



# RETAIL

## CATALOGUE

“

Where there is life, there is Consumption,  
Where there is Consumption, there is ***Retail.***

”

# Introduction

This course is targeted towards learners interested in pursuing a career in the Retail industry. After surveying employers and learners, it was found that the most common job-role in Retail sector is that of a Retail Associate. Further, it was also found that any learner who joins the Retail industry should also be equipped with basic knowledge about environment and safety protocols.



## Retail Associate

**16 Lessons**



## Retail Environment and Safety

**14 Lessons**





# Retail Associate

A Retail Associate assists customers in a retail store with their requirements and queries, handling cash counters, maintaining inventory, etc. This module will enable learners to understand this job role and how to be competent at it.





## 1. RETAIL CONCEPTS

- Describe how a retail store operates.
- Identify the different types of retail outlets.
- Explain the importance of supply chain.

# RETAIL ASSOCIATE

## 2. A CAREER IN RETAIL

- Describe the roles and responsibilities of a retail sales associate.
- Identify the skills required for retail sales associate.
- Identify different functions in retail.





### 3. STOCK DISPLAY BASICS

- Display stock in the store in an attractive manner.
- Use different types of equipment to display items in an attractive manner

## RETAIL ASSOCIATE

### 4. SETUP AND DISMANTLE STOCK DISPLAYS

- Follow standard procedures and guidelines to display stock in the store.
- Identify the processes to replenish the stock.
- Use different signage and labels to attract customers.







## 5. SPECIAL PRODUCT DISPLAYS

- Identify the product ranges that can be prepared for sale.
- Describe the steps required to prepare products for sale.
- Explain the importance of following guidelines to prevent display accidents.

# RETAIL ASSOCIATE

## 6. VISUAL MERCHANDISING BASICS

- Define visual merchandising or VM.
- Identify the importance of good VM.
- Use a design brief.





## 7. OVERVIEW TO PLANOGRAMS

- How to use a planogram?
- Identify factors that affect a planogram.
- List the responsibilities of a sales associate for implementing planograms.

# RETAIL ASSOCIATE

## 8. IMPLEMENTING PLANOGRAMS

- Explain the procedure to implement a planogram.
- Identify promotional display tools.





## 9. WINDOW AND IN-STORE DISPLAYS

- Design a window display.
- Create a store atmosphere to attract more customers.

# RETAIL ASSOCIATE

## 10. DRESS VISUAL MERCHANDIZING DISPLAYS

- Identify the importance of focal points and display themes.
- Identify the guidelines to dress a mannequin.
- Learn the tips to dress in-store and window displays.







## 11. DISMANTLE AND STORE DISPLAY PROPS

- Explain the steps to dismantle a display with care.
- Identify the use of protective packaging in storing materials.

# RETAIL ASSOCIATE

## 12. ASSISTED SELLING

- Build long-lasting customer relationships through customer service.
- Use assisted selling to provide better service to customers.





### 13. CUSTOMER COMPLAINTS

- Recognize a customer complaint.
- Identify the main issues about which customers complain.
- Effectively handle customer complaints.

## RETAIL ASSOCIATE

### 14. CUSTOMER LOYALTY SCHEMES BASICS

- Define loyalty programs.
- Identify the importance of loyalty programs.
- Explain how to approach a customer for a loyalty program.





## 15. BRAND IMAGE

- Describe Brand image.
- Build the Brand image.

# RETAIL ASSOCIATE

## 16. MAINTAINING INVENTORY

- Define an inventory.
- Explain the importance of managing an inventory.
- Maintain the correct amount of inventory.





# Retail Environment and Safety

Hazards and accidents in the retail environment are fairly common and can inflict significant damage to persons and businesses. This module on Retail Environment & Safety will enable retail employees to gain a basic understanding of environment and safety protocols within the retail industry.





## 1. STORE SECURITY BASICS

- Define security risk.
- Describe the different types of security.

# RETAIL ENVIRONMENT AND SAFETY

## 2. HEALTH AND SAFETY

- Identify the leading causes of health and safety risks in the retail business.
- Understand how to handle the identified health and safety risks.







### 3. EMERGENCY RESPONSE

- Understand when a situation is an emergency.
- Handle emergency situations efficiently.

## RETAIL ENVIRONMENT AND SAFETY

### 4. STORE HYGIENE

- Realize the impact of store hygiene in retail.
- Understand the role and responsibilities of a sales associate for maintaining store hygiene.
- Understand the guidelines for maintaining store hygiene.





## 5. CLEANING MATERIAL

- Understand the importance of cleaning.
- Use the right cleaning agents to clean different types of soil on different kinds of surfaces.

# RETAIL ENVIRONMENT AND SAFETY

## 6. PHYSICAL SAFETY

- Explain various physical hazards.
- Identify the different physical hazards in the workplace.
- Explain the safety measures employed to avoid physical hazards.





## 7. DISASTER MANAGEMENT

- Explain what is a disaster.
- Identify and explain different types of disasters.
- Demonstrate how to respond to disasters.

# RETAIL ENVIRONMENT AND SAFETY

## 8. ALL CODES, SAFETY & RISK MANAGEMENT

- Identify different emergency codes.
- Demonstrate how to respond to emergency codes.
- Identify safety training and evacuation methods.
- Explain and demonstrate risk management.





## 9. EMPLOYEE RIGHTS AND RESPONSIBILITIES

- Explain what is meant by 'Rights and Responsibilities' of employees at the workplace.
- List the rights of employees.
- List the responsibilities of employees.
- Discuss the legal aspects of violation of Rights and responsibilities.

# RETAIL ENVIRONMENT AND SAFETY

## 10. GENERAL CODE OF CONDUCT

- Explain what code of conduct is.
- Identify the key aspects of the code of conduct at work.
- Practice the Code of Conduct set by your organization.





## 11. DISCRIMINATION

- Explain discrimination.
- List the various basis of discrimination.
- Describe the effects of discrimination.
- Demonstrate ways to prevent discrimination.

# RETAIL ENVIRONMENT AND SAFETY

## 12. INFORMATION GOVERNANCE

- What is information governance?
- Explain the importance of information governance.
- Identify the steps involved in information governance.
- List the benefits of information governance.







### 13. SEXUAL HARASSMENT

- Identify sexual harassment behavior.
- Maintain a harassment-free working environment.
- Take appropriate action against harassment.

## RETAIL ENVIRONMENT AND SAFETY

### 14. EMPLOYEE GRIEVANCE AND REDRESSAL

- What are employee grievances?
- Explain the common causes of employee grievances.
- Learn how to handle grievances.





  
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