







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/Qoso7 NSQF Level 7'

Date of issuance: May 4th, 2017
Validup to: May 3tl, 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	12 th 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	The learners should be able to:	Display Racks (Gondolas); Product
	ensure maximum	 maintain, conform and implement the 	detailers/specifications/catalogue;
	availability of stocks	following as per seasonality and market	Display/boards/standees;
	and minimized losses	trends:	Calculator; Stock almirah with
		a. stock levels like average stock level, re-order	dummy products stocked as per
		level	FIFO method; Point of Sale (POS)
	Theory Duration	b. inventory budgets c. purchase procedures	terminal; Bar code scanner; VM
	(hh:mm)		elements (Mannequins - Full/Half
	23:00	 record and control the following: 	Bust, Danglers, Wobblers,
		a. ageing of products	Hangers, Fixtures, banners, POS
	Practical Duration	b. vendor norms about stocks/return and	Display - LED Lightbox, Signage
	(hh:mm)	damages	Board; Offer /Policy Signage);
	23:00	c. credit period offered by vendors	Shopping basket/cart; Dummy fire
	s li uos	d. price cover policy offered by vendors	extinguishers; Dummy stock and
	Corresponding NOS	e. reverse logistics policies of the organisation	inventory management system
	Code	viz-a-viz vendors' policies	(software/physical register/Inventory tracker in .xls)
	RAS/N0152		to demonstrate inventory
		 maintain accurate records of stocks bought 	management; Sample Retail SOP
		and sold	manual covering do's & don'ts in a
		 record costs during stock movements 	store; HR manual - in store
		 develop team understanding of stock 	induction training; Code of
		management systems being followed by	conduct; Sample contact list of
		organisation	key internal and external
		control shrinkage/pilferage of products to	stakeholders; Fake note detecting
		minimize losses	machine with note samples;
		maintain records on shrinkage/pilferage of	Customer feedback forms;
		products	Attendance register; Sample
		establish a timely and well-coordinated	employee appraisal form; Cash till
		stock take process	for cash reconciliation & Bank
		maintain accurate recording and transmission of data	deposits; Sample store profit &
		transmission of data	loss Statements/ledger book for
		determine recording and re-checking of	maintaining accounts; Sample
		variances	script for team briefing; Sample
		analyse stock-take data as required by organisation	statutory compliance documents
		organisation	such as shops & establishments
		 ensure safety and well-being of team involved in stock-take 	certificate
		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	
1		 negotiation techniques with vendors 	
		methods of stock taking	
		- Methods of stock taking	









The learners should be able to: implement processes in alignment to store policy 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 Corresponding NOS Code Rasynotisa The learner's should be able to the same and conditions in employee contracts Conduct checks and audits to ensure quality of data for records The learner's should be able to apply knowledge of- organization and store policies vendor policie









Sr.	Module	Key Learning Outcomes	Equipment Required
Sr. 3	Module 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 team to 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 to access customer data systems used by organization to monitor operations and service	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









 merchandising displays as per standards and guidelines establish conformance to retail processes like stock rotation, adjacency principles and product display norms train staff on concept of planogramming 	play Racks (Gondolas); Product
Theory Duration (hh:mm) 23:00 Practical Duration (hh:mm) 23:00 Practical Duration (hh:mm) 23:00 Corresponding NOS Code RAS/N0155 Code RAS/N0155 RAS/N0155 • 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 norms of the vendors • focus products • merchandising schemes and visual display themes for the season • marketing and promotions • stal	Display/boards/standees; Display/boards/standees; Calculator; Stock almirah with Display/boards/stocked as per To method; Point of Sale (POS) Derminal; Bar code scanner; VM Dements (Mannequins - Full/Half Dust, Danglers, Wobblers, Danglers, Wobblers, Danglers, Wobblers, Danglers, Fixtures, banners, POS Display - LED Lightbox, Signage Doard; Offer /Policy Signage); Display - LED Lightbox, Signage Doard; Offer /Policy Signage); Display - LED Lightbox, Signage Doard; Offer /Policy Signage); Display - LED Lightbox, Signage Doard; Offer /Policy Signage); Display - LED Lightbox, Signage Doard; Offer /Policy Signage); Display - LED Lightbox, Signage Doard; Offer /Policy Signage); Doard; Offer /Policy Signage); Doard; Dammy stock and Doard; Signage Doard; Offer /Policy Signage Doard; Offer /Policy Signage); Doard; Display - LED Lightbox, Signage Doard; Offer /Policy Signage Doard;









Sr.	Module	Key Learning Outcomes	Equipment Required
5	Ensure overall safety,	The learners should be able to:	Display Racks (Gondolas); Product
	security and hygiene	 explain store policy and procedures in 	detailers/specifications/catalogue;
	of the store	regards to health, hygiene and safety	Display/boards/standees;
		clearly and accurately	Calculator; Stock almirah with
	Theory Duration	 organise training at regular intervals on 	dummy products stocked as per
	(hh:mm)	health, hygiene and safety	FIFO method; Point of Sale (POS)
	14:00	 provide access to team members on 	terminal; Bar code scanner; VM
		relevant store policies	elements (Mannequins - Full/Half
	Practical Duration	 provide clear and accurate information on 	Bust, Danglers, Wobblers,
	(hh:mm)	identified hazards and risk control	Hangers, Fixtures, banners, POS
	14:00	procedures to team members	Display - LED Lightbox, Signage
	Common and the NOC	 resolve issues raised by staff in alignment 	Board; Offer /Policy Signage);
	Corresponding NOS	with store policies	Shopping basket/cart; Dummy fire
	Code	establish resource requirements to ensure	extinguishers; Dummy stock and
	RAS/N0156	safe lifting or shifting and manual handling	inventory management system (software/physical
		techniques are applied by staff	register/Inventory tracker in .xls)
		establish resource requirements to handle	to demonstrate inventory
		store emergencies in the prescribed	management; Sample Retail SOP
		frequency	manual covering do's & don'ts in a
		establish and maintain reporting procedures to facilitate communication	store; HR manual - in store
		procedures to facilitate communication and recording of details of safety-related	induction training; Code of
		incidents	conduct; Sample contact list of
		create awareness on 'Prevention of Sexual	key internal and external
		Harassment' and enforce adherence to	stakeholders; Fake note detecting
		policy	machine with note samples;
		 organise mock fire and safety drills at 	Customer feedback forms;
		regular intervals	Attendance register; Sample
		adhere to personal grooming standards for	employee appraisal form; Cash till
		self as well as team	for cash reconciliation & Bank
		 manage and conform to store security 	deposits; Sample store profit &
		procedures	loss Statements/ledger book for
		train the team to handle emergencies	maintaining accounts; Sample
		monitor implementation of security	script for team briefing; Sample statutory compliance documents
		measures in case of emergencies	such as shops & establishments
		cooperate with officials in carrying out all	certificate
		audits and checks	certificate
		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	









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 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









The learners should be able to apply knowledge of: • recruitment norms of the organization performance management policies • training and development policies • toncept of team dynamics • interviewing techniques • feedbacking techniques • how to train, coach and mentor team members 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 (Ith:mm) 23:00 Practical Duration (Ith:mm) 23:00 Corresponding NOS Code RAS/N0159 The learners should be able to: • identify and describe all policies related to collection of 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 • how to create data collection of market data • how to create data collection of market data • how to create data collection questionnaire • how to analyze collected data • how to create data collection questionnaire • how to analyze collected data • how to create data collection questionnaire • how to analyze collected data • how to create data collection questionnaire • how to analyze collected data • how to create data collection questionnaire • how to analyze collected data • how to create data collection questionnaire • how to analyze collected data • how to create data collection questionnaire • how to analyze collected data • how to create data collection questionnaire • how to analyze collected data • how to create data collection questionnaire • how to analyze collected data • collection of market data • how to create data collection questionnaire • how to create data collection questionnaire • how to create data collection questionnaire • how to analyze collected data	Sr.	Module	Key Learning Outcomes	Equipment Required
		Conduct price benchmarking and market study of competition Theory Duration (hh:mm) 23:00 Practical Duration (hh:mm) 23:00 Corresponding NOS Code	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 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	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









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	12 th standard passed or 10 th 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.	









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

		Marks Allocation			cation
Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Theory	Skills Practical
1. RAS/N0152 (Optimize inventory to ensure maximum availability of stocks and minimized	the following as per seasonality and market trends: a. stock levels like average stock level, re-order level b. inventory budgets		4	2	2
losses)	 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 	100	4	2	2
	PC3. maintain accurate records of stocks bought and sold		4	2	2
	PC4. record costs during stock movements		4	2	2









PCS. develop team understanding of stock management systems being followed by organisation PC6. control shrinkage/pillerage of products to minimize losses PC7. maintain records on shrinkage/pillerage of products to minimize losses PC8. establish a timely and well-coordinated stock take process PC9. maintain accurate recording and transmission of data PC10. determine recording and rechecking of variances PC11. analyse stock-take data as required by organisation PC12. ensure safety and well-being of team involved in stock-take PC14. implement processes in alignment to store policies/guidelines to the team prolicies of the store while ensuring timely and accurate reporting) PC3. describe relevant store policies/guidelines to the team processes and conditions in employee contracts PC7. describe to the team the importance of records to be maintained PC3. describe to the team the importance of records to be maintained PC3. describe to the team the importance of records to be maintained PC3. describe to the team the importance of records to be maintained PC3. describe to the team pc7. describe to the team pc7. describe to the team the importance of records to be maintained PC3. conduct checks and audits to ensure quality of data for records PC4. understand and implement policies related to store upkeep and maintenance delivery to increase store profitability) PC5. sign off all equipment in line with policy	1					
followed by organisation PC6. control Shrinkage/pillerage of products to minimize losses PC7. maintain records on shrinkage/pillerage of products PC8. establish a timely and well-coordinated stock take process PC9. maintain accurate recording and transmission of data PC10. determine recording and transmission of data PC11. analyse stock-take data as required by organisation PC12. ensure safety and well-being of team involved in stock-take 2. RAS/N0153 (Adhere to standard operating procedures, processes and policies of the store while ensuring timely and accurate reporting) PC2. describe relevant store policies/guidelines to the team the store while ensuring timely and accurate reporting. PC5. sign off and honour all terms and conditions in employee contracts in alignment to statutory requirements PC6. sign off and honour all terms and conditions in employee contracts 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 3. RAS/N0154 (Manage sales and service delivery to increase store in maintenance of all equipment in line) 4		PC5. develop team understanding of				
PC6. control shrinkage/pilferage of products to minimize losses PC7. maintain records on shrinkage/pilferage of products PC8. establish a timely and well-coordinated stock take process PC9. maintain accurate recording and transmission of data PC10. determine recording and rechecking of variances PC11. analyse stock-take data as required by organisation PC12. ensure safety and well-being of team involved in stock-take PC13. ensure safety and well-being of team involved in stock-take PC14. ensure safety and well-being of team involved in stock-take Total PC15. implement processes in alignment to store policies/guidelines to the team policies/guidelines to the team policies/guidelines to the team policies/guidelines to the team policies/guidelines 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 all legal contracts in alignment to statutory requirements PC6. sign off and honour all terms and conditions in employee contracts 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 RAMS/N0154 (Manage sales and service elleviery to increase store Increase store PC2. ensure store upkeep and maintenance of all equipment in line PC3. ensure store upkeep and maintenance of all equipment in line PC4 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2 2		stock management systems being		4	2	2
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	PC3. ensure timely checks and repairs of all store equipment		3	1.5	15
	PC4. describe to the team about				
	operating and maintaining store		4	2	2
	equipment		•	_	_
	PC5. train the team to identify key				
	repeat customers and develop				
	customer retention strategies to build		3	1.5	15
	brand loyalty				
	PC6. implement strategies to generate				
	additional footfalls		4	2	2
	PC7. build relationships with new and				
	existing customers to augment		3	1.5	15
	business and brand reputation			1.3	13
	PC8. train and work with team to				
	implement customer engagement				
	initiatives to enhance customer		3	1.5	15
	satisfaction				
	PC9. establish a mechanism for				
	collecting feedback from customers for		3	1.5	15
	further improvement of service				
	PC10. develop robust post-sales				
	services to build brand loyalty and		3	1.5	15
	customer satisfaction				
	PC11. establish a system for addressal				
	of escalations and analyse the cause of		3	1.5	15
	escalations to prevent recurrence				
	PC12. set sales targets and develop a		2	4.5	4.5
	strategy for achieving the targets		3	1.5	15
	PC13. communicate sales targets and				
	plans to team and motivate team to		3	1.5	15
	achieve the targets				
	PC14. determine requisite resources				
	required to be able to perform		3	1.5	15
	optimally to achieve targets				
		Total	100	50	50
4. RAS/N0155	PC1. establish conformance to retail				
(Execute visual	processes like stock rotation, adjacency		6	3	3
merchandising	principles and product display norms				
displays as per	PC2. train staff on concept of				
standards and	planogramming its effective		6	3	3
guidelines)	implementation	100			
	PC3. confirm that display of products is		5	2.5	2.5
	aligned to updated store planogram		J	۷.۵	۷.۵
	PC4. support company officials for				
	carrying out necessary audits and		5	2.5	2.5
	checks				
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	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)		6	3	3
	c. guidelines for executing promotional events				
	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	PC1. explain store policy and procedures in regards to health, hygiene and safety clearly and accurately		1.5	0.75	0.75
the store)	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









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	PC12. ensure management of and				
	conformation to store security		1.5	0.75	0.75
	procedures				
	PC13. ensure training of team to		1.5	0.75	0.75
	handle emergencies				
	PC14. ensure implementation of				
	security measures in case of		1.5	0.75	0.75
	emergencies				
	PC15. cooperate with officials in		1.5	0.75	0.75
	carrying out all audits and checks				
	PC16. establish resource requirements				
	to ensure equipment is maintained and		1.5	0.75	0.75
	stored safely				
	PC17. establish and maintain				
	procedures for risk assessment and		1.5	0.75	0.75
	integrate with systems of work				
	PC18. ensure availability of trained		1	0.5	0.5
	staff to handle financial processes			0.5	0.5
	PC19. ensure adherence to security		1.5		0.75
	procedures with respect to			0.75	
	identification of authorities and		1.5	0.73	
	implementation of financial processes				
		Total	100	50	50
6. RAS/N0157	PC1. develop strategies to drive	-	6	3	3
(Implement	promotions and special events				
promotions and	PC2. develop team competence in				2.5
special events at	effective implementation of in-store		5	2.5	
the store)	promotions				
	PC3. collect and preserve promotion-				
	related data for future analysis and		6	3	3
	working				
	PC4. implement organisational				
	processes on collection and		6	3	3
	transmission of promotion related				
	information and data	100			
	PC5. conduct data analysis as required		_	_	_
	by head office and share relevant		6	3	3
	feedback				
	PC6. understand the promotion and its		6	3	3
	requirements completely		_	,	-
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	PC7. explain promotion to relevant				
	PC7. explain promotion to relevant team members thoroughly and		6	3	3
	PC7. explain promotion to relevant team members thoroughly and collaborate to identify required		6	3	3
	PC7. explain promotion to relevant team members thoroughly and collaborate to identify required resources		6	3	3
	PC7. explain promotion to relevant team members thoroughly and collaborate to identify required resources PC8. provide required resources to				
	PC7. explain promotion to relevant team members thoroughly and collaborate to identify required resources PC8. provide required resources to team for effective implementation of		6 5	2.5	2.5
	PC7. explain promotion to relevant team members thoroughly and collaborate to identify required resources PC8. provide required resources to	Total			









7. RAS/N0158	PC1. analyse current and projected				
(Lead and	volume and type of work to be		3	1.5	1.5
manage the	undertaken				
team for	PC2. determine staff recruitment				
developing store	needs and compare with store		3	1.5	1.5
capability)	performance plans				
	PC3. identify cost effective channels of				
	manpower sourcing and interview		3	1.5	1.5
	effectively to recruit quality manpower				
	PC4. follow HR policies to support		2	1	1
	recruitment of staff		2	1	1
	PC5. identify future manpower				
	requirements based on projected store		2	1	1
	plans				
	PC6. establish and foster effective and				
	open communication channels with		2	1	1
	store staff				
	PC7. guide staff regarding individual		2	4	1
	and team's roles and responsibilities		2	1	1
	PC8. set performance expectations in		2	4.5	4.5
	line with organisational policies		3	1.5	1.5
	PC9. delegate accountability and				
	authority to the team based on		2	1	1
	individual strengths	100			
	PC10. consult with team members and		2	1	1
	share feedback whenever required		2	1	1
	PC11. eliminate bias and ensure equal		2	4	1
	opportunity to all staff		2	1	1
	PC12. foster effective team				
	collaboration and take a leadership		2	1	1
	role to resolve intra-team conflict				
	PC13. follow and establish self-				1
	grooming & hygiene practices in line		2	1	
	with store policy for self and team		3		
	PC14. establish and communicate the	1			
	goals and objectives of roles in line			1.5	1.5
	with organisational policies				
	PC15. provide support to individuals				
	and teams to enhance performance				
	and achievement of organisational		2	1	1
	goals and the effective completion of				
	work requirements				
	PC16. provide ongoing personal advice,				
	coaching and mentoring to staff to		2	2 1	1
	build skill and team performance				
	PC17. conduct performance appraisals				
	according to the organisation's		2	1	1
	standard procedures				
	PC18. define and discuss career paths		_		
	with team members to ensure		2	1	1









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	motivation and enhance retention				
	PC19. identify training needs to		3	1.5	1.5
	improve performance		า	1.5	1.5
	PC20. manage poor performance in				
	line with organisational standards,		2	1	1
	policies and procedures, and legal		2	1	1
	requirements				
		Total	100	50	50
8. RAS/N0159	PC1. Identify and describe all policies		8	4	4
(Conduct price	related to collection of market data			7	-
benchmarking	PC2. identify team members for		6	3	3
and market	collection of market information		0	3	<u> </u>
study of	PC3. train team members in critical		8	4	4
competition)	activities involving market study			7	-
	PC4. ensure collection of relevant data		8		
	and analysis of the same to identify	100		4	4
	product line performance				
	PC5. communicate all analysis data to				
	head office on the basis of collected		8	4	4
	market data				
	PC6. provide input to the				
	merchandising /category teams on		8	4	4
	best prices offered by competition				
		Total	100	50	50