

Qualification Pack



Retail Store Manager

QP Code: RAS/Q0107

Version: 2.0

NSQF Level: 7

Retailers Association's Skill Council of India || 703-704 Sagar Tech Plaza - A, Andheri-Kurla Road,
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RAS/Q0107: Retail Store Manager

Brief Job Description

Individuals in this role manage the overall operations of the store and ensure its profitability. Thus, this individual is responsible to control operational expenses and ensure the growth of 'topline' and 'bottomline' set by the organisation. Individual in this position is responsible for supervising and directing the store staff, taking staffing decisions, ensuring product availability, maintaining visual merchandising standards, ensuring customer satisfaction, optimising the store's financial performance and managing safety and security of the store while adhering to the business and store processes.

Personal Attributes

The individual needs to be physically fit to be able to fulfil tasks efficiently and mentally balanced to be able to motivate self and team to handle unexpected situations, if any. He/she should be able to effectively plan and organize work of self and team and handle pressure. He/she should have business acumen, demonstrate strong interpersonal skills, people management skills and have service orientation.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

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](#)

Qualification Pack (QP) Parameters

Sector	Retail
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Sub-Sector	Retail Operations
Occupation	Store Operations
Country	India
NSQF Level	7
Aligned to NCO/ISCO/ISIC Code	NCO-2015/1420.0200
Minimum Educational Qualification & Experience	12th Class/I.T.I (2 Years after 10th Standard) with 4 Years of experience in store operations in a supervisory role
Minimum Level of Education for Training in School	
Pre-Requisite License or Training	No licensing or statutory approvals required for the training
Minimum Job Entry Age	18 Years
Last Reviewed On	27/05/2021
Next Review Date	26/05/2024
NSQC Approval Date	27/05/2021
Version	2.0
Reference code on NQR	2021/RET/RASCI/04289
NQR Version	1

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RAS/N0152: Optimize inventory to ensure maximum availability of stocks and minimized losses

Description

This unit deals in sub tasks that lead to effective inventory management so as to maximize availability of stocks and minimize inventory related losses.

Elements and Performance Criteria

Define stock levels as per market trends and consumption

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

- 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

Monitor receipt and dispatch of goods

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

- 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

Maintain stock records

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

- PC3.** maintain accurate records of stocks bought and sold
PC4. record costs during stock movements
PC5. develop team understanding of stock management systems being followed by organisation
PC6. control shrinkage/pilferage of products to minimize losses
PC7. maintain records on shrinkage/pilferage of products

Co-ordinate stock take/cyclical count

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

- PC8.** establish a timely and well-coordinated stock take process
PC9. maintain accurate recording and transmission of data
PC10. determine recording and re-checking of variances
PC11. analyse stock-take data as required by organisation
PC12. ensure safety and well-being of team involved in stock-take

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organization policies on stock management
KU2. organization policies on ordering, receipt and dispatch of goods
KU3. statutory rules and regulations related to inventory management
KU4. concept of inventory management

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KU5. negotiation techniques with vendors

KU6. methods of stock taking

Generic Skills (GS)

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

GS1. create relevant reports on inventory

GS2. complete forms related to stock movements

GS3. draft emails to team and other stakeholders with relevant data and facts

GS4. read and understand vendor contracts

GS5. check and audit reports

GS6. analyse reports

GS7. explain relevant organizational policies to vendors

GS8. explain stock taking process to team

GS9. communicate with internal teams to ensure smooth conduct of all processes related to cyclical counts and audits

GS10. make appropriate decisions regarding the responsibilities of the job role

GS11. complete tasks efficiently and accurately within stipulated time

GS12. plan and track activities to ensure adequate stock levels

GS13. delegate tasks to team members to ensure completion of work efficiently and keeping team motivated at the same time

GS14. build customer relationships and use customer centric approach

GS15. identify problems immediately and take up solutions quickly to resolve delays think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

GS16. analyse data and relevant reports related to inventory management and stock movement

GS17. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<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	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0152
NOS Name	Optimize inventory to ensure maximum availability of stocks and minimized losses
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	7
Credits	NA
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

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RAS/N0153: Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting

Description

This unit deals in sub tasks that ensure compliance to all policies and procedures of the store while ensuring completion and timely submission of reports.

Scope

The scope covers the following :

- Ensure compliance to all store policies, vendor guidelines and statutory regulations
- Ensure maintenance, timely submission and safe keeping of operational records

Elements and Performance Criteria

Ensure compliance to all store policies, vendor guidelines and statutory regulations

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

- PC1.** implement processes in alignment to store policy
- PC2.** describe relevant store policies/guidelines to the team
- PC3.** cooperate and collaborate with authorities to conduct store audits as required
- PC4.** understand all non-compliance issues and work towards resolving the same
- PC5.** sign off all legal contracts in alignment to statutory requirements
- PC6.** sign off and honour all terms and conditions in employee contracts

Ensure maintenance, timely submission and safe keeping of operational records

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

- PC7.** describe to the team the importance of records to be maintained
- PC8.** describe the importance of accurate and error-free collection, preservation and transmission of data
- PC9.** conduct checks and audits to ensure quality of data for records

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organization and store policies
- KU2.** vendor policies
- KU3.** statutory guidelines
- KU4.** government policies and statutes on which the industry operates and the dos and donts related to the same
- KU5.** records to be maintained at the store level
- KU6.** data to be shared with stakeholders and formats thereof
- KU7.** data mining systems and tools being used by the organization

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KU8. internal and external audit process

Generic Skills (GS)

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

- GS1.** populate documents related to statutory records
- GS2.** populate documents related to store audits
- GS3.** populate documents needed by vendors as per their policies and requirements
- GS4.** draft relevant reports
- GS5.** read and interpret documents related to statutory guidelines
- GS6.** read and interpret documents related to organizational guidelines
- GS7.** read and interpret terms mentioned in vendor contracts
- GS8.** communicate relevant policies and guidelines to internal teams
- GS9.** communicate with authorities conducting audits and furnish required information without revealing confidential data
- GS10.** make appropriate decisions regarding the responsibilities of the job role
- GS11.** delegate suitable tasks to appropriate team members to improve efficiencies
- GS12.** complete tasks efficiently and accurately within stipulated time through effective planning and organizing
- GS13.** build relationships with customers, statutory bodies and vendors by using customer centric approach
- GS14.** identify problems immediately and take up solutions quickly to resolve delays
- GS15.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS16.** interpret and infer data and reports
- GS17.** break down complex problems into single and manageable components within his/her area of work
- GS18.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<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	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0153
NOS Name	Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	7
Credits	TBD
Version	2.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

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RAS/N0154: Manage sales and service delivery to increase store profitability

Description

This unit deals in sub tasks that leads to increase in store profitability by improving service operations.

Elements and Performance Criteria

Monitor operation of store equipment and facilitate maintenance of store upkeep

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

- PC1.** understand and implement policies related to store upkeep and maintenance
- PC2.** ensure store upkeep and maintenance of all equipment in line with policy
- PC3.** ensure timely checks and repairs of all store equipment
- PC4.** describe to the team about operating and maintaining store equipment

Identify repeat customers and build relationships with new and existing customers to generate footfall

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

- PC5.** train the team to identify key repeat customers and develop customer retention strategies to build brand loyalty
- PC6.** implement strategies to generate additional footfalls
- PC7.** build relationships with new and existing customers to augment business and brand reputation

Identify and implement ways to enhance sales and augment customer service

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

- PC8.** train and work with team to implement customer engagement initiatives to enhance customer satisfaction
- PC9.** establish a mechanism for collecting feedback from customers for further improvement of service
- PC10.** develop robust post-sales services to build brand loyalty and customer satisfaction
- PC11.** establish a system for addressal of escalations and analyse the cause of escalations to prevent recurrence

Analyse overall store profitability and monitor the same against targets

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

- PC12.** set sales targets and develop a strategy for achieving the targets
- PC13.** communicate sales targets and plans to team and motivate team to achieve the targets
- PC14.** determine requisite resources required to be able to perform optimally to achieve targets

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** standard operating procedures and policies
- KU2.** customer life cycle

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- KU3.** performance management
- KU4.** project management
- KU5.** systems used to access customer data
- KU6.** systems used by organization to monitor operations and service
- KU7.** guidelines relating to maintenance of store equipment

Generic Skills (GS)

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

- GS1.** create reports on sales and service delivery
- GS2.** complete documents related to customer acquisition and retention
- GS3.** populate documents related to store audits
- GS4.** read and understand the store operations manual
- GS5.** read and understand documents related to policies
- GS6.** read and understand documents related to customer complaints and requests
- GS7.** explain operating processes to team and customers, as required
- GS8.** communicate with external and internal customers to address requests and complaints
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** delegate suitable tasks to appropriate team members to improve efficiencies
- GS11.** draw up plans to achieve sales targets
- GS12.** plan and organize service feedback files/documents
- GS13.** schedule daily activities and draw up priorities; allocate start times, estimate completion times and materials, equipment and assistance required for completion
- GS14.** build customer relationships and use customer centric approach
- GS15.** address customer queries, escalations and grievances
- GS16.** identify problems immediately and take up solutions quickly to resolve delays
- GS17.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS18.** interpret and infer data
- GS19.** break down complex problems into single and manageable components within his/her area of work
- GS20.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<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	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0154
NOS Name	Manage sales and service delivery to increase store profitability
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	7
Credits	NA
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

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RAS/N0155: Check and confirm adherence to visual merchandising plans

Description

This unit deals in sub tasks that ensure that visual merchandising standards are adhered to and implemented in a manner that enhances its visual impact and improves store profitability.

Scope

The scope covers the following :

- Ensure display of merchandise to maximize store profitability and optimize costs
- Ensure application of visual merchandising policies and procedures
- Liaison with vendors to ensure compliance to visual merchandising norms

Elements and Performance Criteria

Ensure display of goods and merchandise to maximize store profitability and cost optimization

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

- PC1.** establish conformance to retail processes like stock rotation, adjacency principles and product display norms
- PC2.** train staff on concept of planogramming and its effective implementation
- PC3.** confirm that display of products is aligned to updated store planogram
- PC4.** support company officials for carrying out necessary audits and checks

Ensure application of store policies and procedures with respect to visual merchandising

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

- 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

Liaison with vendors to ensure compliance with visual merchandising norms

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

- PC6.** negotiate with vendors on spacing requirements of the store as against the vendor plans
- PC7.** negotiate with vendor to arrive at a profitable revenue understanding as against space allocation
- PC8.** confirm vendors compliance to visual merchandising guidelines

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** visual merchandising guidelines of the organization
- KU2.** visual merchandising norms of the vendors
- KU3.** focus products
- KU4.** merchandising schemes and visual display themes for the season

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- KU5.** marketing and promotions
- KU6.** merchandising principles
- KU7.** planogramming and its execution

Generic Skills (GS)

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

- GS1.** record impact of merchandising changes, new themes and schemes
- GS2.** record impact of promotions and offers
- GS3.** read documents related to merchandising issued by the head office
- GS4.** read documents related to merchandising issued by business partners and vendors
- GS5.** explain organization requirements to team with respect to policies and guidelines
- GS6.** communicate with internal teams to explain and understand relevant policies and guidelines
- GS7.** communicate planogram change/s to team
- GS8.** make appropriate decisions regarding placement of merchandise
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** delegate suitable tasks to appropriate team members to improve efficiencies
- GS11.** organize elements of visual display to attract customer attention
- GS12.** schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials and equipment required for completion
- GS13.** build relationships with vendors for smooth execution of visual merchandising displays
- GS14.** identify problems immediately and take up solutions quickly to resolve delays
- GS15.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS16.** interpret and infer data
- GS17.** break down complex problems into single and manageable components within his/her area of work
- GS18.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<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	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0155
NOS Name	Check and confirm adherence to visual merchandising plans
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	7
Credits	TBD
Version	2.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

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RAS/N0156: Manage overall safety, security and hygiene of the store

Description

This unit deals in implementation of safety, security and hygiene aspects in the store.

Elements and Performance Criteria

Create awareness amongst staff on health, hygiene and safety through ongoing training and policy adherence

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

- PC1.** explain store policy and procedures in regards to health, hygiene and safety clearly and accurately
- PC2.** organise training at regular intervals on health, hygiene and safety
- PC3.** provide access to team members on relevant store policies
- PC4.** provide clear and accurate information on identified hazards and risk control procedures to team members
- PC5.** resolve issues raised by staff in alignment with store policies
- PC6.** establish resource requirements to ensure safe lifting or shifting and manual handling techniques are applied by staff
- PC7.** establish resource requirements to handle store emergencies in the prescribed frequency
- PC8.** establish and maintain reporting procedures to facilitate communication and recording of details of safety-related incidents
- PC9.** create awareness on Prevention of Sexual Harassment and enforce adherence to policy
- PC10.** organise mock fire and safety drills at regular intervals
- PC11.** adhere to personal grooming standards for self as well as team

Ensure implementation of store security procedures to minimize thefts and losses

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

- PC12.** ensure management of and conformation to store security procedures
- PC13.** ensure training of team to handle emergencies
- PC14.** ensure implementation of security measures in case of emergencies
- PC15.** cooperate with officials in carrying out all audits and checks
- PC16.** establish resource requirements to ensure equipment is maintained and stored safely
- PC17.** establish and maintain procedures for risk assessment and integrate with systems of work

Ensure implementation of security procedures with respect to monetary transactions

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

- PC18.** ensure availability of trained staff to handle financial processes
- PC19.** ensure adherence to security procedures with respect to identification of authorities and implementation of financial processes

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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- KU1.** organizational policies on health, safety and security
- KU2.** organization policies and procedures with respect to financial transactions
- KU3.** possible safety hazards in a retail environment
- KU4.** emergencies in a business environments
- KU5.** international best practices to minimize thefts and losses in retail environment

Generic Skills (GS)

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

- GS1.** populate reports related to safety and security
- GS2.** record exceptional situations and the handling of the same
- GS3.** read and interpret documents related to safety and security
- GS4.** read and interpret reports related to safety and security
- GS5.** read and interpret cases related to exceptional situations
- GS6.** explain organization requirements to staff and concerned authorities with respect to safety and security
- GS7.** address grievances and complaints of internal and external customers with respect to safety and security
- GS8.** make appropriate decisions regarding the responsibilities of the job role
- GS9.** plan and organize mock drills, training at timely intervals
- GS10.** schedule daily activities estimate materials, equipment and assistance required to work in a conducive environment
- GS11.** build customer relationships and use customer centric approach
- GS12.** identify problems immediately and take up solutions quickly to resolve delays
- GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS14.** interpret and infer data
- GS15.** break down complex problems into single and manageable components within his/her area of work
- GS16.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<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	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
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	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0156
NOS Name	Manage overall safety, security and hygiene of the store
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	7
Credits	NA
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Qualification Pack

RAS/N0157: Implement promotions and special events at the store

Description

This unit deals in sub tasks that ensure smooth and effective implementation of promotions and special events as suggested by the organization.

Elements and Performance Criteria

Plan and ensure implementation of in-store promotions

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

- PC1.** develop strategies to drive promotions and special events
- PC2.** develop team competence in effective implementation of in-store promotions
- PC3.** collect and preserve promotion-related data for future analysis and working

Assess, record and report promotion effectiveness data

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

- PC4.** implement organisational processes on collection and transmission of promotion related information and data
- PC5.** conduct data analysis as required by head office and share relevant feedback

Determine staff requirements and ensure sufficient manpower availability

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

- PC6.** understand the promotion and its requirements completely
- PC7.** explain promotion to relevant team members thoroughly and collaborate to identify required resources
- PC8.** provide required resources to team for effective implementation of promotion

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** promotional norms of the organization
- KU2.** promotional norms of the vendors
- KU3.** category norms for display
- KU4.** basics of marketing and promotions
- KU5.** case-studies on promotional schemes in retail stores

Generic Skills (GS)

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

- GS1.** record impact of promotional themes and schemes
- GS2.** read documents related to promotions issued by the head office and brand partners
- GS3.** explain organization requirements to vendors

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- GS4.** communicate with internal teams to explain promotions
- GS5.** make appropriate decisions regarding the responsibilities of the job role
- GS6.** delegate suitable tasks to appropriate team members to improve efficiencies
- GS7.** plan and organize promotions and special events by drawing up objectives and desired outcomes from the promotions and special events
- GS8.** draw up priorities; allocate start times, estimate completion times and materials, equipment and assistance required for successfully launching promotions and special events
- GS9.** develop strategy for promotions and special events keeping the customer buying decisions in mind
- GS10.** build customer relationships and use customer centric approach
- GS11.** analyse data and relevant reports
- GS12.** identify problems immediately and take up solutions quickly to resolve delays
- GS13.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS14.** interpret and infer marketing and promotion data
- GS15.** break down complex problems into single and manageable components within his/her area of work
- GS16.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Plan and ensure implementation of in-store promotions</i>	8.5	8.5	-	-
PC1. develop strategies to drive promotions and special events	3	3	-	-
PC2. develop team competence in effective implementation of in-store promotions	2.5	2.5	-	-
PC3. collect and preserve promotion-related data for future analysis and working	3	3	-	-
<i>Assess, record and report promotion effectiveness data</i>	6	6	-	-
PC4. implement organisational processes on collection and transmission of promotion related information and data	3	3	-	-
PC5. conduct data analysis as required by head office and share relevant feedback	3	3	-	-
<i>Determine staff requirements and ensure sufficient manpower availability</i>	8.5	8.5	-	-
PC6. understand the promotion and its requirements completely	3	3	-	-
PC7. explain promotion to relevant team members thoroughly and collaborate to identify required resources	3	3	-	-
PC8. provide required resources to team for effective implementation of promotion	2.5	2.5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0157
NOS Name	Implement promotions and special events at the store
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	7
Credits	NA
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Qualification Pack

RAS/N0158: Manage human resources at the store through manpower planning, recruitment, training and performance management

Description

This unit deals in sub tasks that ensure that all the departments in the store are manned with adequate and well trained manpower with requisite skills.

Scope

The scope covers the following :

- Plan the staffing needs of the store
- Create a positive work environment for the store
- Train and develop store staff and to improve team performance

Elements and Performance Criteria

Plan the staffing needs of the store

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

- PC1.** analyse current and projected volume and type of work to be undertaken
- PC2.** determine staff recruitment needs and compare with store performance plans
- PC3.** identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower
- PC4.** follow human resource policies to support recruitment of staff
- PC5.** identify future manpower requirements based on projected store plans

Create a positive work environment for the store

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

- PC6.** establish and foster effective and open communication channels with store staff
- PC7.** guide staff regarding individual and teams roles and responsibilities
- PC8.** set performance expectations in line with organisational policies
- PC9.** delegate accountability and authority to the team based on individual strengths
- PC10.** consult with team members and share feedback whenever required
- PC11.** eliminate bias and ensure equal opportunity to all staff
- PC12.** foster effective team collaboration and take a leadership role to resolve intra-team conflict
- PC13.** follow and establish self-grooming & hygiene practices in line with store policy for self and team

Train and develop store staff to improve individual and team performance

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

- PC14.** establish and communicate the goals and objectives of roles in line with organisational policies
- PC15.** provide support to individuals and teams to enhance performance and achievement of organisational goals and completion of work requirements

Qualification Pack

- PC16.** provide ongoing personal advice, coaching and mentoring to staff to build skill and team performance
- PC17.** conduct performance appraisals according to the organisations standard procedures
- PC18.** define and discuss career paths with team members to ensure motivation and enhance retention
- PC19.** identify training needs to improve performance
- PC20.** manage poor performance in line with organisational standards, policies and procedures, and legal requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** recruitment norms of the organization
- KU2.** performance management policies
- KU3.** training and development policies
- KU4.** concept of team dynamics
- KU5.** interviewing techniques
- KU6.** feedbacking techniques
- KU7.** how to train, coach and mentor team members

Generic Skills (GS)

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

- GS1.** record interview assessment / feedback form
- GS2.** conduct annual appraisals and create reports
- GS3.** create documents and reports required during coaching interventions
- GS4.** read and understand appraisal documentation
- GS5.** read and understand developmental reports
- GS6.** read and understand human resource policies
- GS7.** explain team policies with reference to resource recruitment
- GS8.** explain team processes of reviews and appraisals
- GS9.** make appropriate decisions within the purview of responsibilities of the job role
- GS10.** delegate suitable tasks to appropriate team members to improve efficiencies
- GS11.** plan and organize regular performance reviews
- GS12.** plan and organize training in alignment to training plans
- GS13.** plan and organize developmental sessions with the team
- GS14.** build external customer relationships and use customer centric approach
- GS15.** build intra/inter team relationships
- GS16.** identify problems immediately and take up solutions quickly to resolve delays

Qualification Pack

- GS17.** think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
- GS18.** interpret and infer data
- GS19.** break down complex problems into single and manageable components within his/her area of work
- GS20.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<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	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<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	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0158
NOS Name	Manage human resources at the store through manpower planning, recruitment, training and performance management
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	7
Credits	TBD
Version	2.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Qualification Pack

RAS/N0159: Conduct price benchmarking and market study of competition

Description

This unit deals in sub tasks that deal in collecting and analyzing market information to aid in creating appropriate product and pricing policies.

Elements and Performance Criteria

Collect and analyse market information to aid in creating appropriate product and pricing policies

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

- PC1.** identify and describe all policies related to collection of market data
- PC2.** identify team members for collection of market information
- PC3.** train team members in critical activities involving market study
- PC4.** ensure collection of relevant data and analysis of the same to identify product line performance
- PC5.** communicate all analysis data to head office on the basis of collected market data
- PC6.** provide input to the merchandising /category teams on best prices offered by competitors

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** organizational policies related to collection of market data
- KU2.** statutory requirements related to collection of market data
- KU3.** how to create data collection questionnaire
- KU4.** how to analyze collected data

Generic Skills (GS)

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

- GS1.** record survey data
- GS2.** create survey reports
- GS3.** read and understand populated survey forms
- GS4.** read and understand survey reports
- GS5.** explain processes of conducting market study to team
- GS6.** create and modify reports
- GS7.** browse and identify relevant information from the internet, as required
- GS8.** complete tasks efficiently and accurately within stipulated time
- GS9.** make appropriate decisions regarding the responsibilities of the job role
- GS10.** delegate suitable tasks to appropriate team members to improve efficiencies

Qualification Pack

- GS11.** interpret and infer data
- GS12.** break down complex problems into single and manageable components within his/her area of work
- GS13.** apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<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	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0159
NOS Name	Conduct price benchmarking and market study of competition
Sector	Retail
Sub-Sector	Retail Operations
Occupation	Store Operations
NSQF Level	7
Credits	NA
Version	1.0
Last Reviewed Date	27/05/2021
Next Review Date	27/05/2026
NSQC Clearance Date	27/05/2021

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Element/ 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 Element/ PC.
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC.
3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.
4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).
5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/ training center based on these criteria.
6. To pass the Qualification Pack assessment, every trainee should score the Recommended Pass % aggregate for the QP.
7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

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Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0152.Optimize inventory to ensure maximum availability of stocks and minimized losses	50	50	-	-	100	14
RAS/N0153.Implement standard operating procedures, process and policy at the store while ensuring timely and accurate reporting	50	50	-	-	100	14
RAS/N0154.Manage sales and service delivery to increase store profitability	50	50	-	-	100	14
RAS/N0155.Check and confirm adherence to visual merchandising plans	50	50	-	-	100	12
RAS/N0156.Manage overall safety, security and hygiene of the store	50	50	-	-	100	10
RAS/N0157.Implement promotions and special events at the store	50	50	-	-	100	12
RAS/N0158.Manage human resources at the store through manpower planning, recruitment, training and performance management	50	50	-	-	100	12

Qualification Pack

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0159. Conduct price benchmarking and market study of competition	50	50	-	-	100	12
Total	400	400	-	-	800	100

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

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.

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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.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.