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

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

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.

14. EMPLOYEE GRIEVANCE AND REDRESSAL

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