RETAIL OPERATIONS**
OCCUPATION:	**STORE OPERATIONS**
REFERENCE ID:	**RAS/Q0107 VERSION 1.0**
NSQF LEVEL:	**7**

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: 'Retail Store Manager' QP No. 'RAS/Q0107 NSQF Level 7'

Date of Issuance: May 4th, 2017

Valid up to: May 3rd, 2018

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

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

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Retail Store Manager

Curriculum/Syllabus

This program is aimed at training candidates for the job of a "Retail Store Manager", in the "Retail" Sector/Industry and aims at building the following key competencies amongst the learner.

Program Name	**Retail Store Manager**
Qualification Pack Name & Reference ID.	Retail Store Manager RAS/Q0107 VERSION 1.0
Version No.	1.0	**Version Update Date**	10-02-2017
Pre-requisites to Training	12th standard pass, preferably
Training Outcomes	**After completing this programme, participants will be able to:** • Optimize inventory to ensure maximum availability of stocks and minimized losses • Adhere to standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting • Manage sales and service delivery to increase store profitability • Execute visual merchandising displays as per standards and guidelines • Ensure overall safety, security and hygiene of the store • Implement promotions and special events at the store • Lead and manage the team for developing store capability • Conduct price benchmarking and market study of competition

This course encompasses 8 out of 8 National Occupational Standards (NOS) of "Retail Store Manager" Qualification Pack issued by "Retailers Association's Skill Council of India".

Sr.	Module	Key Learning Outcomes	Equipment Required
1	**Optimize inventory to ensure maximum availability of stocks and minimized losses** **Theory Duration** (hh:mm) 23:00 **Practical Duration** (hh:mm) 23:00 **Corresponding NOS Code** RAS/N0152	The learners should be able to: • 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 • 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 • maintain accurate records of stocks bought and sold • record costs during stock movements • develop team understanding of stock management systems being followed by organisation • control shrinkage/pilferage of products to minimize losses • maintain records on shrinkage/pilferage of products • establish a timely and well-coordinated stock take process • maintain accurate recording and transmission of data • determine recording and re-checking of variances • analyse stock-take data as required by organisation • ensure safety and well-being of team involved in stock-take The learners should be able to apply knowledge of: • organization policies on stock management • organization policies on ordering, receipt and dispatch of goods • statutory rules and regulations related to inventory management • concept of inventory management • negotiation techniques with vendors • methods of stock taking	Display Racks (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; VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board; Offer /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 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

Sr.	Module	Key Learning Outcomes	Equipment Required
2	**Adhere to standard operating procedures, processes and policies of the store while ensuring timely and accurate reporting** **Theory Duration** (hh:mm) 23:00 **Practical Duration** (hh:mm) 23:00 **Corresponding NOS Code** RAS/N0153	The learners should be able to: • implement processes in alignment to store policy • describe relevant store policies/guidelines to the team • cooperate and collaborate with authorities to conduct store audits as required • understand all non- compliance issues and work towards resolving the same • sign off all legal contracts in alignment to statutory requirements • sign off and honour all terms and conditions in employee contracts • describe to the team the importance of records to be maintained • describe the importance of accurate and error-free collection, preservation and transmission of data • conduct checks and audits to ensure quality of data for records The learners should be able to apply knowledge of: • organization and store policies • vendor policies • statutory guidelines • government policies and statutes on which the industry operates and the dos and don'ts related to the same • records to be maintained at the store level • data to be shared with stakeholders and formats thereof • data mining systems and tools being used by the organization • internal and external audit process	Display Racks (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; VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board; Offer /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 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

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Sr.	Module	Key Learning Outcomes	Equipment Required
3	**Manage sales and service delivery to increase store profitability** **Theory Duration** (hh:mm) 23:00 **Practical Duration** (hh:mm) 23:00 **Corresponding NOS Code** RAS/N0154	The learners should be able to: • understand and implement policies related to store upkeep and maintenance • ensure store upkeep and maintenance of all equipment in line with policy • ensure timely checks and repairs of all store equipment • describe to the team about operating and maintaining store equipment • train the team to identify key repeat customers and develop customer retention strategies to build brand loyalty • implement strategies to generate additional footfalls • build relationships with new and existing customers to augment business and brand reputation • train and work with team to implement customer engagement initiatives to enhance customer satisfaction • establish a mechanism for collecting feedback from customers for further improvement of service • develop robust post-sales services to build brand loyalty and customer satisfaction • establish a system for addressal of escalations and analyse the cause of escalations to prevent recurrence • set sales targets and develop a strategy for achieving the targets • communicate sales targets and plans to team and motivate team to achieve the targets • determine requisite resources required to be able to perform optimally to achieve targets The learners should be able to apply knowledge of: • standard operating procedures and policies • customer life cycle • performance management • project management • systems used to access customer data • systems used by organization to monitor operations and service • guidelines relating to maintenance of store equipment	Display Racks (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; VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board; Offer /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 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

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Sr.	Module	Key Learning Outcomes	Equipment Required
4	**Execute visual merchandising displays as per standards and guidelines** **Theory Duration** (hh:mm) 23:00 **Practical Duration** (hh:mm) 23:00 **Corresponding NOS Code** RAS/N0155	The learners should be able to: • establish conformance to retail processes like stock rotation, adjacency principles and product display norms • train staff on concept of planogramming and its effective implementation • confirm that display of products is aligned to updated store planogram • support company officials for carrying out necessary audits and checks • impart training to team on: 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 • negotiate with vendors on spacing requirements of the store as against the vendor plans • negotiate with vendor to arrive at a profitable revenue understanding as against space allocation • confirm vendors' compliance to visual merchandising guidelines The learners should be able to apply knowledge of: • visual merchandising guidelines of the organization • visual merchandising norms of the vendors • focus products • merchandising schemes and visual display themes for the season • marketing and promotions • merchandising principles • planogramming and its execution	Display Racks (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; VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board; Offer /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 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

Sr.	Module	Key Learning Outcomes	Equipment Required
5	**Ensure overall safety, security and hygiene of the store** **Theory Duration** (hh:mm) 14:00 **Practical Duration** (hh:mm) 14:00 **Corresponding NOS Code** RAS/N0156	The learners should be able to: • explain store policy and procedures in regards to health, hygiene and safety clearly and accurately • organise training at regular intervals on health, hygiene and safety • provide access to team members on relevant store policies • provide clear and accurate information on identified hazards and risk control procedures to team members • resolve issues raised by staff in alignment with store policies • establish resource requirements to ensure safe lifting or shifting and manual handling techniques are applied by staff • establish resource requirements to handle store emergencies in the prescribed frequency • establish and maintain reporting procedures to facilitate communication and recording of details of safety-related incidents • create awareness on 'Prevention of Sexual Harassment' and enforce adherence to policy • organise mock fire and safety drills at regular intervals • adhere to personal grooming standards for self as well as team • manage and conform to store security procedures • train the team to handle emergencies • monitor implementation of security measures in case of emergencies • cooperate with officials in carrying out all audits and checks • establish resource requirements to ensure equipment is maintained and stored safely • establish and maintain procedures for risk assessment and integrate with systems of work • confirm availability of trained staff to handle financial processes • adhere to security procedures with respect to identification of authorities and implementation of financial processes	Display Racks (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; VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board; Offer /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 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

Sr.	Module	Key Learning Outcomes	Equipment Required
		The learners should be able to apply knowledge of: • organizational policies on health, safety and security • organization policies and procedures with respect to financial transactions • possible safety hazards in a retail environment • emergencies in a business environment • international best practices to minimize thefts and losses in retail environment	
6	**Implement promotions and special events at the store** **Theory Duration** (hh:mm) 23:00 **Practical Duration** (hh:mm) 23:00 **Corresponding NOS Code** RAS/N0157	The learners should be able to: • develop strategies to drive promotions and special events • develop team competence in effective implementation of in-store promotions • collect and preserve promotion-related data for future analysis and working • implement organisational processes on collection and transmission of promotion related information and data • conduct data analysis as required by head office and share relevant feedback • understand the promotion and its requirements completely • explain promotion to relevant team members thoroughly and collaborate to identify required resources • provide required resources to team for effective implementation of promotion The learners should be able to apply knowledge of: • promotional norms of the organization • promotional norms of the vendors • category norms for display • basics of marketing and promotions • case-studies on promotional schemes in retail stores	Display Racks (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; VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board; Offer /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 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

Sr.	Module	Key Learning Outcomes	Equipment Required
7	**Lead and manage the team for developing store capability** **Theory Duration** (hh:mm) 23:00 **Practical Duration** (hh:mm) 23:00 **Corresponding NOS Code** RAS/N0158	The learners should be able to: • analyse current and projected volume and type of work to be undertaken • determine staff recruitment needs and compare with store performance plans • identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower • follow human resource policies to support recruitment of staff • identify future manpower requirements based on projected store plans • establish and foster effective and open communication channels with store staff • guide staff regarding individual and team's roles and responsibilities • set performance expectations in line with organisational policies • delegate accountability and authority to the team based on individual strengths • consult with team members and share feedback whenever required • eliminate bias and ensure equal opportunity to all staff • foster effective team collaboration and take a leadership role to resolve intra-team conflict • follow and establish self-grooming & hygiene practices in line with store policy for self and team • establish and communicate the goals and objectives of roles in line with organisational policies • provide support to individuals and teams to enhance performance and achievement of organisational goals and completion of work requirements • provide ongoing personal advice, coaching and mentoring to staff to build skill and team performance • conduct performance appraisals according to the organisation's standard procedures • define and discuss career paths with team members to ensure motivation and enhance retention • identify training needs to improve performance • manage poor performance in line with organisational standards, policies and procedures, and legal requirements	Display Racks (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; VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board; Offer /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 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

Sr.	Module	Key Learning Outcomes	Equipment Required
		The learners should be able to apply knowledge of: • recruitment norms of the organization • performance management policies • training and development policies • concept of team dynamics • interviewing techniques • feedbacking techniques • how to train, coach and mentor team members	
8	**Conduct price benchmarking and market study of competition** **Theory Duration** (hh:mm) 23:00 **Practical Duration** (hh:mm) 23:00 **Corresponding NOS Code** RAS/N0159	The learners should be able to: • identify and describe all policies related to collection of market data • identify team members for collection of market information • train team members in critical activities involving market study • ensure collection of relevant data and analysis of the same to identify product line performance • communicate all analysis data to head office on the basis of collected market data • provide input to the merchandising /category teams on best prices offered by competitors The learners should be able to apply knowledge of: • organizational policies related to collection of market data • statutory requirements related to collection of market data • how to create data collection questionnaire • how to analyze collected data	Display Racks (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; VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board; Offer /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 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

Total Duration Theory Duration 175:00 Practical Duration 175:00	**Unique Equipment Required:** • Display Racks (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 • VM elements (Mannequins - Full/Half Bust, Danglers, Wobblers, Hangers, Fixtures, banners, POS Display - LED Lightbox, Signage Board; Offer /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 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	

Grand Total Course Duration: 350 Hours 00 Minutes

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

Trainer Prerequisites for Job role: "Retail Store Manager" mapped to Qualification Pack: "RAS/Q0107 VERSION 1.0"

Sr. No.	Area	Details
1	Job Description	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	Personal Attributes	Individual in this position should exhibits below mentioned attributes: • Should be subject knowledge / matter expert • Effective communication skills and proven integrity, as well as sincerity • Ability to conduct interactive training program and concentrate on details • High sense of thoughtfulness in a habitually active environment • Multi-talented and resourceful ability when handling different tasks • Highly skilled in promoting friendly atmosphere and efficient in managing learners
3	Minimum Educational Qualifications	12th standard passed or 10th standard pass with 2 yrs work experience in retail environment.
4a	Domain Certification	Certified for Job Role: "Retail Store Manager" mapped to QP "RAS/Q0107 VERSION 1.0". Minimum accepted score of 80% or as per RASCI guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q0102". Minimum accepted score of 80% or as per RASCI guidelines.
5	Experience	0-2years of work experience in similar job role in retail environment.

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Annexure: Assessment Criteria

Assessment Criteria for Retail Store Manager	
Job Role	Retail Store Manager
Qualification Pack	RAS/Q0107 VERSION 1.0
Sector Skill Council	Retailers Association's Skill Council of India

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/N0152 (Optimize inventory to ensure maximum availability of stocks and minimized losses)	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	100	4	2	2
	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 reverse logistics policies of the organisation viz-a-viz vendors' policies		4	2	2
	PC3. maintain accurate records of stocks bought and sold		4	2	2
	PC4. record costs during stock movements		4	2	2

	PC5. develop team understanding of stock management systems being followed by organisation		4	2	2
	PC6. control shrinkage/pilferage of products to minimize losses		4	2	2
	PC7. maintain records on shrinkage/pilferage of products		4	2	2
	PC8. establish a timely and well-coordinated stock take process		4	2	2
	PC9. maintain accurate recording and transmission of data		4	2	2
	PC10. determine recording and re-checking of variances		4	2	2
	PC11. analyse stock-take data as required by organisation		3	1.5	1.5
	PC12. ensure safety and well-being of team involved in stock-take		3	1.5	1.5
		Total	100	50	50
2. RAS/N0153 (Adhere to standard operating procedures, processes and policies of the store while ensuring timely and accurate reporting)	PC1. implement processes in alignment to store policy	**100**	5	2.5	2.5
	PC2. describe relevant store policies/guidelines to the team		5	2.5	2.5
	PC3. cooperate and collaborate with authorities to conduct store audits as required		5	2.5	2.5
	PC4. understand all non-compliance issues and work towards resolving the same		5	2.5	2.5
	PC5. sign off all legal contracts in alignment to statutory requirements		5	2.5	2.5
	PC6. sign off and honour all terms and conditions in employee contracts		5	2.5	2.5
	PC7. describe to the team the importance of records to be maintained		5	2.5	2.5
	PC8. describe the importance of accurate and error-free collection, preservation and transmission of data		5	2.5	2.5
	PC9. conduct checks and audits to ensure quality of data for records		6	3	3
		Total	100	50	50
3. RAS/N0154 (Manage sales and service delivery to increase store profitability)	PC1. understand and implement policies related to store upkeep and maintenance	**100**	4	2	2
	PC2. ensure store upkeep and maintenance of all equipment in line with policy		4	2	2

	PC3. ensure timely checks and repairs of all store equipment		3	1.5	15
	PC4. describe to the team about operating and maintaining store equipment		4	2	2
	PC5. train the team to identify key repeat customers and develop customer retention strategies to build brand loyalty		3	1.5	15
	PC6. implement strategies to generate additional footfalls		4	2	2
	PC7. build relationships with new and existing customers to augment business and brand reputation		3	1.5	15
	PC8. train and work with team to implement customer engagement initiatives to enhance customer satisfaction		3	1.5	15
	PC9. establish a mechanism for collecting feedback from customers for further improvement of service		3	1.5	15
	PC10. develop robust post-sales services to build brand loyalty and customer satisfaction		3	1.5	15
	PC11. establish a system for addressal of escalations and analyse the cause of escalations to prevent recurrence		3	1.5	15
	PC12. set sales targets and develop a strategy for achieving the targets		3	1.5	15
	PC13. communicate sales targets and plans to team and motivate team to achieve the targets		3	1.5	15
	PC14. determine requisite resources required to be able to perform optimally to achieve targets		3	1.5	15
		Total	100	50	50
4. RAS/N0155 (Execute visual merchandising displays as per standards and guidelines)	PC1. establish conformance to retail processes like stock rotation, adjacency principles and product display norms	100	6	3	3
	PC2. train staff on concept of planogramming its effective implementation		6	3	3
	PC3. confirm that display of products is aligned to updated store planogram		5	2.5	2.5
	PC4. support company officials for carrying out necessary audits and checks		5	2.5	2.5

	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	3	3

	PC6. negotiate with vendors on spacing requirements of the store as against the vendor plans		6	3	3
	PC7. negotiate with vendor to arrive at a profitable revenue understanding as against space allocation		6	3	3
	PC8. confirm vendors' compliance to visual merchandising guidelines		6	3	3
		Total	100	50	50
5. RAS/N0156 (Ensure overall safety, security and hygiene of the store)	PC1. explain store policy and procedures in regards to health, hygiene and safety clearly and accurately		1.5	0.75	0.75
	PC2. organise training at regular intervals on health, hygiene and safety	**100**	1.5	0.75	0.75
	PC3. provide access to team members on relevant store policies		1.5	0.75	0.75
	PC4. provide clear and accurate information on identified hazards and risk control procedures to team members		1.5	0.75	0.75
	PC5. resolve issues raised by staff in alignment with store policies		1.5	0.75	0.75
	PC6. establish resource requirements to ensure safe lifting or shifting and manual handling techniques are applied by staff		1.5	0.75	0.75
	PC7. establish resource requirements to handle store emergencies in the prescribed frequency		1.5	0.75	0.75
	PC8. establish and maintain reporting procedures to facilitate communication and recording of details of safety-related incidents		1.5	0.75	0.75
	PC9. create awareness on 'Prevention of Sexual Harassment' and enforce adherence to policy		1.5	0.75	0.75
	PC10. organise mock fire and safety drills at regular intervals		1.5	0.75	0.75
	PC11. adhere to personal grooming standards for self as well as team		1.5	0.75	0.75

	PC12. ensure management of and conformation to store security procedures		1.5	0.75	0.75
	PC13. ensure training of team to handle emergencies		1.5	0.75	0.75
	PC14. ensure implementation of security measures in case of emergencies		1.5	0.75	0.75
	PC15. cooperate with officials in carrying out all audits and checks		1.5	0.75	0.75
	PC16. establish resource requirements to ensure equipment is maintained and stored safely		1.5	0.75	0.75
	PC17. establish and maintain procedures for risk assessment and integrate with systems of work		1.5	0.75	0.75
	PC18. ensure availability of trained staff to handle financial processes		1	0.5	0.5
	PC19. ensure adherence to security procedures with respect to identification of authorities and implementation of financial processes		1.5	0.75	0.75
		Total	100	50	50
6. RAS/N0157 (Implement promotions and special events at the store)	PC1. develop strategies to drive promotions and special events	**100**	6	3	3
	PC2. develop team competence in effective implementation of in-store promotions		5	2.5	2.5
	PC3. collect and preserve promotion-related data for future analysis and working		6	3	3
	PC4. implement organisational processes on collection and transmission of promotion related information and data		6	3	3
	PC5. conduct data analysis as required by head office and share relevant feedback		6	3	3
	PC6. understand the promotion and its requirements completely		6	3	3
	PC7. explain promotion to relevant team members thoroughly and collaborate to identify required resources		6	3	3
	PC8. provide required resources to team for effective implementation of promotion		5	2.5	2.5
		Total	100	50	50

7. RAS/N0158 (Lead and manage the team for developing store capability)	PC1. analyse current and projected volume and type of work to be undertaken		3	1.5	1.5
	PC2. determine staff recruitment needs and compare with store performance plans		3	1.5	1.5
	PC3. identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower		3	1.5	1.5
	PC4. follow HR policies to support recruitment of staff		2	1	1
	PC5. identify future manpower requirements based on projected store plans		2	1	1
	PC6. establish and foster effective and open communication channels with store staff		2	1	1
	PC7. guide staff regarding individual and team's roles and responsibilities		2	1	1
	PC8. set performance expectations in line with organisational policies		3	1.5	1.5
	PC9. delegate accountability and authority to the team based on individual strengths		2	1	1
	PC10. consult with team members and share feedback whenever required	100	2	1	1
	PC11. eliminate bias and ensure equal opportunity to all staff		2	1	1
	PC12. foster effective team collaboration and take a leadership role to resolve intra-team conflict		2	1	1
	PC13. follow and establish self-grooming & hygiene practices in line with store policy for self and team		2	1	1
	PC14. establish and communicate the goals and objectives of roles in line with organisational policies		3	1.5	1.5
	PC15. provide support to individuals and teams to enhance performance and achievement of organisational goals and the effective completion of work requirements		2	1	1
	PC16. provide ongoing personal advice, coaching and mentoring to staff to build skill and team performance		2	1	1
	PC17. conduct performance appraisals according to the organisation's standard procedures		2	1	1
	PC18. define and discuss career paths with team members to ensure		2	1	1

				50	50
	motivation and enhance retention				
	PC19. identify training needs to improve performance		3	1.5	1.5
	PC20. manage poor performance in line with organisational standards, policies and procedures, and legal requirements		2	1	1
		Total	100	50	50
8. RAS/N0159 (Conduct price benchmarking and market study of competition)	PC1. Identify and describe all policies related to collection of market data	**100**	8	4	4
	PC2. identify team members for collection of market information		6	3	3
	PC3. train team members in critical activities involving market study		8	4	4
	PC4. ensure collection of relevant data and analysis of the same to identify product line performance		8	4	4
	PC5. communicate all analysis data to head office on the basis of collected market data		8	4	4
	PC6. provide input to the merchandising /category teams on best prices offered by competition		8	4	4
		Total	100	50	50