Government of Karnataka

RETAIL

Job Role : Store Operations Assistant

TEXT BOOK

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9

9th Standard

National Skill Qualification Framework
NSQF LEVEL 1

Samagra Shikshana Karnataka
and
Karnataka Text Book Society (R.)

FOREWORD

All Education commissions recommend bringing work and education into the domain of the curricular, infusing it in all areas of learning while giving it an identity of its own at relevant stages. It explains that work, transforms knowledge into experience and generates important personal and social values such as self-reliance, creativity and cooperation. Through work one learns to find one's place in the society. Work involves interaction with material or other people (mostly both), thus creating a deeper comprehension and increased practical knowledge of natural substances and social relationships.

Through work and education, school knowledge can be easily linked to learners' life outside the school. All the previous Education commissions emphasized on Vocational Education and Training (VET) for all those children who wish to acquire additional skills and/or seek livelihood through vocational education after either discontinuing or completing their school education. VET is expected to provide a 'preferred and dignified' choice rather than a terminal or 'last-resort' option. NCERT has attempted to infuse work across the subject areas and also contributed in the development of the National Skill Qualification Framework (NSQF) for the country, which was notified on 27 December 2013.

It is a quality assurance framework that organizes all qualifications according to levels of knowledge, skills and attitude. These levels, graded from one to ten, are defined in terms of learning outcomes, which the learner must possess regardless of whether they are obtained through formal, non-formal or informal learning. The NSQF sets common principles and guidelines for a nationally recognized qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges and Universities. It is under this backdrop that Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), Bhopal, a constituent of NCERT has developed learning outcomes based modular curricula for the vocational subjects from Classes IX to XII. This has been develop under the Centrally Sponsored Scheme of Vocationalisation of Secondary and Higher Secondary Education of the Ministry of Education

This textbook has been developed as per the learning outcomes based curriculum, keeping in view the National Occupational Standards (NOS) for the job role and to promote experiential learning related to the vocation. This will enable the students to acquire necessary skills, knowledge and attitude.

These text books from PSSCIVE were vetted by a team of subject experts and resource persons in the context of setting a state specific content to ensure more relevancy to the world outside the school.

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CHAIRMAN NOTE:

In a rapidly evolving world, the importance of vocational education has never been more pronounced. As industries adapt to new technologies and changing market demands, the need for skilled professionals who are equipped with practical knowledge and hands on experience becomes critical. The series of vocational text books aims to bridge the gap between theoretical concepts and real world application, providing learners with the tools they need to succeed in their chosen fields.

Each text book in this series has been meticulously crafted to align with industry standards and best practices. By combining foundational knowledge with practical skills we aim to empower among students to not only understand their disciplines but also to excel in them. Our contributors are experienced educators, Industry professions and subject matter experts have collaborated to ensure that the content is both relevant and engaging.

The structure of each book is designed to facilitate effective learning among students. All Key points are presented in a clear and concise manner, complemented by real life case studies, practical exercises and assessments that encourage critical thinking and problem-solving. We believe that learning is most effective when students can see the direct application of their studies in Professional settings.

We also recognize the diverse backgrounds and learning styles of our students. To that end, we have included a variety of teaching tools, including visual aids, Interactive elements, and online resources, to support a more personalized learning experience. Our goal is to make vocational education accessible and engaging for all learners, regardless of their starting point.

As you embark on this educational journey we encourage you to approach these text books with an open mind and a willingness to explore new ideas. The skills and knowledge you gain will not only prepare you for immediate employment but will also serve as a foundation for lifelong learning and professional development.

We extend our gratitude to all those who contributed to this text books, and we hope that these textbooks will inspire and equip the next generation of skilled professionals.

Welcome to the future of Vocational Education.

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Do You Know ?

According to the 86th Constitutional Amendment Act, 2002, free and compulsory education for all children in 6-14 year age group is now a Fundamental Right under Article 21-A of the Constitution.

EDUCATION IS NEITHER A PRIVILEGE NOR FAVOUR BUT A BASIC HUMAN RIGHT TO WHICH ALL GIRLS AND WOMEN ARE ENTITLED

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Give Girls Their Chance !





Introduction to Retailing

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The retail industry secures the fifth position as an industry and is the second largest employer after agriculture, providing bright and exciting job opportunities in India.

Retail business is undergoing rapid transformation in its marketing practices. Till a few years ago, we bought most of the daily use products from small shops in our neighbourhood or a nearby market. Generally, the shopkeepers sell goods—either individually as a sole proprietor or with the help of a few assistants. In the last few years, however, the concept of large departmental stores and malls has come up, which also provide the same products.

Today, supermarkets, departmental stores, hypermarkets, malls and non-store retailing like multilevel marketing and telemarketing, have replaced or co-exist, transacting with the traditional retail businesspersons, such as hawkers, grocers and vendors, etc. There are various levels at which retail businesses operate—ranging from small, owner-operated and independent shops to those in the national and international market.

An increase in income levels and the need for new products and services, a rise in standard of living, competition in the market and increasing consumption patterns of customers have contributed to the demand for creation of these type of stores.

This unit will focus on various aspects of retailing. The first session covers the basics of retailing, the second session deals with organised and unorganised retailing, the third explains store retailing and non-store retailing, and the fourth session discusses the duties of a retail cashier and also discusses the Indian and global retailer.

SESSION 1: BASICS OF RETAILING

Concept of retail

Retail is a business deal in which the seller sells small quantities of goods to the customers as per their needs. A retail store is a retail business enterprise which primarily deals with sales volume in retailing.

In easy terms, the function of retailing is to sell products to final consumers by an individual or a firm.

Functions of retailer

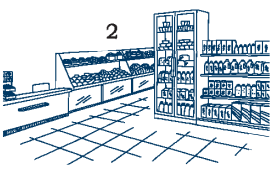
The retailer provides the products and services that the customer needs, in the required quantity, at the right place and time. This activity of the retailer creates value addition or utility to the customers. Do you know, there are four basic functions of the retailer:

(i) *Breaking bulk into smaller quantities*: To reduce the cost of long distance transportation, producers ship the goods in large quantities; the middlemen, including the retailers, open these large packages and make the product available in much smaller quantities to the consumers, as per the needs.

(ii) *Providing product and service information to customers*: The retailer or salesperson is an important source of information, especially about the features and working of the different brands available. The salesperson has knowledge about the product being sold.

(iii) *Providing customer services*: Retailers provide various services to their customers. These may include—free home delivery, gift wrapping, credit facility and after-sales services.

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(iv) *Creating a convenient, comfortable and pleasant shopping experience for consumers*: The aim of the retailer is to provide products required by the consumer, conveniently. This creates place utility. Also, the number of customers increases when the environment inside the retail stores is friendly and pleasant. Playing soft music, proper lighting, creating a larger space for movement, courteous and well-dressed employees, etc., create a positive environment for the customers.

(v) *Providing feedback to producers about customer needs*: With their first hand interaction with the customers, retailers have a good understanding of the customers' needs. This information, in the form of feedback can greatly contribute to product improvement by producers.

Essential requirements of retailers

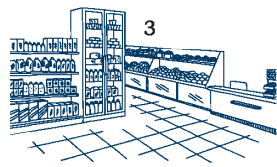
A retailer should:

- establish the shop in a place where customers are attracted.
- stock the goods which are needed by the customers.
- competitive in price and quality of goods to be sold.
- financially sound.
- be cautious of over-stocking or under-stocking of goods.
- be up-to-date with trends in the market and its position.
- ensure window display and counter display to promote sales.
- always be accessible to the customers.

Retailer's services to the customers

- Selling of goods in little quantities as per their need, at reasonable prices.
- Meeting the consumer demand and make available the required stock.
- Providing the consumer-necessary information for buying goods.
- Guiding replacement conditions for the damages.

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- Displaying and demonstrating goods to attract the customers.
- Offering credit facility to the regular and reliable customers.

At this point, it is necessary to understand the term wholesaler. A wholesaler is an important intermediary in distribution channels. Wholesale means selling of goods for business use or for resale purpose. In other words, wholesalers resell goods to retailers, not to the consumers. Normally, wholesalers sell large quantities. The wholesaler acts as a link between the manufacturer or the producer, and the retailer.

Practical Exercises

Activity 1

Visit a retail store for studying various sections and basic functions of a retailer.

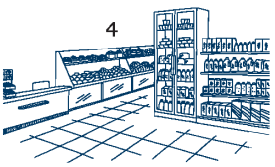
Materials Required

Notebook, pen or pencil and check list

Procedure

1. Prepare a check list for the points of observation or study, and give it to the students.
2. Divide the student into groups as per the class strength.
3. Reach the store as per schedule.
4. Interact with the shopkeeper or the executive. Greet him/her and enquire:
   (a) Type of products and services offered for sale;
   (b) Who are their potential customers?
   (c) Departments or sections in the retail outlet; and
   (d) Degree of customer satisfaction.
5. Meet one or two customers present in the shop. Greet them and enquire about:
   (a) The basic functions that a retailer performs.
   (b) Their level of satisfaction.
   (c) Suggestions they would like to offer for improving the quality of buying and selling.
6. Note all the observations, discuss with friends and finalise the report.
7. Confirm with the executive.
8. Prepare report and submit to the subject teacher.

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Check your Progress

A. Fill in the Blanks

1. The function of retailing is to sell products and services to the final _____ by an individual or a firm.
2. The _____ has to be well informed about the product being sold.
3. The main aim of the retailer is to provide products required by the consumer conveniently, this creates place _____.
4. This information in the form of _____ greatly contributes to product improvement by the producers.
5. Selling of goods to consumers in small quantities as per their need at _____ prices.
6. Wholesalers act as a link between _____ and the retailer.

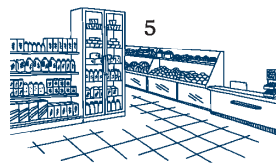
B. Multiple Choice Questions

1. The purpose of retail business is to_____
   (a) go for partnership
   (b) make maximum promotion
   (c) extend to other localities
   (d) selling goods to customer
2. A retail store deals primarily with sales _____ in retailing.
   (a) volume
   (b) location
   (c) places
   (d) value
3. The term 'wholesale' means the selling of goods for business use or for _____ purpose.
   (a) sale
   (b) resale
   (c) post sale
   (d) None of the above

C. State whether the following are True or False

1. The term 'retailing' refers to a business deal in which the seller sells in large quantities as per the need of the customer.
2. This activity of the retailer does not create value addition or utility for customers.
3. Wholesalers resell merchandise to retailers and not to the consumers.

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4. Information in the form of feedback can greatly contribute to product improvement by consumer.
5. A wholesaler acts as a link between the manufacturer or producer, and the retailer.

D. Short Answer Questions

1. What do you understand by the term 'Retail'?
2. Which activities of the retailer creates value addition or utility to the customers?

E. Long Answer Questions

1. What are the essential requirements of a retailer?
2. List down the retailer's services to the customer.

F. Check your Performance

1. Prepare a chart on the basic functions of a retailer.
2. How would you collect information from a kirana shop?
3. Demonstrate the essential requirements of a retailer.
4. Identify the services offered by a retailer to the customers.

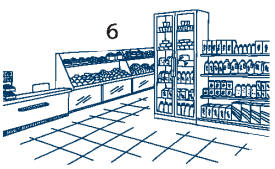
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SESSION 2: ORGANISED AND UNORGANISED RETAILING

The retail sector is undergoing a rapid growth in India. Earlier, customers used to purchase goods from *kirana* shops, mobile vendors or the *mandis*. Gradually, with a development in standard of living there has been a rise in the retail sector with more departmental stores coming into existence. This reform in the retail sector has led to the beginning of an organised sector. The retail industry is made up of two parts—organised and unorganised retailing.

Unorganised retailing is run as a small family business like *kirana* stores (Fig. 1.1). The features of small family business are:

- Lack of adequate infrastructure
- Lack of modern technology
- Lack of funding



- Lack of skilled manpower

Unorganised retailing includes retail units which are not registered by any legal or statute body and which are not maintaining accounts on a regular basis. The unorganised sector is small in size and mostly scattered. It has no fixed place for operations. The unorganised sector includes traditional units like *haats*, *mandis*, *melas* or *kiranas* and *paanwalas*, others, such as fruit sellers, vegetable sellers, cobbler, etc.



Fig.1.1 Unorganised Retailing

Organised retailing is running a business in a systematic and scientific manner (Fig. 1.2). Organised retailing has remarkable benefits for consumers and has potential for employment generation and overall growth of the country's GDP.

In organised retailing, all the items are kept under a single roof and a large number of brands and variety of products are also available in one place. Organised retail deals with multiple retail formats, which is typically a multi-owner chain of stores run by a professional management group.



Fig. 1.2 Organised Retailing

Today, organised retailing is characterised by comfort, style and speed. It offers the customer more variety, convenience and comfort, along with retailing.

Difference between organised and unorganised retail

The difference between organised and unorganised retail has been highlighted in Table 1.1

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Table 1.1 Difference between organised and unorganised retail

S. No.	Particulars	Organised Retail	Unorganised Retail
1.	Variety of Items	Large	Few
2.	Size of Retail Outlet	Very Large	Very Small
3.	Size of Employees	Very Large	Very Less
4.	Capital Requirement	Very High	Very Low
5.	Terms of Employment	Regular, Assured & within Control of Government	Small, Scattered and Not in Control of Government
6.	Style	Corporate	Sole Trading
7.	Network of Retailer	Vast and Operates through a Number of Branches	Confined to a Particular Locality in a Single Unit
8.	Retail Sales	Large Quantity	Small Quantity

Practical Exercises

Activity 1

Visit retail shops for understanding the unorganised and organised formats.

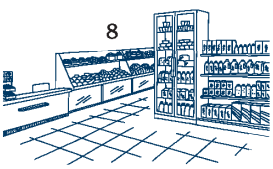
Materials required

Pen or pencil, notebook and checklist.

Procedure

1. Prepare a list of the points to be checked in both outlets and give it to the students.
2. Group the students as per needs.
3. Reach the stores as per schedule.
4. Greet and interact with the executive or the shopkeeper. Collect information from them on the
   - variety of items kept for sale.
   - size of business.
   - number of workers employed.
   - capital invested.
   - terms of employment.
   - style of business.
   - network.
   - sales volume.
5. Note down all the observations, discuss with the friends and finalise.
6. Confirm with the executive or shopkeeper.
7. Prepare a report and submit to the subject teacher.

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Activity 2

Prepare a chart to distinguish between organised and unorganised retail business

Materials required

Pen or pencil, notebook, sketch pens, chart papers and colours.

Procedure

1. Ask the students to sit in groups.
2. Distribute the materials.
3. Ask them to prepare a chart in a creative way showing the differences between the organised and unorganised retailers based on the facts emerging from their visit.
4. Display charts in the class or lab.

Check your Progress

A. Fill in the Blanks

1. Unorganised retail is characterised by _____ .
2. The *Paanwala* or *kirana* shop comes under _____ retailing.
3. Large numbers of brands are provided in _____ retail outlets.
4. All items are _____ under one roof in organised retailing.

B. Multiple Choice Questions

1. Under organised retailing, the most common feature is _____
   (a) number of brands and products are large
   (b) purchases are on credit basis
   (c) few employees exist
   (d) All (a), (b) and (c)
2. Unorganised retail is mostly confined to a _____.
   (a) particular locality
   (b) different branches
   (c) chain of stores
   (d) None of the above
3. The capital requirement is high in _____.
   (a) unorganised retail
   (b) organised retail
   (c) Both (a) and (b)
   (d) None of the above

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4. The unorganised retail units operate on the basis of _____

(a) partnership
(b) sole-trader
(c) chain stores
(d) All of the above

C. Short Answer Questions

1. Which type of retail deals with multiple retail formats?
2. Comfort, style and speed, how have these changed the business?

D. Long Answer Questions

1. Which reform in the retail sector has led to the beginning of an organised sector?

E. Check your Performance

1. Role-play to demonstrate the activities and procedure of organised and unorganised retail outlet.

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SESSION 3: STORE AND NON-STORE RETAILING

In India, a variety of retail stores exist to deliver different products to the end consumers. Retailing can be classified as store and non-store retailing.

Store retailing

When the goods and services are sold from a physical place or store, it is called store retailing. The basis of classification of store retailing is ownership and merchandise offered.

On the basis of ownership

(a) ***Independent retailer:*** A person (Fig. 1.3) who owns and operates with family members or assistants. He/she has direct contact with the customers. For example, the local *baniya/ kirana* store owner and the *paanwala*. He/she decides the retail strategy depending on the store location and product mix.

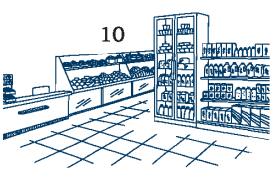




Fig. 1.3 Independent Retailer

(b) Chain retailer or corporate retail chain: When a significant number of outlets are operated by a single owner, it is called a retail chain (Fig. 1.4). Chain retailers are offered the same type of products, store environment, and sales promotions. For example, Reliance, Bata, Arrow, Louis Philippe, Food World, etc.



Fig. 1.4 Chain Retailer or Corporate Retail Chain

(c) Franchising: A franchise (Fig. 1.5) is a legal contract between a company (franchiser) and the store owner (franchisee), which allows the store owner to conduct business under an established name. For example, McDonald's, Pizza Hut, Van Heusen, etc.



Fig. 1.5 Franchise Operations *Source: goo.gl/ETDrh1*

(d) Consumer cooperatives: A consumer cooperative (see Fig. 1.6) is a retail store operated by member customers. This type

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Fig. 1.6 Consumer Cooperative Store

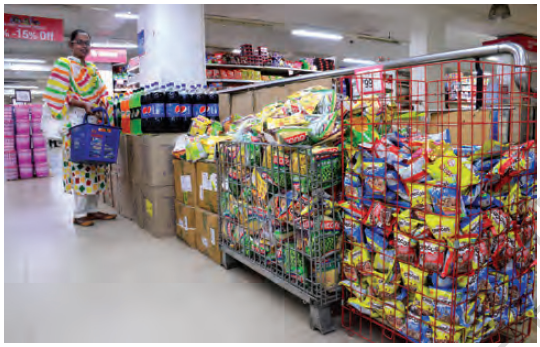


Fig.1.7 Convenience Store

arises largely because of dissatisfied consumers whose needs are not fulfilled by existing retailers For example, Apna Bazaars in Mumbai, etc.

Based on merchandise offered

(a) Convenience stores: These are small-sized stores located in residential areas (Fig. 1.7). They are open for long hours and offer a limited line of convenience products like eggs, bread, milk, vegetables, etc.

(b) Supermarkets: Supermarkets (Figs. 1.8 [a] and 1.8[b]) are large retailing stores selling a huge variety of consumer products, mostly food, items of household use and grocery with a low marginal gain. It operates on a self-service style, but has a high turnover. It offers minimum services and operates on the cash and carry basis.



Fig. 1.8(a) Supermarket



Fig. 1.8(b) Supermarket

(c) Hypermarkets: A hypermarket (Fig. 1.9) is a combination of a supermarket and a general merchandise store.

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It is a very large store typically at destination locations. They are designed to attract customers from a significantly large area with their low price offers, unique range and other offers. It follows the self-service style.

(d) *Specialty stores:* A store specialising in one type of products (merchandise) or single line of goods (furniture, jewellery, household, consumer electronics, sports, domestic appliances, etc.) is termed as a specialty store (Fig. 1.10).

(e) *Departmental stores:* Departmental stores (Fig. 1.11) are those stores offering a variety of goods under a single roof, located in central places or a busy locality. It requires capital to maintain different departments and huge stock of goods. The profit or loss is calculated on the entire stock. It is a combination of decentralised buying and centralised selling. They establish restaurants inside these stores and also provide home delivery services.

(f) *Catalogue showrooms:* Catalogue retailers (Fig. 1.12) usually specialise in hard goods (houseware, consumer electronics, etc.). A customer visits the showroom and makes his/her choice of the

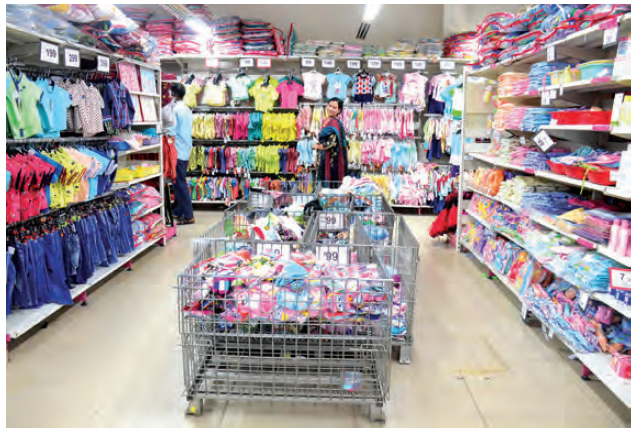


Fig. 1.9 Hypermarket



Fig. 1.10 Specialty Store



Fig. 1.11 Departmental Stores

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Fig. 1.12 Catalogue Showrooms Source: goo.gl/iuNdwk



Fig. 1.13 Direct Personal Contact Approach

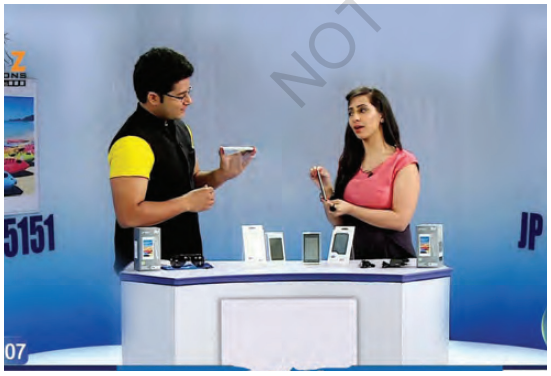


Fig. 1.14 Television Shopping Source: goo.gl/PKLK7a

products using the catalogue mentioning the code number of the item.

Non-store retailing

When the goods and services are sold without a physical place or store, it is called non-store retailing. Non-store retailing adopts a direct relationship with the consumer. The classification of non-store retailing is direct personal contact and direct response marketing.

Direct personal contact

Direct selling is making a face-to-face (direct) contact with the end consumer (Fig. 1.13). For example, cosmetics, jewellery, home appliances, educational materials, nutritional products, etc.

This type of retailing follows the party plan or the multilevel network. They display and demonstrate on inviting to a party or customers act like master distributors appointing their customers on commission basis.

Direct response marketing

The customer becomes aware of the products/services offered through non-personal media such as mail, catalogues, phones; television or the Internet is called direct response marketing. It includes various forms of communication with the consumers like:

(a) *Mail order retailing:* In retailing customer database is used to develop target catalogues to customers.

(b) *Television shopping:* In this kind of retailing, the product is

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promoted on television with the product features, price, and guarantee or warranty.

Phone numbers are provided for different cities where the products can be ordered from, and home-delivered. For example, Telebrands, a programme which usually presents fitness and health products.



Fig.1.15 E-shopping

(c) *E-shopping:* This format allows the customer to evaluate and purchase comfortably from his/her home through the websites using the Internet (Fig. 1.15). The products are delivered after online payment.

(d) *Telemarketing:* Telemarketing (Fig. 1.16) is the communication with customers through telephone, to promote products or services. The company executive contacts customers at a time that is convenient to them. Most companies give their toll-free numbers for customers to contact them. For example, banks selling credit cards, educational institutions seeking admissions.

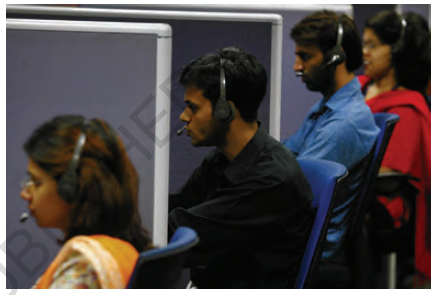


Fig. 1.16: Telemarketing in India
Source: goo.gl/oc8pLD

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Differences between store retail and non-store retail

The difference between store and non-store retail has been given in Table 1.2.

Table1.2: Differences between store and non-store retail

Store Retail	Non-store Retail
1. Goods and services are sold from a physical place or store.	1. Goods and services are sold without a physical place or store.
2. The basis of classification is ownership and the merchandise offered.	2. The basis of classification is direct personal contact and direct response marketing.
3. It adopts an indirect relationship with the consumer.	3. It adopts a direct relationship with the consumer.
4. Customer visits the showroom and makes his/her choice of the products.	4. The customer becomes aware of the products or services offered through a non-personal medium, like mail, catalogues, phones, television or the Internet.

5. The retailer arranges the products.	5. Most companies give their toll-free numbers for customers to respond and send the products to their home.
6. Multiple channels are involved.	6. Direct to customer
7. Offers shown visually in stores or marketplace.	7. Offers shown through Internet/online
8. Retailers responsible for exchange of the products.	8. E-retailer responsible for exchange of the products.

Practical Exercises

Activity 1

Prepare a Model/Chart on store and non-store retailing.

Materials required

Chart paper, Thermocol, glue, sketch pen, pencil, eraser, glue stick.

Procedure

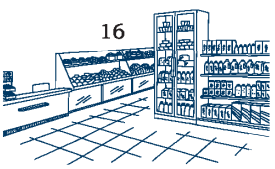
1. Divide the class into two groups.
2. One group should be given the topic of store retailing and the other group should be given the topic of non-store retailing.
3. Now ask the students to prepare charts on the given topics.
4. Explain the charts in the class.
5. Display the charts at an appropriate place in the class or laboratory.

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Check your Progress

A. Fill in the Blanks

1. When a significant number of outlets are operated by a single owner, it is called a _____.
2. A franchise is a contract between _____ and the store _____.
3. Hypermarket is a combination of _____ and _____ store.
4. _____ offers minimum services and operates on cash and carry basis.
5. In a _____, profit or loss is calculated on the entire stock.



B. Multiple Choice Questions

1. The independent retailer operates his business with _____.
   (a) partners
   (b) professionals
   (c) few locals/ family members
   (d) None of the above
2. Corporate retail chain is also called _____.
   (a) franchise
   (b) chain retailer
   (c) independent retailer
   (d) None of the above
3. Specialty stores have very clearly defined _____.
   (a) producers
   (b) competitors
   (c) target market
   (d) Both (a) and (b)

C. State whether the following are True or False

1. A store specialising in a particular type of merchandise is termed as a departmental store.
2. When the goods and services are sold from a physical place or store, it is called store retailing.
3. Retailers who usually specialise in hard goods are known as catalogue retailers.
4. Communicating with the customers through the telephone comes under E-shopping.
5. Purchasing goods through websites using the Internet is a part of E-shopping.

D. Short Answer Questions

1. Who is an independent retailer?
2. What is franchising?
3. What is a supermarket?
4. What is a departmental store?
5. What is television shopping?

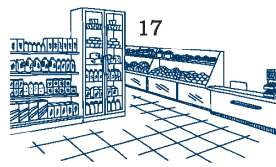
E. Long Answer Questions

1. How do you classify store retailing?
2. Departmental stores are a combination of decentralised buying and centralised selling. Explain in detail.

F. Check your Performance

1. Demonstrate the store selling procedure.
2. Demonstrate the non-store retailing procedure.

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Session 4: Indian and Global Retailers

The Indian population's purchasing power is increasing with an increase in income, and this has led to an increase in the number of retail outlets. There is a great opportunity for retail players, such as Tatas (Tata Trent), RPG Group (Food World, Music World and Health & Glow), ITC (Life Style), Rahejas (Shoppers Stop), Hiranandani (Haike) in various urban and semi-urban areas.

Some of the leading Indian retail groups/ chains

Some of the leading groups operating in the country are as given below.



Fig. 1.17 Pantaloons Outlet

Aditya Birla Fashion and Retail Limited (Pantaloons)

Aditya Birla Fashion and Retail Limited (Pantaloons) mainly deals with clothing, leather products and footwear. It has about 130 retail stores in India (Fig. 1.17).

Future Retail

Future Retail is the flagship company of Future Group, India's retail pioneer catering to the entire Indian consumption space. Future Retail Limited focuses on the large sized, value department stores and small neighbourhood store chains that include, Big Bazaar, Big Bazaar GenNext, HyperCity, fbb, Easyday, Foodhall, eZone, Foodworld, WH Smith and Heritage. Future Retail has about 570 retail stores all over India.

Reliance

Reliance retail is a subsidiary company of Reliance Industries Limited. Founded in 2006 and based in Mumbai, it is the largest retailer in India in terms of revenue. Its retail outlets offer foods, groceries, apparel and footwear, lifestyle and home improvement products, electronic goods, and farm implements and

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Fig. 1.18 Reliance Retail

inputs. The Company's outlets also provide vegetables, fruits and flowers. Reliance retail focusses on consumer goods, consumer durables, travel services, energy, entertainment and leisure, and health and well-being products, as well as on educational products and services (Fig. 1.18).

Shoppers Stop

Shoppers Stop Limited is a retail company, owned by the K Raheja Corp Group. There are 83 stores across 38 cities in India, with clothing, accessories, handbags, shoes, jewellery, fragrances, cosmetics, health and



Fig. 1.19 Shoppers Stop

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beauty products, home furnishing and decor products. The Company operates three business segments—Retail operations, Property options and others (Fig. 1.19).

Trent Limited

Trent is the retail hand of the Tata group. Started in 1998, Trent operates Westside, one of the many growing retail chains in India based in Mumbai, Maharashtra, and Landmark, a bookstore chain with brick and mortar stores in various locations of India. The company has retail stores in 42 major Indian cities under the Westside brand. Trent also operates the hypermarket Star Bazaar in eight Indian cities (Fig. 1.20).



Fig. 1.20 Westside Outlet

V-Mart Retail Limited

V-Mart Retail Limited worked as value-for-money retail segment as the first retail store in Gujarat in 2003. In 2006, the name was changed to V-Mart Retail Pvt. Limited. V-Mart stores offer apparels, general merchandise and *kirana* goods. They have 179 stores across 149 cities in 14 states and union territories.

Global retail

Globally, retailing is a huge and highly regulated sector (Table 1.3). Global retailers also find opportunities in different countries with strong and emerging markets, such as China and India. Rising GDP growth, burgeoning



Fig. 1.21 Global Retail

population, greater disposable income, and increasing consumer spending are combining to drive the Global Retail industry and opportunities for retail segment players (Fig. 1.21).

Table 1.3 Top 10 Global Retailers

S. No.	Company	Country of Origin
1.	WalMart	USA
2.	Costco	USA
3.	Kroger	USA
4.	Walgreen	USA
5.	Tesco	UK
6.	Carrefour	France
7.	Amazon.com	USA
8.	Metro	Germany
9.	The Home Depot	USA
10.	Target Corporation	USA

Source: Investopedia

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Two types of retailing exist worldwide: (i) physical retailing, done via retail store or retail outlets like Reliance, Big Bazaar, V-Mart, etc., and (ii) e-retailing like Amazon, Snapdeal, Flipkart, etc. Physical and e-retail work in concert. A retail brand's strong digital presence drives brick and mortar sales and vice versa. When different media and transactional channels work in harmony, the brand is more relevant. When any aspect is unremarkable or creates friction, the brand suffers.

Practical Exercises

Activity 1

Visit Indian and global retailers in a mall.

Materials required

Pen/Pencil, Notebook, Checklist

Procedure

1. Make a group of five students and ask them to visit a retail store.
2. Meet the retail store manager and greet him/her.
3. Tell the purpose of the visit and take permission for visiting the retail store.
4. Differentiate between Indian and global retailer based on manufacturing of products and origin of product.
5. Visit three retail stores around your school or home.

Fill in the information in the Table given below:

S. No.	Name of the Store	Name of the Items being Sold	Type of Store	Types of Retailers
1.				
2.				
3.				

6. Also prepare a report and submit it to the subject teacher.

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Check your progress

A. Fill in the Blanks

1. _____ is the largest growing retail store and revenue generator.
2. Shoppers stop _____ is a retail company.

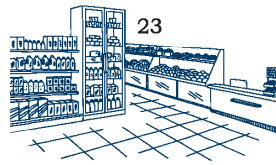
B. Short Answer Questions

1. Differentiate between Indian and global retailers.
2. List out the major players among Indian retailers.
3. Name the top five global retailers.

C. Check Your Performance

1. Write the names of five Indian retail stores.
2. Write the names of five global retail stores.

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Unit 2

Receiving and Storage of Goods

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Introduction

Product classification helps the retailers to focus on the consumers' buying behaviour. The retail businesses use the consumers' buying behaviour for designing the marketing strategies to increase the sale of goods.

The types of products, and how the firms buy these goods is equally important as the firm classifies these products and develops the marketing campaigns for increasing the sales.

In the retail industry, the store operations assistant has the knowledge of processing the goods at the retail store. Generally, a manual is prepared by the retail store highlighting the procedures and policies for receiving and delivering goods. These procedures and policies are usually common for all stores.

The store operations assistants should check their store's policy for receiving and delivering goods.

All type of businesses, especially retail stores, must store goods safely, as well as ensure that the firm fulfils the legal duty to protect the health and safety of those affected by their business. The right approach to storage can also help firm owners in reducing pollution, unnecessary wastage and other costs.

This unit has been divided into four sessions. The first session is devoted to classification which includes

consumer goods, the second session covers the procedure for receiving goods in retail operations, the third session deals with storage of goods received, and the fourth session explains the process of handling goods.

Session 1: Classification of Goods

Meaning of goods

Goods are bundle of utilities, which are inherently useful and relatively scarce tangible item, such as article, commodity, merchandise, material, supply, wares, produced from agricultural, manufacturing, construction or mining activities. In terms of economics, it is called commodity.

There are two kinds of goods—economical and free goods. Goods that can be obtained with money are called economical goods and goods which are freely available are called free goods.

Types of goods

There are two types of goods which are dealt with in retail operations—consumer goods and industrial goods (Fig. 2.1)

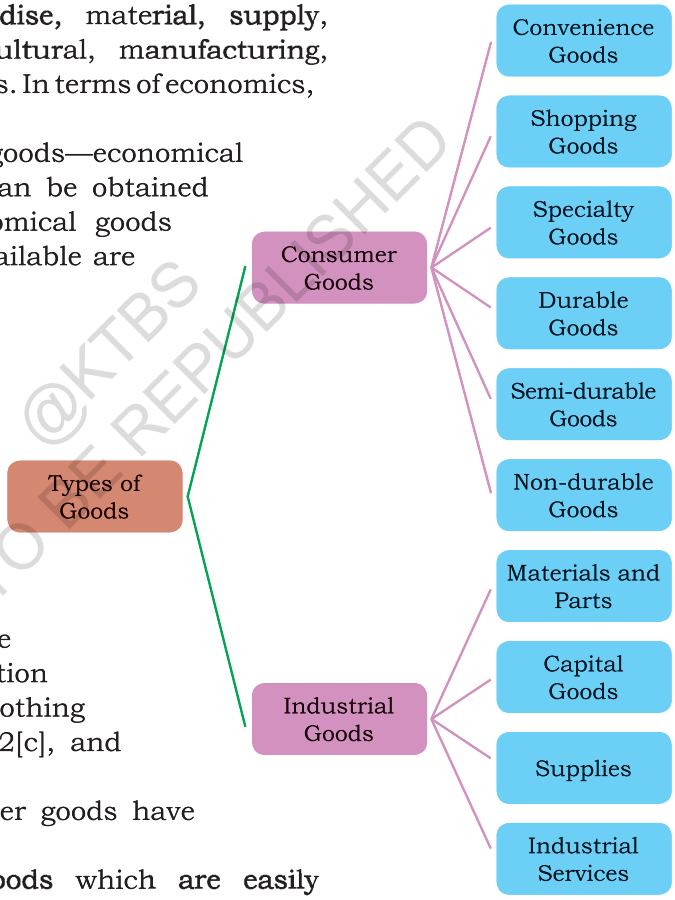


Fig. 2.1 Types of Goods

Consumer goods

Consumer goods are those which are ready for consumption by consumers, such as clothing or food (Fig. 2.2[a], 2.2[b], 2.2[c], and 2.2[d]).

Further, the types of consumer goods have been classified below:

(a) ***Convenience goods*:** Goods which are easily available to the consumer, without any extra effort are called convenience goods. These goods are consumed regularly and purchased frequently. For example, Fast Moving Consumer Goods (FMCG), such as food, confectionaries, milk, etc.

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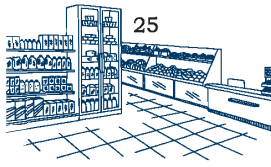




Fig. 2.2 (a) Consumer Goods



Fig. 2.2 (b) Consumer Goods

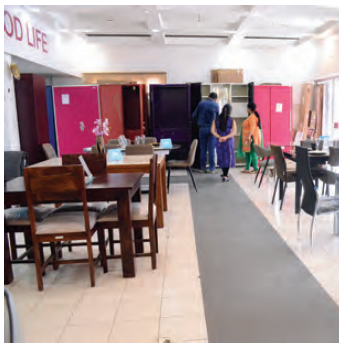


Fig. 2.2 (c) Consumer Goods



Fig. 2.2 (d) Consumer Goods

Convenience goods can be classified into Staple Goods and Impulse Goods.

(i) *Staple goods:* Goods which fulfill the customer's basic needs are called staple goods. For example, bread, butter, milk, sugar, etc.

(ii) *Impulse goods:* Goods which are bought without prior planning are called impulse goods. For example, chocolates, soft drinks, wafers, etc.

(b) *Shopping goods*: Shopping goods are not purchased or consumed as frequently by consumers as convenience goods. Shopping goods are expensive and semi-durable in nature. For example, clothes, footwear, televisions, radio, home furnishings, jewellery, etc.

(c) *Specialty goods*: Goods which are unique, unusual, and special are called specialty goods. For example, antique goods, high and luxury automobiles, wedding dresses, etc.

(d) *Unsought goods*: Goods that are available in the market but the customers do not know about them or do not think of buying them unless needed, are called Unsought goods, such as insurance.

Apart from the above mentioned, retail goods are also classified into durable, semi-durable and non-durable goods.

(a) *Durable goods*: Goods which need not be purchased frequently as they are made to last for a longer period of time are called durable goods (Fig. 2.3).

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Fig. 2.3 Durable goods



Fig. 2.4 Semi-durable Products

(b) ***Semi-Durable Consumer Goods*:** Goods that do not last for a very long time are called semi-durable goods (Fig. 2.4). For example, clothes, furniture, footwear, jewellery, home furnishings, etc.

(c) ***Non-Durable Consumer Goods*:** Goods which are for immediate consumption and are perishable in nature are called non-durable goods (Fig. 2.5[a] and 2.5[b]). For example, vegetables, fruits, milk, bread, etc.





Fig. 2.5 (a) and (b) Non-durable Products

Industrial goods

A retail organisation buys goods for further production or use in business, these are called industrial goods. Industrial goods are not for ultimate consumption but are components used by industries or firms for producing finished goods (Fig. 2.6[a], 2.6[b] and 2.6[c].

These can be divided into three parts—Materials and Parts, Capital Items, Supplies and Industrial Services.

(a) ***Materials and parts*:** It is the basic unit of industrial production. It is used for producing finished goods.

(b) ***Capital goods*:** Capital goods make the functioning of an organisation smooth. For example, office accessories.



Fig. 2.6 (a) Industrial Products

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Fig. 2.6 (b) Industrial Products

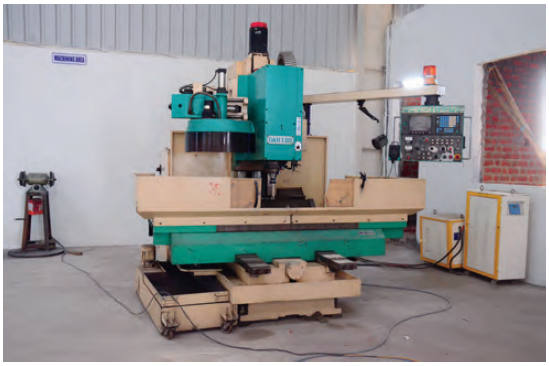


Fig. 2.6 (c) Industrial Products

(c) ***Supplies*:** Supplies meet the day-to-day operation but do not become a part of the finished product.

(d) ***Industrial services*:** Industrial services are used in running a business smoothly. Industrial services can be available internally and externally, such as maintenance services, repair services, machinery repair and business advisory services.

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Practical Exercises

Activity 1

Chart out consumer goods from allotted goods.

Materials required

Allotted goods, boxes for allotment of goods.

Procedure

1. Divide students into different groups.
2. Provide allotted goods and relevant boxes for separation to each group.
3. Ask each group to separate the consumer goods from the allotted goods.
4. Put the separated goods into relevant boxes.
5. Ask each group to separate the convenience, shopping, speciality, durable, semi-durable and non-durable goods.
6. Put the separated convenience, shopping, speciality, durable, semi-durable and non-durable goods in relevant boxes again.

From this practical exercise students should understand the different types of goods.

Check your Progress

A. Fill in the Blanks

1. _____ are bundle of utilities, which are inherently useful and relatively scarce tangible item.
2. Goods that are scarce are called _____ goods.
3. There are two types of goods, Consumer and _____.
4. Convenience goods can be classified into Staple Goods and _____ Goods.
5. Retail organisation buys goods for further _____ or use in business.
6. Goods which are unique and special are called as _____ consumer goods.

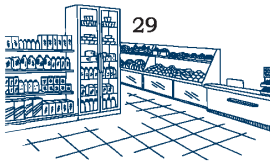
B. Multiple Choice Questions

1. Goods means tangible item, such as
   a) article
   b) commodity
   c) material
   d) All (a), (b) and (c)
2. Consumer goods refer to those which are meant for ultimate consumption of
   a) wholesaler
   b) consumer
   c) manufacturer
   d) None of the above
3. Industrial goods includes
   a) material and parts
   b) capital items
   c) supplies
   d) All (a), (b) and (c)
4. Industrial services include
   a) maintenance services
   b) repair services
   c) machinery repair and business advisory services
   d) All (a), (b) and (c)

C. State whether the following are True or False

1. Goods mean intangible items.
2. Consumer and industrial are type of goods.
3. Convenience goods means fast moving consumer products.
4. Goods which do not have long life and usage are called durable goods.

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5. Clothes are not semi-durable consumer goods.
6. Capital items consist of office accessories.

D. Match the Columns

	Column A		Column B
1.	Goods	A	Intangible
2.	Supply	B	Ultimate consumption
3.	Consumer Goods	C	Converted into finished goods
4.	Industrial Goods	D	Demand
5.	Service	E	Tangible Item

E. Short Answer Questions

1. Goods are relatively scarce tangible item. Why?
2. What are the types of consumer goods?
3. What do you understand by staple convenience consumer goods?
4. What are semi-durable goods?
5. What are shopping goods?

F. Long Answer Questions

1. Industrial services help in running the business smoothly. Explain?
2. Which are the important components of industrial? Explain.
3. Explain Specialty Consumer goods?
4. Define goods and also explain the different types of goods?
5. How are impulse goods different from unsought goods?

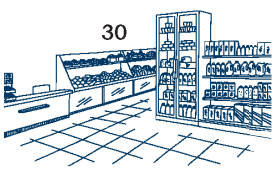
G. Check Your Performance

1. Sort out consumer durable goods, non durable goods and convenience goods from among the goods allotted by the teacher.

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SESSION 2: PROCEDURE FOR RECEIVING AND DISPATCHING STOCK TO STORES

Every retail store should have a receiving area to receive the goods. When the goods arrive at the back office of a retail store, they may be packed in containers, cartons, crates or others, while some goods may be on hangers and pallets. Receiving goods should be done



very carefully and quickly (Fig. 2.7). A retail store operation assistant must have numeracy skills to handle the goods carefully. He/she must know the consequences of inaccurate and incorrect records of receiving and dispatching goods.

The main function of retailing is to receive goods from the supplier. A retail store operation assistant along with other employees should follow the standard procedure of receiving as followed by the retail store.

The receiving process for goods may vary from store to store and also vary with the nature of the product. Discussed below are some of the broad functions of the receiving section of a retail store:

- Receive incoming materials
- Physically check received material
- Arrange for speedy and proper inspection
- Raise goods inward note
- Notify the user departments about availability or non-availability of materials required by them
- Inform the purchase section regarding excess supply, shortage or defective supply
- Deliver material to appropriate places for storage
- Prepare record keeping



Fig. 2.7 Receiving Goods at Back Office

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Procedure required for receiving goods

The procedure required for receiving goods includes:

- identifying goods for the retail store.
- checking goods ordered for the retail store.
- confirming the dispatch of goods.
- receiving goods with order and invoice.
- checking the quantity of goods, description about the goods and quality of container.
- thorough checking of goods before the invoice is signed.
- following the standard provision for the process of receiving goods.

- ticking the goods received correctly against the invoice and their immediate placement on the selling floor.
- allocating pre-sold goods for earliest possible delivery.
- confirming the number of cartons to match the quantity mentioned in bill of lading/invoice.
- examining containers for signs of damage including broken seals, leaks or tears.
- verifying weight of goods received.
- marking the Delivery slip according to the goods.
- rejecting and informing the supplier about damaged or incorrect goods.
- making arrangements for repairing or replacing damaged goods.

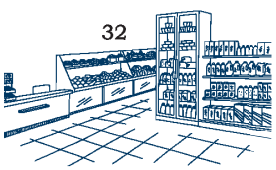
Procedure required for dispatching goods

The stores operations assistant has to follow a procedure for dispatching goods to the store floor. The Store Assistant should:

- be careful with paperwork.
- ensure that correct goods are dispatched.
- dispatch goods correctly in terms of quantity, description and quality to the store floor.
- avoid dispatching damaged products to the store floor.
- ensure correct packaging while dispatching the products.
- build confidence among the dispatching staff and ensure that they correctly handle the equipment to reach the products.
- daily record the goods dispatched and inform higher authority.
- maintain the entire paperwork correctly with evidences.

It is the store executive's responsibility to ensure that the store operations assistant looks after the receiving and dispatching formalities. The process adopted in receiving goods differs from store to store.

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Refusal procedure in relation to type of goods delivered

When the goods arrive for delivery, they should be perfect in all aspects like the seal should not be broken, and the container should not be torn or leaking (Fig. 2.8). If the delivery executive is in a hurry and cannot wait, then he/she should write 'unchecked' and sign. If the package looks damaged, the executive can deal in two ways.

1. Refuse to take the product.
2. Accept the product, make the delivery executive aware about the damaged goods and sign the delivery note, writing damaged on delivery paperwork.

In both the ways, the retailer should call the supplier and inform about the damages. The retailer should also make a report on delivery of damaged goods and one copy should be sent to the supplier and the second copy should be kept for personal record. The retailer can also inform the supplier via phone call immediately.

If the supplier is ready to change the products, then inform the delivery executive about it, because it is the responsibility of the supplier to solve all the problems related to delivery of goods and satisfaction of customers too.

Some of the simple steps to minimise the problem of store returns are as follows:

(a) ***Always check the retailer's return policy*:** It is important to check the retailer's policy while shopping online. In some cases the retailers do not accept returns or sometimes they don't refund but credit the amount in the customer's account.

(b) ***Keep tags on receipts*:** Attach receipt of purchase and do not remove any tags until sure that you're going to keep it.

(c) ***Ready for return*:** The retailer should be prepared for receiving return requests for goods and make the necessary arrangement for it. The customer should bring the receipt and an identity proof, for returning the merchandise.



*Fig. 2.8 **Loading** Goods for **Delivery***

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(d) ***Hold the emotion:*** Do interact with the sales people.

(e) ***Delay in returning goods:*** Many retailers have a fixed time period, after a purchase takes place, to accept the returns.

Thus, we can conclude that the stores operations assistants or the shopkeeper have to adopt various procedures for receiving goods from and dispatching to the stores.

Reporting to supervisor about product shortages or oversupply

It is the duty of the store operation assistant to report to the supervisor about different types of products that are short in supply and those which have an oversupply. The information given by the store operation assistant makes the supervisor alert and helps him/her take the necessary steps to provide goods that are short in supply or manage the goods with oversupply.

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Practical Exercises

Activity 1

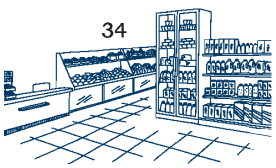
Visit a nearby retail store and observe the procedure followed for receiving goods by the purchase department of the store.

Material required

Pen/Pencil, Notebook, Checklist

Procedure

1. Plan a visit to a retail store.
2. Meet the retail store manager and executives present there.
3. Note down the steps followed in the goods receiving procedure at bay area of the store and also observe the following activities:
   (a) Unloading goods from the vehicle.
   (b) Handling of pallet jacks and pork lifts while taking out goods from the vehicle.
   (c) Shifting the goods from bay area to back office.
   (d) Verifying the invoice bill against products received.
   (e) Enquiring the goods ordered and quality, and signing after thorough checking.
   (f) If goods are correctly labelled.
   (g) Confirming the number of cartons to match the quantity mentioned in the bill of lading/invoice.



(h) Examining signs of damage like leaks, tears or broken seals.
(i) Verifying the weight of the goods received.
(j) Checking the entries entered in the stock register.
(k) Storing the received goods in a suitable place.

4. Note down the fundamentals duties of a receiving assistant or storekeeper.
5. Prepare a report on the receiving procedure and present in the classroom.

The above activity focusses on the correct ways of receiving and processing goods that arrive at the store.

In this activity, you will complete:
Three scenarios involving matching purchase orders and invoices against goods received. A store stock system chart to show new stock received.

Activity 2

Visit a nearby grocery shop and observe the goods receiving procedure

Material required

Notebook, Pen/Pencil, Checklist

Procedure

1. Firstly ask a grocery shop owner if they have stocking facility.

***If they say 'Yes' then:**

(a) Ask them to show the area where they keep their received goods and observe the place.
(b) Note down the features that you have observed.
(c) What are the functions carried out in that store area?
(d) Ask different questions say, for example what is the importance of the store area?
(e) What kind of products do they store in the store area?
(f) Analyse each and every step of the store area?
(g) Make a note highlighting all the basics of the store area.

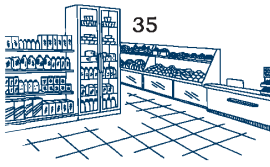
***If they say 'No' then:**

(a) If no, then ask how he manages without stock taking of goods?
(b) Observe the activities they are undertaking without a store for storing goods.
(c) Write down all the points observed.
(d) Analyse each and every step without stocking.
(e) Make a note of the procedure adopted in this situation.

Activity 3

Visit a nearby retail store and observe how goods are dispatched from the store floor where selling is going on. Prepare a report on the basis of your findings.

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Material required

Checklist, Notebook, Pen/Pencil

Procedure

1. Plan a visit to a retail store.
2. Meet the retail store manager and store operations assistant present there.
3. Note down the steps followed in the goods dispatching from the store floor and also observe the following activities:
   (a) Wrong paperwork, if any.
   (b) Management of damaged goods.
   (c) Packaging of goods.
   (d) Handling of equipment to reach the products.
   (e) Recording of information about daily dispatch.
   (f) Maintenance of paperwork.
4. Note down the fundamentals duties of the dispatching assistant or storekeeper.
5. Prepare a report on the dispatching procedure and present in your classroom.

Check your Progress

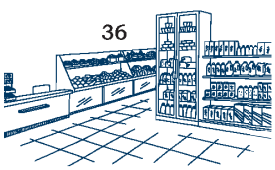
A. Fill in the Blanks

1. Clothing items are _____ goods.
2. Furniture items are _____ goods.
3. Customer service is an example of _____ goods.

B. Multiple Choice Questions

1. The purpose of goods classification is _____.
   a) to save time
   b) lesser efforts
   c) prevent conditions of goods from worsening
   d) All (a), (b) and (c)
2. The examples of Durable goods are _____.
   a) furniture
   b) kitchenware
   c) consumer electronic appliances
   d) All (a), (b) and (c)
3. While receiving goods at the store _____.
   a) only price of the product should be checked
   b) freight should be done quickly
   c) freight is not necessary
   d) None of the above

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4. Examine the containers for/while _____.
   a) damage including leaks, tears, broken seats
   b) receiving at Sales floor
   c) time of packing
   d) None of the above
5. Damaged or incorrect goods are _____.
   a) not packed properly
   b) packed properly
   c) got for a lesser price
   d) All (a), (b) and (c)

C. State whether the following are True or False

1. Goods are not correctly labelled before placing on the selling floor.
2. Goods should be dispatched correctly with actual quantity, correct description and mentioned quality to store floor.
3. Pre-sold goods are allocated for earliest possible delivery.
4. It is not necessary to verify the weight of the goods received.
5. It is important to confirm if the number of cartons match the quantity mentioned in the bill of lading invoice.

D. Short Answer Questions

1. How does a store operations assistant deal with damaged goods?
2. What do you understand by 'retailer's' return policy?
3. It is important to report to the supervisor about product shortages or oversupply? Why?
4. Explain the process of receiving goods.

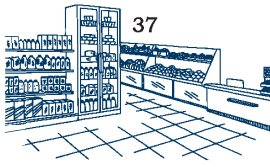
E. Check Your Performance

1. Demonstrate the goods receiving procedure adopted by the storage department of the store and also a grocery shop.
2. Demonstrate the goods dispatching procedure from the store floor where selling is going on.

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SESSION 3: STORAGE OF GOODS IN RETAIL OPERATIONS

In any retail store, it is essential that the goods are stored in a location where they are safe and can be found easily. Storing products in the right conditions (e.g., temperature should be controlled) is also essential to safeguard the products and to minimise wastage.



Meaning of storage

There is a gap between production and ultimate consumption of goods. Storage is the basic function of retailing that involves holding goods from production till their final sale.

Storage means proper arrangement of goods for retaining all its actual properties and qualities till the final consumption required by the consumer.

Need for storage

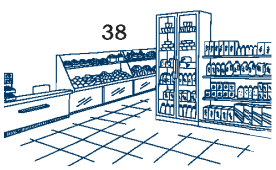
Storage plays an important role in a retail organisation. Some reasons for storage are:

- Today's time is competitive. Every customer wants to fulfill their needs by a variety of goods. Therefore, every retailer must focus on sufficient arrangement of goods.
- Many products or commodities are consumed on a regular basis, but many products or commodities produced on a seasonal basis. For such type of products or commodities the retailer should be careful and store the commodity for a whole year.
- Some products or commodities are produced on a regular basis but consumed seasonally. In such a condition the retailer can get the product easily and may not need to store the goods.
- Many products or commodities need extra care for storage like medicines and drugs.
- Storage of raw material should be done in such a place from where the products can be got easily. Raw material has to be stored to enable continuous production without stoppage.
- Storage of goods during the recession phase increases the carrying cost and minimises the returns.
- The storage of commodities varies with the demand of goods.

Techniques of storing goods

Once goods are received after proper verification and scrutiny, they must be stored till the final sale takes place.

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The various techniques to be adopted by the shopkeeper or the store operations assistant are as follows:

(a) *Shelving and racking*: Shelving and racking (Fig. 2.9) should be done as per the requirement of the retail store. Ensure that:

- Shelves and racks are in a level.
- The retailer follows the instructions given by manufacturers while installing shelves and racks.
- Shelves and racking are fixed to the wall.
- The retailer provides safety ladders when storing goods in the storage department to avoid accidents.



Fig. 2.9 Shelves and Racks

- There is sufficient space for the movement of retail employees while keeping and taking off goods from the shelves and racks.
- Personal protective equipment is used.
- Goods are kept logically, for example, put the heaviest product at bottom most.
- Common goods or commodities are easily accessible.

(b) *Pallets*: If pallets (Fig. 2.10) are used with racking units, one should avoid:

- Use of pallets which can't bear the load of goods.
- Use of damaged or badly constructed pallets.
- Use inappropriate pallets for the material.
- Poor handling of material on pallets.



*Fig. 2.10 **Pallet***

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Employees should be aware of the basic protective equipment while using forklifts, warning alarms, notices and signs and what they mean.



Fig. 2.11 (a) Storage of Dangerous or Hazardous Goods



Fig. 2.11 (b) Storage of Dangerous or Hazardous Goods



Fig. 2.12 Food Safety Storage

(c) ***Storage of dangerous or hazardous goods*:** Storage of hazardous goods needs special care and attention (Fig.2.11[a] and 2.11[b]. A retailer should:

- Follow the instructions on the safety data sheet as given by the manufacturer while storing dangerous or hazardous goods.
- Only keep a limited quantity of hazardous substances.
- Keep incompatible substances separately.
- Prevent the leakage of dangerous substances from the container.
- Train them staff for using the spill kit and also keep the spill kit near the storage area.
- Do regular checking for any leaks or spills from the container.
- Ensure that the staff wears personal protective equipments while handling hazardous substances.

(d) ***Storing food safely in a retail store*:** Food and catering retail businesses ensure that food is safely stored in the retail store. The following steps must be initiated by the store operations assistant for safe storage of food items (Fig. 2.12):

- Control temperature in all storage areas.
- Store dried food at different place.
- Check the expiry dates.
- Make sure the storage area is clean.
- Do not overload the refrigerator.
- Follow the storage instructions on food packaging.

(e) ***Storing goods and materials safely*:** Goods and material should be stored safely. A store operations assistant should ensure that:

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- All exit routes are marked.
- Exit routes are kept clear to reduce fire risks. There should be a fire near extinguisher the exit route.
- No flammable items are stored near source of ignition, like heater.
- Dangerous substances, such as chemicals, are stored appropriately.
- All spills are cleared to avoid slips.
- The retail store has the adequate equipment to clean up the spills.
- Personal protective equipment is provided to their staff members for storing or moving materials.
- Training is provided to their staff for using PPE.
- Minimum materials are used during processing and/or kept in production areas.
- Proper security is arranged for high-value goods.
- Appropriate signage is used.

Innovative storage methods

Some storage systems may well fit the description that innovation is just as often a matter of using existing components in a different or better way. Generally, in a retail store the racking method is used to store goods in the storage area.

Practical Exercises

Activity 1

Visit a nearby store and identify the different storage techniques for consumer goods.

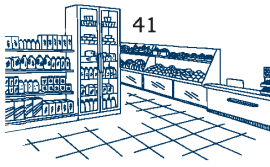
Material required

Checklist, Notebook, Pen/Pencil, List of Products to be Stored.

Procedure

1. Plan a visit to the retail store.
2. Meet the retail store manager and executives present there.
3. Note down the different storage techniques for consumer goods and observe the following, whether:
   (a) Shelving and racking are suitable for storing goods and have been installed and maintained properly.
   (b) Store floors are in level aligned properly and clean.
   (c) Manufacturer's installation instructions are being been followed.

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(d) Shelves or racking are fixed to the wall.
(e) Units are spaced correctly for the staff.
(f) Maximum load to be displayed on the rack is not exceeded.
(g) Personal protective equipment is being used properly.
(h) Materials to be used by employees are easily accessible.
The above activity focusses on the correct ways of storing the goods that arrive at the store.

In this activity, you will learnt that:
The store operations assistant should transfer the goods from back office of the retail store to store floor where selling is going on.

Check your Progress

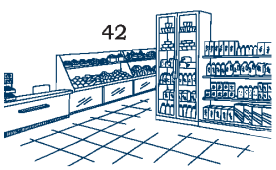
A. Fill in the Blanks

1. _____ products under the correct conditions is essential to safeguard them and minimise wastage.
2. _____ plays an important role in the organisation.
3. _____ material has to be stored to enable continuous production without stoppage.
4. Storage is needed to adjust _____ and supply of goods in the market.

B. Multiple Choice Questions

1. The purpose of material handling/management is_____.
   a) to save time
   b) safety of goods
   c) prevent conditions of goods from worsening
   d) All (a), (b) and (c)
2. Material handling services are required to be performed during retailing processes, such as _____.
   a) lifting, holding, dropping
   b) loading, unloading
   c) positioning
   d) All (a), (b) and (c)
3. Storage is _____.
   a) production
   b) transport
   c) retaining goods
   d) None of the above
4. Storage creates _____.
   a) time and place utility
   b) production
   c) physical distribution
   d) None of the above

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5. Some commodities have regular production and _____.
   a) seasonal consumption
   b) regular consumption
   c) no consumption
   d) None of the above

6. Storage of goods in a necessity during recession, which means _____.
   a) when there is little demand
   b) when there is more demand
   c) when there is little supply
   d) Others

7. Storage is needed to _____.
   a) adjust demand
   b) adjust supply
   c) adjust demand and supply
   d) None of the above

C. State whether the following are True or False

1. For the smooth running of any store it is essential that goods are stored safely.
2. Storage means time gap between production and consumption.
3. Storage creates both time and place utilities.
4. Shelving and racking must be suitable for storing goods.
5. Used material should not be taken back to storage areas.

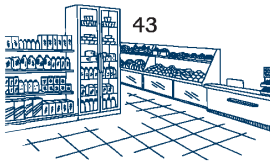
D. Match the Columns

	Column A		Column B
1.	Storage	A	Techniques of storage
2.	Regular production	B	With special care
3.	Shelving and racking	C	Controlled temperature
4.	Foods safety	D	Seasonal consumption
5.	Store flammable substances	E	Safe and time & place utility

E. Short Answer Questions

1. How does storage play an important role in safeguarding products and minimising wastage?
2. What is the need for storage?
3. What do you mean by pallets?
4. Using personal protective equipment while handling goods is a must. Why?
5. What pointers should the retailer keep in mind while handling and storing hazardous or dangerous products?

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F. Check Your Performance

1. Demonstrate the different storage techniques for consumer non-durable goods, perishable goos, durable goods and food items.

SESSION 4: PROCESS OF GOODS HANDLING

The goods are handled more carefully especially when received through bulky packages. Goods handling is a process of moving, packing and storing of goods or commodities in any form. It helps in determining the productivity of a retail business.

Goods handling is highly labour intensive as compared to any other operation. Therefore, the cost of goods handling is also high.

Following are the advantages of effective handling of goods:

- Lowers the unit materials handling costs.
- Reduces the manufacturing time.
- Contributes towards a better control of goods flow.
- Improves safety in working and movement of materials.
- Provides for fewer rejects.
- Achieves decreased storage requirement.

Material handling activities

The primary objective of material handling in a retail store is to sort out goods according to customer requirements. Basically there are three handling activities—receiving, in-storage handling and shipping.

(a) ***Receiving*****:** When material reaches the store, it is received by the retail store operations assistant. The basic duty of the store operations assistant is unloading the goods from the truck or transportation vehicle (Fig. 2.13). The unloading is usually done manually.

(b) ***In-store handling*****:** There are various methods of materials handling. Manual handling is one of the processes of carrying and moving material.

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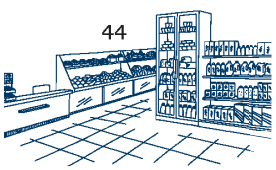




Fig. 2.13 Receiving Goods

The materials handling must be done with the proper equipment by experienced and trained staff (Fig. 2.14).

There are a range of equipment to handle material, such as cranes, moving trucks, slings, pallet jacks, forklifts, etc.

Safety is a very important aspect of material handling. Equipment that is used must be big enough to safely handle the material being transported. To avoid the problems of handling, the capabilities of workers should be assessed and then the work task should be assigned accordingly.

(c) ***Shipping*****:** Shipping consists of checking and loading orders onto transportation vehicles (Fig. 2.15). As in receiving, shipping is manually performed in most systems.

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Fig. 2.14 In-store Material Handling



Fig. 2.15 Material Handling Trucks



Fig. 2.16 Storing the Goods

Moving, handling and storing of materials

When material is received at the retail store it needs to be moved to its respective place. This moving of material is called material moving in retail. There are two conditions when material moves: (i) when the material comes from the manufacturer or supplier and (ii) when the material needs to be kept in shelves for sale. There are two ways of moving the material—manually and with equipments.

Not only the retail industry but also other industries require moving, handling and storing of material. In the retail industry, every retailer should use the material handling equipment which reduce the risk and hazards of life. Improper moving, handling and storage of material causes injuries to and accidents of employees. The retailer should understand the potential hazards of carelessly moving, handling and storage of materials and also the need for proper training of handling equipments for moving, handling and storing materials (Fig. 2.16).

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Potential hazards for workers

There are various hazards associated with workplace and common retail activities that can cause injuries, such as falling of goods, improper use of equipments and material. Also there are some potential injuries that can occur while handling material manually, which are as follows:

- Fractures
- Cuts

Practical Exercises

Activity 1

Visit a nearby store and identify the various in-store handling techniques for movement of goods in the store.

Material required

Checklist, Notebook, Pen/Pencil, List of Products to be Stored

Procedure

1. Plan a visit to the retail store.
2. Meet the retail store manager and executives present there.
3. Note down the different handling techniques for movement of goods in the storage and ask the following questions:

Questions for Employer

(a) What are the processes followed in material handling?
(b) What are the problems faced in handling goods?

Questions for Employees

(a) Are you happy with the material handling at the workplace?

Employee A:	Yes/No	Employee D:	Yes/No
Employee B:	Yes/No	Employee E:	Yes/No
Employee C:	Yes/No	Employee F:	Yes/No

(b) What are the factors that the employees think are important for material handling in store?
(c) What actions should be taken by their employer to improve material handling in the store?
(d) Prepare a report based on the collected information and submit it to the teacher.

Check your Progress

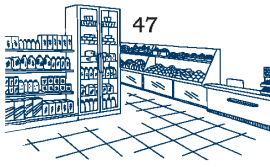
A. Fill in the Blanks

1. Goods handling is the process of moving, packing and _____ of substances in any form.
2. Goods handling is highly _____ intensive as compared to any other operation.
3. Material handling creates higher productivity at lower manufacturing _____.
4. Material handling activities include _____, in-store handling and shipping.
5. There are many _____ used to handle materials.
6. Shipping consists of checking and loading orders onto _____ vehicles.

B. Multiple Choice Questions

1. Purpose of material handling/management is_____.
   a) to save time
   b) safety of goods
   c) prevent conditions of goods from worsening
   d) All (a), (b) and (c)
2. People working in the area of retail need effective numeracy skills in order to deal with _____.
   a) codes
   b) dates
   c) temperatures
   d) All of the above

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3. Material handling services are required to be performed during the retailing processes, such as _____
   a) lifting, holding, dropping
   b) loading, unloading
   c) positioning
   d) All of the above
4. Unloading is done _____.
   a) manually
   b) with equipment
   c) manually as well as with equipment
   d) None of the above
5. Material handling equipment include _____.
   a) moving trucks
   b) tractor
   c) manual
   d) pallets

C. State whether the following are True or False

1. Three handling activities are receiving, in-store handling and shipping.
2. Moving and handling of materials must be done with the proper equipment by experienced and trained staff.
3. The potential injuries can't occur when manually moving materials.
4. Workers must be aware only of manual handling safety concerns.

D. Match the Columns

	Column A		Column B
1.	Hazard for worker	A	Trailers and pallets
2.	Material handling	B	Lifting material
3.	In-store handling	C	Wearing protective equipment
4.	Moving material	D	Powered equipment
5.	Worker should be aware of	E	Back injuries

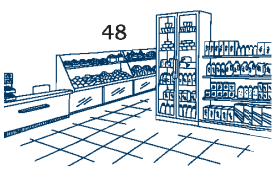
E. Short Answer Questions

1. What do you understand by 'moving material in retail'?
2. Sorting goods as per the customer's requirements is important. Why?

F. Check Your Performance

1. Demonstrate the various in-store handling techniques for movement of goods in store.

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Stock Levels in Storage

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One of the challenges in business for a retailer is maintaining stock levels. Stock level means the level of stock required for an efficient and effective control of goods, to avoid over-and under-stocking of goods. The need of inventory control is to maintain the stock of goods as low as possible but at the same time make them available as and when required.

In order to have a smooth inventory management in an organisation and run a retail unit successfully a retailer has to determine various stock levels providing over- and under-stocking. These levels help the organisation to meet the customers' demand and to satisfy their needs. It also enables to avoid unnecessary investment in the inventory.

This unit has been divided into four sessions. The first session deals with maintaining stock levels in retail stores. The second session is devoted to documents required for stock handling. The third session explains about the reporting storage space and the fourth session discusses handling equipments.

Session 1: Stock Levels in Retail Stores

Meaning of stock level

Everything which is used to make products, provide services and to run business is part of stock.

Stock level is the different levels of stock required for effective control of materials at a retail store, to avoid over- and under-stocking of materials.

Stock levels in retail store

After receiving goods for storage in the retail store, the responsibility of the store operations assistant or the store keeper increases. The store operations assistant should constantly observe the stock levels of various goods in the retail store to avoid the repercussions of over or under-stocking which are dangerous for the retail organisation. Under-stocking may lead to dissatisfaction of customers owing to non-supply of goods on time, and over-stocking could result in increased stocks of inventory which will ultimately lead to an increase in the cost of storage, insurance, chance of obsolescence, spoilage, theft, etc. Hence, it becomes necessary to maintain a suitable stock level of all types of goods.

Types of stock levels

There are mainly four types of stock levels.



Fig. 3.1 Minimum Stock Level of Goods

Minimum stock level

It is the minimum level of goods that should be maintained by retail to avoid customer dissatisfaction. If the stock in retail store is less than the minimum level then the retailer should immediately order the goods. When the stock goes below the minimum level then it is called under-stocking which is shown in Fig. 3.1.

Maximum stock level

It is the maximum level of goods that is maintained by a retail store. Beyond the maximum level of stock, the retailer should not order more goods, as it may increase the carrying cost. When the stock crosses the maximum stock level it is called over stocking which is shown in Fig. 3.2.

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Re-order level

When the quantity of goods reach a certain level then a fresh order is sent to procure new products. The retailer places an order before the goods reach a minimum level.

Danger level

If the stock touches danger levels, then immediate action should be taken to maintain the stocks even if additional cost is incurred in arranging the required goods.

How to check stock levels?

Any business that holds a stock of items for sale, whether for general public or other businesses, keeps an accurate record of all the items in hand. The stock levels, also called inventory, can be checked by using a variety of methods.



Fig. 3.2 Maximum Stock Level of Goods

(a) ***Stock ledger*:** Stock ledger keeps the information of the stock and amount of stock or inventory. It also helps in calculating the percentages of vendor pricing, sales and profits.

(b) ***Bin card*:** It is used to keep a track of the number of items.

(c) ***Computerised*:** Computerised stock checking systems are used by businesses which wish to have a continually updated list of available stock.

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Need for managing stock level in retail

The need for maintaining stock levels in retail arise on account of the following reasons.

- It helps in managing the current stock levels, ordered items and products as well as ones already sold.
- It provides a constant supply of products to fulfill customer demand.
- It allows customer retention.
- Customers convert into loyal customers by handling stock levels.

- It monitors order levels, which indicates the owner and manager to order before the stock ends.
- It avoids over-stocking and under-stocking positions of goods in retail stores.

Practical Exercises

Activity 1

Visit a retail store to know the stock level, the minimum stock level and how to maintain stock levels and prepare stock records.

Materials required

Pen/Pencil, Notebook, Checklist, Questionnaire

Procedure

1. Make groups of four or five students of the class.
2. Ask each group to visit a retail outlet and conduct a survey on the stock levels with a questionnaire.
3. Ask them to prepare a questionnaire related to stock level maintenance in the retail store.
4. Ask them to interact with the store manager of the retail organisation.
5. Ask the following questions and write their reply in not more than 50 words.

Questions

(a) Which method is used by the retail store for managing the stock level?

(b) At which level does the retail organisation place an order for new stock?

(c) What are the problems that you are facing in managing the stock level?

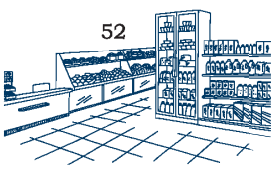
(d) How do they keep themselves updated with the information about the stock?

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Check your Progress

A. Fill in the Blanks

1. Everything which is used to make products, provide services and to run business is part of _____.
2. _____ level provides a steady supply of products to satisfy customer needs.



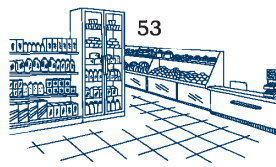
B. Multiple Choice Questions

1. Stock ledger is _____.
   a) used to track the amount of stock
   b) bill of century
   c) Both a) and b)
   d) None of the above
2. Bin card is a document _____.
   a) used in warehouse
   b) used in inventory
   c) Both (a) and (b)
   d) None of the above
3. Minimum Stock level means _____.
   a) quantity not necessary
   b) quantity must be maintained in hand all times
   c) quantity at certain level
   d) None of the above
4. Danger Level means _____.
   a) accurate level
   b) replenish stock
   c) below stock level
   d) None of the above
5. Store Operations Assistant's work is to _____.
   a) constantly observe the stock levels
   b) no need to observe
   c) observe once in a year
   d) None of the above
6. Stock means _____.
   a) making products and store into warehouse
   b) any services
   c) make products, provide services to run business
   d) None of the above

C. State whether the following are True or False

1. Reordering level lies between minimum level and maximum level.
2. The stock levels are also called inventory control.
3. A lack of items in a store forces the customers to look elsewhere.
4. A bin card is a software that tracks the amount of stock or inventory.
5. Stock levels are not required for an efficient and effective control of material.
6. Under-stocking may lead to dissatisfaction of customers.
7. When quantity of goods is not available till a certain level then a fresh order is sent.

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8. Stock level refers to the different levels of stock which are required for an efficient and effective control of goods.

D. Short Answer Questions

1. The stock level of goods should be as low as possible but at the same time be available when required. How is this done?
2. What are the types of stock levels?
3. How is the stock level accurately managed?

E. Check Your Performance

1. Demonstrate the base stock level, minimum stock level and how to maintain stock levels and prepare stock records.

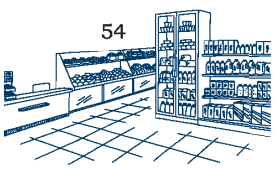
SESSION 2: DOCUMENTS REQUIRED FOR STOCK HANDLING

When stock arrives at the retail store, it usually arrives in a truck or in a container, which needs to be unloaded. Before starting the unloading process, the retail store manager must know about the stocks characteristics. A retailer should ensure that

- the stock is sorted as per the retail store's requirements.
- the stock is recorded as per the retail store's procedures.
- the stock is then checked as per the required documentation.
- the difference between actual stock received and invoiced/ordered stock are identified and reported according to the retail store procedures.
- the relevant documentation is completed as per the retail store procedures.
- the retail organisation systems for receiving and maintaining stock levels must be appropriate.
- goods should be available when required.
- goods must be fit for use/ready to use.
- the method employed is cost effective and wastage is minimum.

The following documents are usually prepared while stock handling.

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(a) ***Delivery note***: A delivery note is usually supplied with the goods at the time of delivery (Fig. 3.3). It states what the supplier has actually delivered to the store. Goods delivered are checked against the delivery note to confirm the delivery is correct.

(b) ***Invoice***: Invoice is a legal document that is used at the time of dispatching and delivering the goods to customer (Fig. 3.4). The invoice contains all the information about the goods like the quantity and nature of goods. The invoice is a very important document as it is used to bill the receiving company.

(c) ***Consignment note***: The consignment note is used when the delivery is out to a private carrier (Fig. 3.5). It shows what goods are and issued by carrier for delivery. It is a record of what has actually been sent through the private carrier. It shows the number of containers, boxes, bales or bags of goods, etc. In some cases, the goods in the consignment note are checked with other delivery documents.

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The Confectionery Place
107 Sweet Street
Shoppers Paradise 0000
ABN XXX XXX

Delivery Note

To,
Watts News
Shop 15, Retailer Shopping Centre
Shoppers Paradise 0000
Purchase Order No. 745

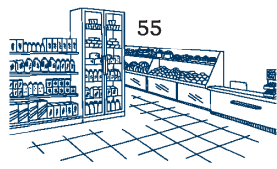
Date : 5 June 2018

Delivery No. 75

Item No.	Details	Qty
3400	Cartons Marvel Mints (12 pack carton)	6
6954	Boxes Giant Jumping Jelly Snakes	2
1060	Cartons Rainbow Gum (Mixed flavours)	10

Received by:

Fig. 3.3 Template of Delivery Note



Invoice

DIAMOND PLUMBING

Ph.
PO Box
GC Mail Centre

Rakesh Kumar
538, XYZ

Date :
Due Date :
Invoice#:
P.O.:

Description	Qty.	Rate	Amount
Solar Hot Water System	1	845.00	845.00
Hot Water Tank	1	399.00	399.00
Installation Labour (hrs)	3	30.00	90.00

Total Due by 16/06/2018 Rs.1334.00

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Ph.
PO Box
GC Mail Centre Qld. 4050
ABN 60 235 486 771
www.rbplumbing.com

Remittance Slip

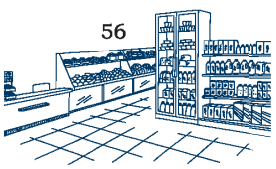
☐ Master Card
☐ Visa
☐ BSB

Card Holders Name : _____
Card Number : _____
Expiry Date: _____
Signature: _____

Bank Name: Qz Bank
Account#: 11233548
BSB#: 3352

TOTAL AMOUNT DUE: Rs. 1334.00
DUE BY: 16/06/2018

Fig. 3.4 Template of Invoice



RPS

Consignment Note

Contact: Rani Gautam
Depot : Currumbin

JOB NO. 48039

Date : 06/06/2018

Customer: Mohan Kumar

Code : Smith P/ment Status:

Collected From:	Delivery To:
Contact Phone No.: n/a Contact Mobile No.: n/a	

Driver: Vehicle: PM28 Trailer: TR2

Instructions Ring Prior to Delivery

Code	Product Description	Qty.	Pal	M^2	Wgt
ABCD	Perforated Paper	614	5.68	0.00	7305.463
	Totals	614	5.68	0.00	7305.463

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"Refer to Terms of Sale overleaf."

Receiver Details

Name : Date Time: / /

Signed :

OFFICE USE ONLY

Forklift Operator (Unloader) Driver Initials: _____

Comments : _____

_____

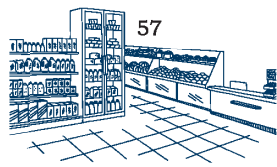
Customer Advised for Collection/Date:

Placement in Yard: _____

Date Collected/Delivered: _____

Init: _____

Fig. 3.5 Template of Consignment Note



Grand Furnishings

Packing Slip

Date	June, 2018
Customer ID	(ABC1234)

Ship To:	Shipping Address (if Different)
Name	Name
Company Name	Company Name
Street Address	Street **Address**
Pincode	City **ST Zip** Code
Phone	Phone

Order Date	Purchase Order#	Sales Person	Packing Date
	10000	Rakesh Kumar	Packing Date

Item#	Description	Quantity

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Total Quantity of Goods/Boxes

Special Notes

Packed by Name

Quantity Manager Name

Signature Manager Signature

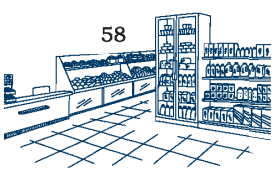
Thank you for your business!

Should you have any enquiries concerning this packing slip or your goods, please contact Rakesh Kumar on 0-000-000-0000

111, Street, Town/City, Country

Tel: 0-000-000-0000, Fax: 0-000-000-0000, E-mail: grandfernishings@gmail.com, Web: www.grandfurnishings.com

Figure 3.6 Template of Packing Note



(d) ***Internal packing note:*** The internal packing note is used to carry more detail of the stock delivered (Fig. 3.6). It gives the details of outer containers, such as bags, cartons, drums, boxes and pallets. It should have specific information the quantity, type, size, specifications, colors, etc.

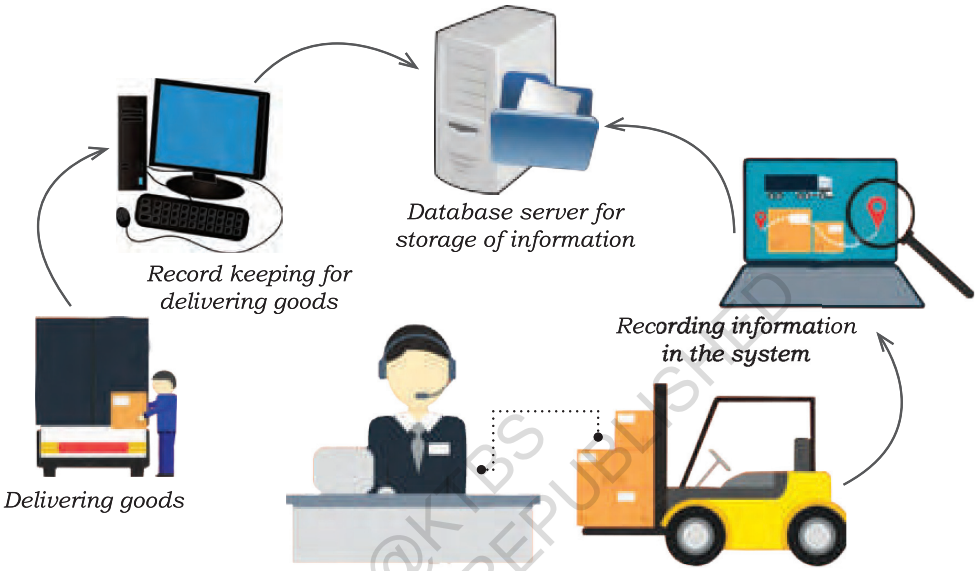


Fig. 3.7 Electronic Data Storage System

(e) ***Electronic data systems:*** Many retailers use a special computer for receiving of consignments or goods it is called an automated system. Automated systems cut down on paper work and are very quick in image checking and transferring information (Fig. 3.7).

The features of automated system are

- the consignment note is a proof of delivery sent through a computer.
- the consignment note contains barcodes.
- bar coded delivery labels.

Procedure for checking stock levels

In the process of checking stock levels of different products in a retail store, if any variations or problems are identified, store operations assistant must be

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reported to the competent authority. The various remedies which are available to rectify the deviation in the supplies are as follows:

- Replacement
- Credit
- Disposal
- Selling off as seconds
- Repair and charging to supplier
- Return to supplier

Sample stock record sheet is as under:

Table 3.1: Product Details

Product name	Product number	Size	Quantity on hand	Minimum stock level	Quantity on order	Retail price	Cost price
Breeze powder	30387623	250gm	45	30	12	45.95	28.90
Dymo liquid	92837402	175ml	32	15	6	23.75	10.50
Capsules	38263014	275gm	12	6	3	12.45	5.98

Reporting deviations

When a delivery is incorrect or damaged, a damage or shortage report must be completed. This includes:

- The date on which damaged goods were received.
- The shortage that occurred during delivery.
- Whether the goods failed to arrive at the stipulated time.

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Practical Exercise

Activity 1

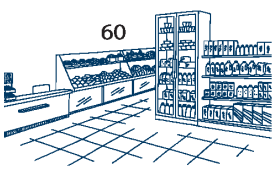
Visit a retail store and observe how documents required for stock handling are prepared.

Materials required

Pen/Pencil, Notebook, Checklist

Procedure

1. Make groups with five students in each group.
2. Ask them to visit a retail store.
3. Conduct an interview the store manager.
4. Prepare a report based on their opinion.



Questions for the Store Manager

(a) What processes are adopted to receive goods from suppliers?

(b) What are the problems that you face while handling documents?

_____

_____

Check your Progress

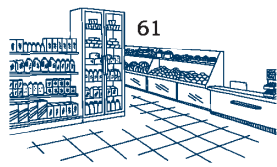
A. Fill in the Blanks

1. Stock can be checked using a portable electronic _____ device or by a manual count.
2. Goods received are checked against the amount and description stated on the _____.
3. _____ note lists what is sent through the private carrier actually.
4. Many Retailers today use special _____ for receiving of goods.

B. Multiple Choice Questions

1. The purpose of document handling is _____.
   a) to save time
   b) safety of goods
   c) prevent conditions of goods from worsening
   d) matching with required
2. Documents which are required in receiving goods are _____.
   a) delivery report
   b) bill
   c) tax bill
   d) All (a), (b) and (c)
3. What is the main advantage of effective goods moving?
   a) Better control of the flow of goods
   b) Unimproved working conditions
   c) Achieve increased storage requirement
   d) All (a), (b) and (c)
4. Manual moving task includes _____.
   a) taking cartons on and off pallets
   b) moving mobile racks
   c) moving trolleys and cleaning floors and shelves
   d) All (a), (b) and (c)
5. Reducing number of times the object is handled is known as _____.
   a) changing the size of packaging.
   b) providing suitable equipment.
   c) eliminating double handling.
   d) providing a safe workplace layout.

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C. State whether the following are True or False

1. Invoices are normally sent with the load of goods.
2. The more sophisticated electronic systems may also include an automatic reorder function.
3. Consignment notes sent through computer are not considered as a proof of delivery.
4. Automated systems cut down on paper work and are very quick in image checking and transferring information.

D. Short Answer Questions

1. Why is documentation necessary in handling goods?
2. What are the elements to be considered while documentation?
3. What is the procedure to check stock levels?
4. What are the major documents in goods handling?

E. Check Your Performance

1. Demonstrate how to prepare the list of documents required for stock handling.

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Session 3: Reporting Storage Space

Concepts of floor plan

Maintaining the floor plan is one of the duties of a store operations assistant. The floor plan indicates the place where goods or products and customer service are put together and also indicate the movement space for the customer (Fig. 3.8).



Fig. 3.8 Floor Plan



Fig. 3.9 Back Office of Retail Store

Allocating space

Allocating space means alloting a particular place for keeping a specific type of merchandise and facilitating a customer and increasing the sales by satisfying the customer and to give a customer a positive purchase experience.

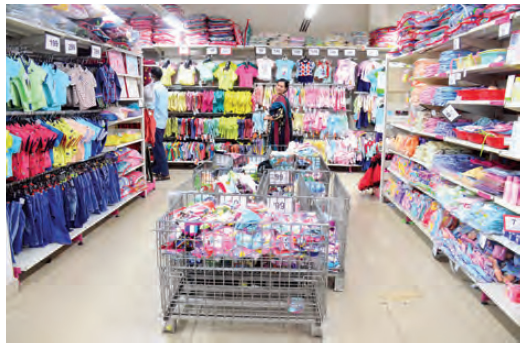


Fig. 3.10 Non-Selling Areas of Store

Types of spaces needed

Shoppers are familiar with the sales floor, but this is not only an element in the retail store with which the planner must be content. There are five main types of floor needs in a store, which are as follows:

(a) ***Back room*:** Back room is the space where the extra merchandising is stored (Fig. 3.9).

(b) ***Office and functional spaces*:** Every retail store has space for an office, a break room, a training room, and an office for the manager and assistant manager and bathroom facilities for customers and employees and perhaps other area.

(c) ***Aisles, services areas and other non-selling areas of main sales floor*:** Some space must be given up for non-selling functions so that a large numbers of shoppers can move through the store. In addition to aisles, space must be given for dressing rooms, layaway areas, service desks and other customer service facilities that cannot be merchandised (Fig. 3.10).

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Fig. 3.11(a) Wall Merchandising



Fig. 3.11(b) Wall Merchandising

(d) *Wall merchandising space*: Walls are very important elements of a retail store. Fixtures holding large amounts of goods or merchandise, as well as visual backdrop for merchandise on floor can be put up on walls (Fig. 3.11[a] and 3.11[b].



Fig. 3.12(a) Floor Merchandising Place of Store



Fig. 3.12(b) Floor Merchandising Place of Store

(e) *Floor merchandising space*: Different types of fixtures can be used to display a variety of goods (Fig. 3.12[a] and 3.12[b].

The retailer must balance the quest for a better density of merchandise presentation with the ability and functionality of a store. It is because space is the retailer's ultimate scare resource; rarely can a retailer achieve all of their desired goals.

How can retailers use the available space?

In reviewing each of the types of spaces, the retailer's goal is to make the largest possible portion of the space available to hold goods and be shop-able. Following are some tips for using available space:

- One possibility for saving space, especially in a small retail store is to hang the TV on the wall.
- The height of a showcase may vary according to the storage needs and location in which it will be placed.

Reporting requirements for shortage of storage space

Shortage of storage space is a common problem in every retail store. No matter how much storage the retail store

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already has, there is always a need for more place to stash the stuff. One of the problems often called upon to solve is finding and organising more storage space in retail stores.

Stock shortages are unexplained differences in the value of goods as determined by physical count, from the goods that the record show should be in hand. When the total value of the stock found during physical stock taking is less than the book value then there is a stock shortage, i.e., an excess of the book stock over physical stock.

(a) *Shortage*: It is of two kinds—Real (physical) or apparent (clerical).

(i) *Real shortage*: It occurs when goods are lost to the business in one of a number of ways, such as theft, loss, breakage or spoilage, over-issue and under supply.

(ii) *Clerical shortage*: It occurs when through faulty checking of goods on reception, a smaller quantity of goods is accepted than actually invoiced and paid for. Unexpected physical shortages are popularly known as either shrinkage or leakage.

Practical Exercise

Activity 1

Visit a retail store and prepare a chart on floor plan, allocate space, handle problems in shortage of space

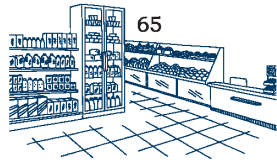
Materials required

Pen/Pencil, Notebook, Checklist

Procedure

1. Make groups of four or five students in each group.
2. Ask them to visit a retail organisation.
3. Interact with the store manager and take permission to visit the store.
4. Observe how goods are handled in storage in a retail store and prepare a report on it.
5. Observe how spacing is allocated to different functional areas. Prepare a report on the basis of your findings.
6. Identify the special resources that were initiated to use the space effectively.

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7. Prepare a report based on your physical observation.
8. Submit the report to the subject teacher.

Check your Progress

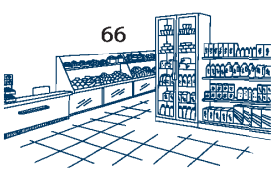
A. Fill in the Blanks

1. _____ indicates where merchandise and customer service departments are located.
2. The walls are one of the most important elements of a _____.
3. There are _____ types of floor needs in a store.
4. _____ must be given to dressing rooms, layaway areas, service desks, and other customer service facilities.

B. Multiple Choice Questions

1. Floor Plan indicate(s) _____.
   a) location point
   b) merchandise & customer service location
   c) plan of store
   d) None of the above
2. Space allocation of a store can be based on _____.
   a) mathematical calculation
   b) type of Merchandise
   c) available portion
   d) None of the above
3. Back Room means _____.
   a) a receiving area to process
   b) an area for training
   a) service area
   d) None of the above
4. Office space means _____.
   a) a space used for functional use
   b) other area
   c) offices for the manager
   d) Any others
5. Wall merchandising space _____.
   a) include dressing rooms
   b) serve as fixtures for holding merchandise
   c) wall for security
   d) Any others
6. Floor merchandising space means _____.
   a) where retailers ultimately use scarce resources
   b) only sales floor
   c) display area
   d) Any others

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7. For Saving Space on sales floor _____.
   a) hang TV on the wall
   b) don't hang TV
   c) don't use shelves
   d) Any others
8. Real shortage means _____.
   a) theft, loss, breakages or spoilage
   b) less order
   c) actual order
   d) Any others
9. Unexpected physical shortages are _____.
   a) shrinkage or leakage
   b) theft
   c) dropouts
   d) Any others

B. State whether the following are True or False

1. A shortage of storage space does not seem to be a problem in retail store.
2. Shoppers are most familiar with the sales floor.
3. Fixtures are not used to display a wide variety of merchandise.
4. One possibility for saving space, especially in a small retail store is to hang the TV on wall.

C. Short Answer Questions

1. Space is a retailers ultimate scare source. How can a retailer utilise space?
2. What is a floor plan?
3. What is allocation of space?
4. What are the types of spaces?
5. How can shortage of storage space be reported?

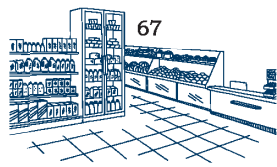
D. Check Your Performance

1. Demonstrate how to arrange storage space.
2. Practically prepare a chart on floor plan, allocate space, handle problems in shortage of space.

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Session 4: Handling Equipment

The primary objective of handling in a retail store is to sort according to customer requirements. The three basic handling activities in a retail are receiving, in-storage handling and shipping. The handling of goods



must be done with the proper equipment by experienced and trained staff. The goods handling equipment used in retail stores are cranes, moving trucks, slings, forklifts, hand trolley and pallet jacks.



Fig. 3.13 Trolley

Meaning of handling equipment

There are various types of equipment used in a retail store for loading and unloading, storing and selling of goods. Equipment is used to handle goods safely.



Fig. 3.14 Bags



Fig. 3.15 Baskets



Fig. 3.16 Hand-held Scanner



Fig. 3.17 Labelling Machine

Types of handling equipment

There are various types of handling equipment, which are used while receiving goods equipments. These are used in store shopping and shipping of goods in a retail store. The types of handling equipments are:

(a) *Trolley*: The trolley is very useful for moving small loads of merchandise around the store (Fig. 3.13). It is not really suitable for very heavy loads, because it can be hard to wheel around if it is carrying too much weight. Trolley is a handling equipment to avoid injuries that can be caused by manual handling of large loads.

(b) *Bags*: Bags are required at the time of shopping and shipping of the goods. When a customer visits a cloth retail store, handbags are provided by the retail store to keep their purchased items. After billing they also provide bags for keeping the goods purchased (Fig. 3.14).

(c) *Basket*: When a customer wants to buy a small quantity of goods, they can carry a small basket instead of using the trolley (Fig. 3.15).

(d) *Hand-held scanner*: The hand-held scanner connects with the point of sale system so that it can read barcode of goods and help in making the bills (Fig. 3.16).

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(e) ***Labelling machine*:** Many stores use a small labelling machine to make clear, neat labels that they can stick on shelves or merchandise. Using the keypad on the labeller, labels can be created for anything, even label, tapes of different colours can be used to apply colour coding to certain areas in the store (Fig. 3.17).



Fig. 3.18 Electric Funds Transferor
Source: goo.gl/bKF54t

(f) ***Electronic Funds Transferred at Point of Sale (EFTPOS) printer*:** It helps in printing the transaction receipts. The receipt is checked by the customer regarding their purchase and financials. During credit card transactions, the customers need to sign this receipt to authorise the payment (Fig. 3.18).



Fig. 3.19 Electronic Weighing Machine

(g) ***Electronic scales*:** Electronic scales are used for weighing goods in a retail store, especially in the food department. Electronic scales not only calculate the weight but also calculate the price (amount) of the goods. It is used to calculate the price of an item according to its weight (Fig. 3.19).



Fig. 3.20 Plastic Pallets

(h) ***Pallet*:** Retail stores have multiple options for shipping the product from the store. Goods can be sent from one place to another place in a retail store through pallets (Fig. 3.20).



Fig. 3.21 Crane

(i) ***Crane:*** A crane is a machine used for lifting goods. It moves goods horizontally. The basic use of a crane is to lift heavy goods from one place to another (Fig. 3.21).

(j) ***Forklift:*** It is a material handling equipment also called lift truck, fork truck or forklift truck. It is a handling equipment used for moving and handling of goods till a short distance (Fig. 3.22).



Fig. 3.22 Forklift

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Need of equipment while handling goods?

Handling equipment plays an important role in handling goods in a retail store. Handling equipment is useful in many way, such as:

1. It helps in identifying appropriate distance to cover.
2. It facilitates in reducing material damage as to improve quality.
3. It reduces the overall timing of loading and unloading.
4. It helps in improving control of material flow in a retail store.
5. It helps in improving safe work condition.
6. It improves the productivity and efficiency of employees in a retail store.
7. Customers can better utilise their time and money.

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Practical Exercises

Activity 1

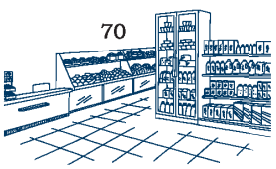
Visit a retail store and identify the material handling equipments and their functions.

Materials required

Pen/Pencil, Notebook, Checklist

Procedure

1. Make groups with five students in each.
2. Ask them to visit a retail store or retail organisation.
3. Ask them to meet the store manager and greet him.
4. Tell him the purpose of the visit and take permission to visit the store.
5. Observe what types of handling equipments are used.
6. Examine the suitability of equipment used in the stores.
7. Examine whether the equipment used is needed in the retail stores.
8. Ask them to make a report on their observation.
9. Submit the report to the subject teacher.



Check your Progress

A. Fill in the Blanks

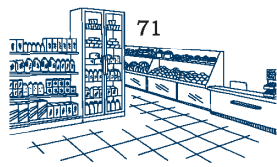
1. _____ that is used must be big enough to safely handle the load being transported.
2. _____ is very useful for moving small loads of merchandise around the store.
3. _____ improves the productivity and efficiency of employees in a retail store.
4. _____ can better utilise their time and money with proper handling equipments.

B. Multiple Choice Questions

1. Safety is an integral aspect of_____.
   a) retailers
   b) material handling
   c) in road safety
   d) Any other
2. Trolley is very useful for_____.
   a) moving small loads of merchandise
   b) for sitting
   c) for heavy load
   d) Any other
3. Basket is used _____.
   a) for heavy quantity of goods
   b) for small quantity
   c) instead of a trolley
   a) Any other
4. Electronic funds transfer at point of sale help in _____.
   a) cashless transactions
   b) money transactions
   c) EFTPOS transactions
   d) Any other
5. Electronic scales is used _____.
   a) in fresh produce stores for calculation of price
   b) only to calculate weight
   c) Both (a) and (b)
   d) To calculate only price.
6. Pallets are used for _____.
   a) maximising shipping efficiency
   b) for high density product
   c) used at store floor
   d) Any other

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NOTES



7. Crane is _____.
   a) a type of machine
   b) used for lifting heavy things
   c) an industrial equipment
   d) Any other
8. Forklift is _____.
   a) an industrial truck used to to lift and move goods short distance
   b) used for industrial purpose
   c) a simple truck
   d) Any other

C. State whether the following are True or False

1. Safety is not an important aspect of material handling.
2. Handling equipment helps in improving material flow control in retail.
3. Crane is used for industrial purpose only.
4. Proper equipment is used for experimental trained staff.
5. Shipping consists of only transportation.

D. Match the Columns

	Column A		Column B
1.	Material Handling	A	Carry Small Quantity
2.	Trolley	B	Shipping Efficiency
3.	Pallet	C	Lifting Heavy things
4.	Basket	D	Small Load
5.	Crane	E	Safety

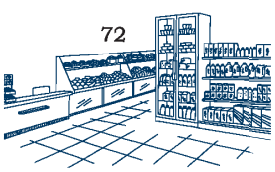
E. Short Answer Questions

1. What is the importance of handling equipment?
2. What are the various types of handling equipment?
3. Discuss the need for handling equipment.

F. Check Your Performance

1. Demonstrate the functions of the handling equipment in a retail store.
2. List out the types of goods moving equipments.

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Customer Service

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Seeing the cut-throat competition in the market, the customer should be treated like a king in the present day. A retailer or shopkeeper should know the importance and value of customers. Retailing is said to be complete and successful only when a customer comes and visits a retail store and buys goods from the retail store and is satisfied with the product and services provided by the retailer. The retailer will also benefit in the form of profit and high margin.

Customers expect almost all retailers to provide certain services like:

- Good appearance and behaviour
- Identify customer expectations
- Be able to recognise customer needs

Customer Service acts as a pipe through which the customer fulfil their needs. Retail has emerged as an important sector and provider of employment opportunities too.

The present unit 'Customer Service' has been divided into four sessions — The first session which deals with differences between customer and consumer, and identifying customer needs and behaviour. The second session explains the identification of effective customer service. The third session describes the organisation standards of appearance and behaviour and the

fourth session discusses how to identify and confirm customer's expectation.

SESSION 1: CUSTOMER NEEDS AND SERVICE

Distinction between customer and consumer

We can understand the difference between the two terminologies customer and consumer through a situation in our day-to-day life. For example, a housewife buys some household goods from a store. She is a customer for the retail outlet. When she reaches home, other members of the family also use those goods, though they haven't purchased it. All the family members including the housewife who have utilised the products for their personal use are consumers.

Marketing helps convert customers into consumers. Satisfied consumers will not only become customers but also promote the marketer and their products and services.

Identifying customers' needs and behaviour

The buying level of any customer depends on their needs. Customers' needs can be objective (e.g., physical needs like food, shelter, clothing, etc.) or subjective (e.g., emotional, moral, intellectual, and spiritual needs like good behaviour, self-esteem, fairness, etc.). Customers' needs vary with place and age group.

Customers' needs are the stepping stone to all modern marketing concepts. The manufacturer has to give due attention, importance and care in understanding and assessing or identifying the needs of consumers to gain competitive advantage. The marketer should use all their efforts and strategies to identify, emphasise, and satisfy customer needs.

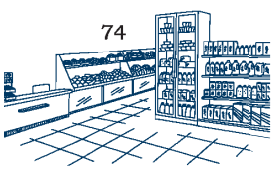
Based on the type of products

The customers' needs can be divided into two types: demand for tangible and non-tangible products.

(a) Tangible products: These products are those which can be touched and felt (see Fig. 5.1).

(b) Intangible products: These products are those which cannot be touched or felt.

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Basic needs of customer



Fig. 5.1 Tangible Products

Following are the basic needs of the customer:

(a)Warm welcome: The sales person has to welcome the customer warmly and greet him/her graciously. The customer shouldn't feel neglected when he/she approaches the retailer or sales associate.

(b)Understanding: Marketer needs to understand and appreciate views, expressions, and circumstances, feelings without any criticism or judgment for the satisfaction of the customer.

(c) Fairness: Every customer wants to be treated fairly. Customers get very annoyed and dissatisfied when they feel they are not given due attention in the retail store.

(d) Control: Control means the customer's perception to meet his demand at the earliest with a positive outcome.

(e) Options and alternatives: There should be options and alternatives available for the customer. The customers must be educated about the variety of products available. They will then choose to purchase the desired products and services available in store.

To identify the customer needs, the retailer must do these three things:

- Communicate effectively with the customers and satisfy their needs.
- Look for different ways to record customer feedback.
- Effective, use of feedback and other information to take effective decision regarding marketing, buying, merchandising and selling.

There are many employees in the retail organisation, who mainly work for customer satisfaction, called customer service representative. In every stage of the

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buying process in a retail organisation they provide the customer service before, during and after the purchase.

Role of customer services in retail

In today's scenario each and every retailer is trying to convert the casual customer into a loyal customer through development of a bond between the retailer and customer. The customer service marketer is able to understand the customers' feelings and emotions with particular products and is also able to understand the buying habits of customer.

A successful and effective customer service results in increase of customer's value for the store.

A good customer service should focus on:

- Building a dynamic relationship with the customer.
- Making customer service a key element to build customer loyalty.
- Building competitive advantage.

Through effective customer service a retailer can maintain a strong relationship with the customer and convert a casual customer into a loyal customer. Loyal customers play an important role in continuous generation of revenue. This is the basic reason why many retailers work hard to increase the level of customer satisfaction.



Fig. 5.2 Communication with Customers



Fig. 5.3 Effective Face-to-Face Interaction with Customer

Elements of customer services

The basic elements of customer services which make it good are as follows:

(a) Communications skills: The salesman initially greets the customer. Throughout the interaction, the customer forms an opinion and attitude towards the retail store as far as the customer service is concerned (Fig. 5.2).

(b) Effective 'face-to-face' interactions with customers: In many retail stores, of course, the employees deal with the customers 'face-to-face' on a daily basis (Fig. 5.3). Unlike telephone communication, in which customers use only one sense organ (sound) to evaluate the retailer and their apparent attitude towards the customers,

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these personal encounters offer customers the use of at least two or more of all the five senses, upon which to form their opinions.

(c) *The art of listening to customers:* Effective communication isn't simply a one-way proposition. Communication directed towards the customer is important, but communication from the customer is probably even more important (Fig. 5.4). The salesman should know what a customer really wants. It is as easy as listening to what the customer says (or doesn't say). Obviously, to accomplish this one must develop good listening skills.



Fig. 5.4 Listening to the Customer Views

(d) *Handling customer's grievances smoothly:* Inevitably, the sales person in a retail store is bound to encounter a customer who is angry, upset, and unreasonable, unusually demanding, or all of the above (Fig. 5.5). Any effective customer service programme will include methods of dealing with this type of customer.



Fig. 5.5 Handling Customer Grievances

(e) *Adopting a new, different perspective:* Customer service is a 'team' effort. In a company dedicated to good customer service, an attitude of 'that's not my job' doesn't exist (Fig. 5.6).

(f) *Monitoring and measuring effectiveness:* There are several informal ways to conduct monitoring and measurement for effective customer service. Asking customers themselves how well they think the retail store is doing. This can be accomplished by using basic tools, such as customer satisfaction survey cards, exit interviews with customers, etc.



Fig. 5.6 New Perspectives in term of Shop Layout

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Advantages of customer service

The advantages of providing customer services are as follows:

- Helps in serving customers better.
- Increases customer revenues.
- Helps in acquiring new customers.
- Aids in selling products more effectively.
- Helps sales staff to close deals.
- Helps in developing or enhancing the value proposition offered to customers.
- Enhances customer loyalty.
- Retains customers to increase profits.
- Helps in focussed customer delivery and support based on customer's segment.

Designing strategic solutions for enhancing effectiveness of promotions and loyalty programs for customers is the most important aspect in the retail environment.

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Practical Exercises

Activity 1

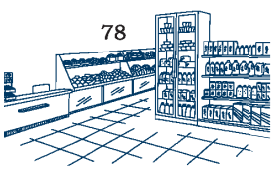
Field visit to understand the customer needs and customer expectations in a retail store.

Materials required

Pen/Pencil, Notebook, Checklist

Procedure

1. Visit a retail store near your home.
2. Meet the executives in the retail store and greet them.
3. Note and write about the body language of the sales persons and gestures when a customer enters the store.
4. Meet a few customers and write their expectation.
5. Try to list out the reasons for such gestures and expectations.
6. Prepare a report and submit to the subject teacher.



Check your Progress

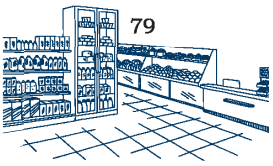
A. Fill in the Blanks

1. _____ consumers will not only become customers but also promote the retail store.
2. _____ is necessary for organisms (customer) to live a healthy life.
3. Customers need to be _____ about a variety of different products and services.
4. Designing _____ solutions for enhancing effectiveness of promotions and loyalty programs.

B. Multiple Choice Questions

1. Based on products customers need to be divided into how many types?
   (a) Two
   (b) Three
   (c) Four
   (d) None of the above
2. Tangible products are _____.
   (a) soap
   (b) electronic gadgets
   (c) bicycle
   (d) All (a), (b) and (c)
3. Customer service is the provision of service to customers _____.
   (a) before purchase
   (b) during purchase
   (c) after purchase
   (d) All (a), (b) and (c)
4. Which is not an element of good customer services?
   (a) Communications skills
   (b) Art of listening to customers
   (c) Monitoring and measuring effectiveness
   (d) Argument with customer
5. Which of the following is not an advantage of providing customer services?
   (a) Serve customer better
   (b) Decrease customer revenues
   (c) Acquiring new customers
   (d) Sell products more effectively

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C. True or False

1. Customer is the one who consumes or utilises any product or services for his/her personal requirement or need.
2. Customer's needs are the stepping stone to all modern marketing concepts.
3. Customer's needs can be divided into three types.
4. The businessman has to extend a warm welcome to the customer and greet him/her graciously.
5. Companies have not worked hard to increase their customer satisfaction levels.

D. Short Answer Questions

1. Who is a customer?
2. How is customer service helpful in acquiring new customers.
3. What is the significance of customers' feedback?
4. Effective communication isn't simple a one-way proposition. Explain?
5. What are the ways to build a rapport with the customers?

E. Check Your Performance

1. Demonstrate the elements of customer services and find its significance.
2. Role play on obtaining feedback by interacting with customer and retail store.

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Session 2: Effective Customer Service



Fig. 5.8 Effective Customer Service

Always remember that a satisfied customer contributes more in retail for years, through purchases and recommends and refers to others as well (Fig. 5.8). Now let us try to understand the various aspects of an effective customer service.

Deal effectively with customers

In order to deal with your customer effectively, you need to:

- Develop knowledge of merchandise being sold.

- Acknowledge/approach customers ideally within one minute of their entering the department.
- Be friendly and enthusiastic while welcoming the customer.
- Ask the customers appropriate questions to determine their needs.
- Offer merchandise to customers, describing features and benefits.
- Sell related merchandise in addition to customer's selected item, wherever possible.
- Deal with customers' complaints in accordance with the retail store's policy.
- Place special orders for customers.
- Use all types of methods of payment.
- Handle complaints courteously and sympathetically.

Effective ways to build customer rapport

A retailer should know that rapport building with customers is important to provide good service or increasing sales. Here are some tips for building customer rapport.

(a) ***Be adaptable:*** A retailer should define store approach for building rapport.

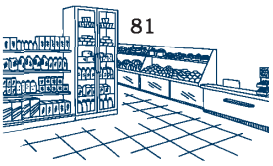
(b) ***Pace and lead:*** This is another way to build rapport. When a customer gets angry or over excited for some issues, the sales person must show concern in the customer's matter and solve it on priority with pace and lead towards good customer services.

(c) ***Allow them to get it all out:*** When an angry customer comes to a retail store, let them speak out their problem. After telling his/her problem, the customer might feel relaxed and you can then solve their problems.

(d) ***Repeat again:*** Once the customer speaks out the issue, repeat the sentences or important details again to the customer, saying "Okay, just to recap...." This reassures the customer that the concerned person is paying attention.

(e) ***Get customer name first:*** Before starting the conversion with the customer first ask the name of

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customer rather than the complaint number. The sales person should use the customer's name while discussing the issue with the customer.

(f) ***Make the customer's problem the retailer's problem:*** The retailer should treat the customer's problem as their own. A good relationship between a customer and retailer leads to the return of the customer again.

(g) ***See it from customer's point of view:*** The customer service associate should put themselves in the customer's shoes. If struggling to show empathy, think of the customer as your close friend or family member.

(h) ***Share their priorities:*** The customer has a list of priorities. The retailer makes the customer their priority and addresses their concerns on priority by taking care of them.

(i) ***Remember value of an apology:*** Every retailer should know the value of an apology. Even they deal with complaints all the time still they should be very careful while apologising to the customer.

(j) ***Retailer doesn't have to have 'things in common':*** Some retailers do not have anything in common with their customers and will therefore be unable to build a rapport.

(k) ***Don't rush:*** Sometimes the retailer can identify issues on a regular basis and then rush to rectify the problem quickly.

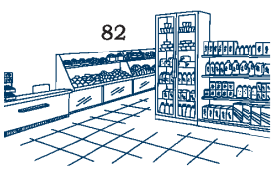
(l) ***Smile:*** The sales person should always interact with customer with a smile. The customers notice such things.

(m) ***Personal interest in customer benefits:*** The retailer can build a rapport with the customer by showing personal interest in the customer benefits.

(n) ***Display good listening skills:*** Every retailer should show their listening skills by assuring customer that you are listening by repeating what customer says.

(o) ***Remain focussed:*** Stay fully focussed on the customer and do not distract him/her.

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(p) *Not all customers want to chat:* Remember that angry customers will not want to build any rapport. They will just want to tell you what the problem is, for you to fix it.

(q) *Avoid assumptions:* Do not assume, about what the customer is saying — actively listen!

(r) *End on a high:* Always ask the customer if there is anything else you can do for them, before they leave. This shows that your priority is giving good service, not just getting over with the call.

(s) *Smile through the complaints:* The sales person needs to always smile, even when the customer is complaining. They don't want to hear that the sales person is having a bad day—they only want to know whether the retailer will able to solve the issue and then in turn make the customer smile.

(t) *Beware of inappropriate jokes:* Everyone must careful with humour. Sometimes there is risk of a jokey comment.

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Practical Exercises

Activity 1

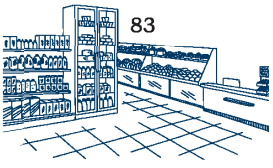
Observation of effective ways to build customer rapport.

Materials required

Pen/Pencil, Notebook, and Checklist

Procedure

1. The teacher to make groups with four students in each and ask them to visit a nearby retail store.
2. Meet the store manager and greet him.
3. Tell him the purpose of the visit and take permission for visiting the store.
4. The students should observe how the retailer is concentrating on customers.
5. Examine the ways followed by the retailer to build customer rapport.
6. Prepare notes on your observation.
7. Discuss the observation in the class and submit the report to the subject teacher.



Check your Progress

A. Fill in the Blanks

1. Always remember that a _____ customer will contribute to your business for years.
2. _____ building with customers over the phone is so important to provide a good service or increasing sales.

B. State whether the following are True or False

1. All customers should be approached using the same style.
2. When the customer is angry, allow them to vent without interruption.

C. Short Answer Questions

1. Why should a retailer be a good listener?
2. Every retailer should know the value of an apology. Elaborate.
3. Why is it important to build a rapport with a customer?

D. Check Your Performance

1. Demonstrate the effective ways to build customers rapport.

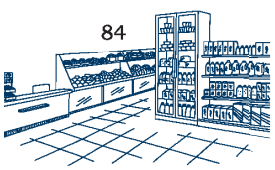
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SESSION 3: ORGANISATION STANDARDS

Standards of staff appearance in retail

All officers and staff have a personal responsibility to maintain the standard of appearance in an organisation. Managers and supervisors are responsible for ensuring all personnel achieve standards of appearance set out in the form and they should give recommendation and guidance wherever necessary.

Standards of dressing and appearance perceive to offer a number of benefits to the organisation, such as alignment of employee's appearance with the organisation's brand, the professionalisation of job role, creation of a sense of organisational identity and health and safety concerns.



(a) ***Overall appearance:*** The retail staff should maintain their standard of appearance. The type of work sets the formal standard of dress.

(b) ***Dress code:*** The employees' dress code must be unique in all aspects like age, gender, religion and culture.

(c) ***Hair:*** The hair should be well-tied and well-coloured. The employees of the store should avoid unnatural hair colour.

(d) ***Identity cards with company logo:*** ID cards mainly include name, photo, job title and designation of employee.

(e) ***Body language:*** Understanding the body language is a very important aspect of personal appearance. So, the body language of the staff should be impressive.

(f) ***Cosmetics:*** The make-up should be sober, not obtrusive or excessive.

(g) ***Tattoos:*** Quarter, half and full sleeve tattoos must be covered at all times.

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Precautions to be taken by male staff

The total staff of the retail store should be cautious of the appearance and behaviour in the store.

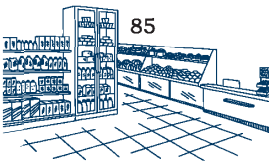
The precautions for male staff are as given below:

- The prescribed uniform should be neat and clean and ironed.
- Hair must be short, clean and tidy.
- One is expected to have a clean shaven look.
- Nails should be cut or trimmed neatly at regular intervals.
- Avoid earrings and bracelets during official hours.

Precautions to be taken by female staff

The precautions for female staff are as given below:

- Female staff with long hair should tie their hair at all times during official hours.
- No flowers hooked on the hair are desirable.
- Avoid dark colour nail paints and long nails.



- No heavy jewellery should be worn.
- Don't wear dangling earrings, noisy anklets and bangles on the floor.
- Apply light make-up

Behaviour in the organisation

A satisfied customer contributes to retail revenue for years, by his/her purchases and by recommendations and referrals to other customers. Now, let us try to understand various aspects of effective behaviour and dealing with customers, colleagues and superiors.

Dealing with customers

As we know a customer is the king of the market, so every employee of the retail store should behave gently with customers.

Some of the guidelines are as given below:

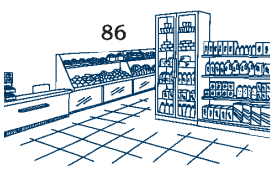
- Every salesman should encounter, meet or talk to the customer.
- Treat everyone with respect and dignity.
- The staff should be aware of the trends, changes taking place in the market, taste and habits of the customers.
- The staff should listen carefully and intently to their customers, demonstrate respect.
- The salesperson should be comfortable discussing both small and big numbers of customers.

Dealing with colleagues

Dealing with colleagues is a very important aspect. It builds the relationship between the colleagues

- A sales person should behave decently and politely with his/her colleagues in the organisation.
- Being over competitive should be avoided, this is a negative thing. Try working with ratherthan against openly competitive colleagues.
- Avoid misunderstandings with colleagues.
- Try praising the competitive co-worker for work well done.
- Take competition positively, not personally.

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Dealing with superiors

Dealing with supervisors is also another very important aspect. It builds the relationship between the subordinate and the supervisor. The immediate superior is the boss of the subordinate.

Generally, supervisors control the subordinates like workers.

Practical Exercises

Activity 1

Visit a retail outlet/mall to observe the appearance and behaviour of the male and female staff and their way of dealing with customers.

Materials required

Pen/Pencil, Notebook, Checklist

Procedure

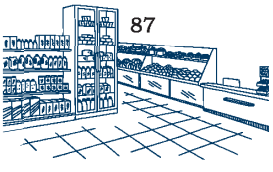
1. Reach the retail outlet/mall at the decided time with your group.
2. Meet the executive, greet them and tell the purpose of the visit.
3. Observe the following and make a note.
   - Appearance of male/female executive
   - Dress code of both types of employees
   - Hairstyle of both
   - Tattoo, cosmetics and body language of both
4. Observe their way of dealing with the customers in the organisation.
5. Finalise your notes with your friends.
6. Confirm and finalise with the executives.
7. Make a report and submit to the subject teacher.

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Check your progress

A. Fill in the Blanks

1. _____ is an important aspect of personal appearance.
2. Quarter, half and full sleeve _____ must be covered at all times.



B. State whether the following are True or False

1. The hair should not be of a colour unnatural than human hair colour.
2. An employee's dress code must be unique in all aspects like age, gender, religion and culture.
3. Dangling earrings, noisy anklets and bangles can be worn on the floor.
4. Only frontline staff in the store should wear a prescribed uniform every day.
5. Try working with rather than against openly competitive colleagues.

C. Long Answer Questions

1. Discuss the standards for staff appearance.
2. What are the precautions to be taken by male and female staff while working in a retail store?
3. How should one deal with customers, superiors and colleagues while working in retail store?

D. Check Your Performance

1. Demonstrate personal responsibility to maintain a high standard of appearance in an organisation.

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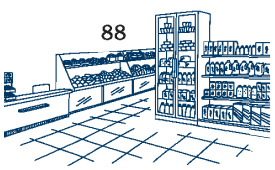
SESSION 4: CUSTOMER EXPECTATION

Meaning of customer expectation

Customer expectation is the total perceived value from the products or services. If the actual experience of customer with goods is more than the perceived value, the customer will be satisfied. If the actual experience of customer is less than the perceived value, the customer will be dissatisfied or disappointed.

Identifying customer expectation

Customer expectations are increasing day-by-day in the modern times. If the retailer is unable to fulfil the customer expectations, their existence will not stand for longer and their reputation will be tarnished. The



customer expectations change with time, efforts and customer needs. Information technology is responsible for new customer expectations.

Some of the modes of identifying customer expectations are as follows:

(a) ***Concept meets reality:*** Every customer wants his/her expectations to meet with reality.

(b) ***Conversation with customers:*** Conversation with the customer is also a way of identifying the customer's needs and customer expectations. The customer handling department in the retail is designated for managing troublesome customers.

(c) ***Group feedback:*** A group feedback makes sense for a whole group of customers for feedback in parts.

(d) ***Gain insights from community:*** To know the customers' expectation, community is the best source. Many people use social media, where they speak freely and openly. Retailers take the feedback from there and identify the customer expectations. It is their own motivation to talk about what drives them, which also means that if they do, it's relevant for them and the organisation.

Customer expectations from retailer

Given below are of the latest customer expectations which are met by retail stores:

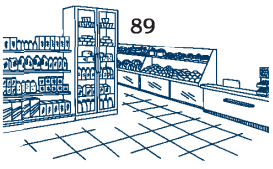
(a) ***Personalisation of goods or services:*** Every customer wants personalised information from the retailer which attaches the customer to the retailer.

(b) ***More options:*** Every customer wants many options in a product, such as product variety, quality, availability and affordable price.

(c) ***Listen closely, respond quickly:*** Every customer wants retailer information quickly and accurately. Even every retailer should maintain feedback systems.

(d) ***Give front-liners more control:*** Customers' expecting from front-line service executives should understand the type of problem.

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Confirm customer expectation

After identifying the customer's expectation the retail organisation representative should confirm it in the most effective manner, which is as follows:

- By calling the customer
- By providing extra services

Responding to customer appropriately

Identifying customer needs is a very important function of the sales representative/executive. After identifying the customer needs every sales representative has to respond accordingly and appropriately.

(a) ***Find their real need:*** Before responding immediately, the salesperson should pause for a moment and think from the customer's perspective. Why do they want that feature?

(b) ***Fulfill the customer need:*** Once a sales representative identifies the customers' needs he/she must fulfil it.

(c) ***Meet our customer needs with appropriate product:*** Hand over the product as per the customers' demand.

(d) ***Give an honest explanation:*** If there is a shortage of the product and it can't be provided to the customer then say 'No'; be transparent and provide an honest explanation.

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Practical Exercises

Activity1

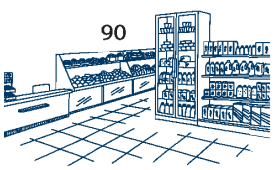
Visit a retail outlet to recognise customer expectations and the way of responding to their queries.

Materials required

Pen/pencil, notebook, checklist

Procedure

1. Reach the retail outlet/mall on time with your group.
2. Meet the executives, greet them and request to work with them.



3. While working, observe:
   - Customer expectations
   - Customer queries
   - Customer needs
   - How they get satisfied?
4. Note down all expectations, customer queries and your experience of working in the store.
5. Discuss the reports with your group members.
6. Confirm with executive and add their experiences on:
   - Customer expectations
   - Customer queries
7. Finalise the report and submit to the subject teacher

Check your progress

A. Fill in the Blanks

1. Customer expectations are raising _____ in modern times.
2. Most customers still want a personal _____ experience.
3. Every customer's needs are dependent on the availability of _____ in product.

B. State whether the following are True or False

1. 'Expectations' are the anticipated circumstances of purchase.
2. Customer service decision makers meet the expectations.
3. Service conversations with customer are also an investigation of the customer's needs and expectations.
4. It makes sense to look at the part of group of customers for feedback in parts.

C. Short Answer Questions

1. Why is there a need to identify customer expectation?
2. How can the retail store efficiently meet the customers' expectation?
3. How can one respond to a customer appropriately?

D. Check Your Performance

1. Demonstrate personal responsibility to maintain a high standard of appearance in an organisation.

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Glossary

Accomplished: *Highly trained or skilled in a particular activity*

Administration: *The process or activity of running a business, organisation, etc.*

Appropriate: *Suitable or proper in the circumstances*

Arrangements: *The action, process, or result of arranging or being arranged*

Assumptions: *A thing that is accepted as true or as certain to happen, without proof*

Balancing: *An even distribution of weight enabling someone or something to remain upright and steady*

Brick and Mortar: *Refers to the physical presence of an organisation or business in a building or other structure*

Capabilities: *The power or ability to do something*

Characteristics: *Typical of a particular person, place, or thing*

Commodities: *A raw material or primary agricultural product that can be bought and sold, such as copper or coffee*

Consignment: *A batch of goods destined for or delivered to someone*

Contracted: *A written or spoken agreement, especially one concerning employment, sales, or tenancy that is intended to be enforceable by law*

Convenience: *The state of being able to proceed with something with little effort or difficulty*

Description: *A spoken or written account of a person, object, or event*

Dispatching: *Send off to a destination or for a purpose*

Distribution: *The action of sharing something out among a number of recipients*

Facilities: *A place, amenity, or piece of equipment provided for a particular purpose*

Fundamental: *Forming a necessary base or core; of central importance*

Hazardous: *Risky; dangerous*

Hygiene: *Conditions or practices conducive to maintaining health and preventing disease, especially through cleanliness*

Implementation: *The process of putting a decision or plan into effect; execution*

Implementing: *A tool, utensil, or other piece of equipment that is used for a particular purpose*

Intangible: *Unable to be touched; not having physical presence*

Loading: *The application of a mechanical load or force to something.*

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Measurement: *The action of measuring something*

Merchandise: *Goods to be bought and sold*

Merchandising: *The activity of promoting the sale of goods, especially by their presentation in retail outlets*

Monitoring: *A device used for observing, checking, or keeping a continuous record of something*

Ownership: *The act, state, or right of possessing something*

Perspectives: *The art of representing three-dimensional objects on a two-dimensional surface*

Precautions: *A measure taken in advance to prevent something dangerous, unpleasant, or inconvenient from happening*

Pressing: *(of a problem, need, or situation) requiring quick or immediate action or attention*

Previously: *At a previous or earlier time; before*

Procedures: *An established or official way of doing something*

Procurement: *The action of obtaining or procuring something*

Recommended: *Advised or suggested as good or suitable*

Responsibilities: *The state or fact of having a duty to deal with something or of having control over someone*

Safely: *In a way that gives protection from danger or risk*

Scanners: *A device for examining, reading, or monitoring something*

Shipped: *Vessel larger than a boat for transporting people or goods by sea*

Sophistication: *The quality of being sophisticated*

Spoilage: *The action or process of spoiling, especially the deterioration of food and other perishable goods*

Stocktaking: *The action or process of recording the amount of stock held by a business*

Surrounding: *All around a particular place or thing*

Temperatures: *The degree or intensity of heat present in a substance or object, especially as expressed according to a comparative scale and shown by a thermometer or perceived by touch*

Transactions: *An instance of buying or selling something*

Transferring: *Move from one place to another*

Tremendous: *Very great in amount, scale, or intensity*

Ultimate: *Being or happening at the end of a process; final*

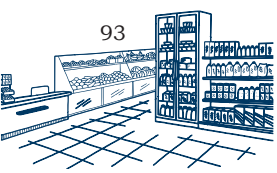
Unloading: *Remove goods from (a vehicle, ship, container, etc.)*

Unorganised: *Not organised*

Verification: *The process of establishing the truth, accuracy, or validity of something*

Warehouse: *A large building where raw materials or manufactured goods may be stored prior to their distribution for sale*

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Answer Key

UNIT 1: Introduction to Retailing

Session 1: Basics of Retailing

A. Fill in the Blanks

1. Final
2. Retailing
3. Customers
4. Wholesaler
5. Manufacturer

B. Multiple Choice Questions

1. (b) 2. (d) 3. (d) 4. (d)
5. (c)

C. State whether the following are True or False

1. True
2. False
3. True
4. True
5. True

Session 2: Organised and Unorganised Retailing

A. Fill in the Blanks

1. Retail
2. Unorganised
3. Organised
4. Indian

B. Multiple Choice Questions

1. (d) 2. (a) 3. (d)

C. State whether the following are True or False

1. True
2. False
3. False
4. True

Session 3: Store and Non-store Retailing

A. Fill in the Blanks

1. Retailing
2. Independent
3. Chain
4. Franchise
5. Customers
6. Telemarketing

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B. Multiple Choice Questions

1. (d) 2. (b) 3. (d) 4. (d)

C. State whether the following are True or False

1. False
2. True
3. True
4. False
5. True

Session 4: Indian and Global Retailers

A. Fill in the Blanks

1. Reliance
2. Indian

Unit 2: Receiving and Storage of Goods

Session 1: Classification of Goods

A. Fill in the Blanks

1. Goods
2. Economic
3. Industrial
4. Impulse
5. Processing
6. Speciality

B. Multiple Choice Questions

1. (d) 2. (b) 3. (d) 4. (d)

C. State whether the following are True or False

1. False
2. True
3. True
4. False
5. False
6. True

D. Match the Columns

1. (E) 2. (D) 3. (B) 4. (C) 5. (A)

Session 2: Procedure for Receiving and Dispatching Stock to Stores

A. Fill in the Blanks

1. Tangible
2. Tangible
3. Intangible

B. Multiple Choice Questions

1. (d) 2. (d) 3. (d) 4. (a) 5. (d)

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C. State whether the following are True or False

1. False
2. True
3. True
4. False
5. True

Session 3: Storage of Goods in Retail Operations

A. Fill in the Blanks

1. Storing
2. Storage
3. Raw
4. Demand

B. Multiple Choice Questions

1. (d) 2. (d) 3. (c) 4. (a)
5. (b) 6. (a) 7. (c)

C. State whether the following are True or False

1. True
2. True
3. True
4. True
5. False

D. Match the Columns

1. (e) 2. (d) 3. (a) 4. (c) 5. (b)

Session 4: Process of Goods Handling

A. Fill in the Blanks

1. Storing
2. Labour
3. Cost
4. Receiving
5. Methods
6. Transportation

B. Multiple Choice Questions

1. (d) 2. (d) 3. (d) 4. (c) 5. (d)

C. State whether the following are True or False

1. True
2. True
3. False
4. False

D. Match the Columns

1. (e) 2. (a) 3. (b) 4. (c) 5. (d)

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Unit 3: Stock Levels in Store

Session 1: Stock Levels in Retail Stores

A. Fill in the Blanks

1. Stock
2. Minimum

B. Multiple Choice Questions

1. (a) 2. (a) 3. (b) 4. (a) 5. (a)

C. State whether the following are True or False

1. True
2. False
3. True
4. True
5. False
6. True
7. True
8. True

Session 2: Documents Required for Stock Handling

A. Fill in the Blanks

1. Scale
2. Delivery note
3. Consignment
4. Computer system

B. Multiple Choice Questions

1. (d) 2. (d) 3. (a) 4. (d) 5. (c)

C. State whether the following are True or False

1. True
2. True
3. False
4. True

Session 3: Reporting Storage Space

A. Fill in the Blanks

1. Floor plan
2. Space allocation
3. Five
4. Aisles Space.

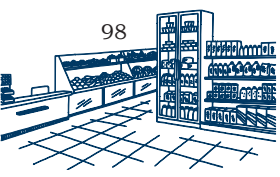
B. Multiple Choice Questions

1. (b) 2. (a) 3. (a) 4. (c) 5. (b)
6. (a) 7. (a) 8. (a) 9. (a)

C. Match the Columns

1. False

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2. True
3. True
4. False
5. True

Session 4: Handling Equipment

A. Fill in the Blanks

1. Equipment
2. Trolley
3. Handling Equipment
4. Customer

B. Multiple Choice Questions

1. (a) 2. (a) 3. (b) 4. (a)
5. (a) 6. (a) 7. (a) 8. (a)

C. State whether the following are True or False

1. False
2. True
3. False
4. False
5. True
6. False

D. Match the Columns

1 (e) 2. (d) 3. (b) 4. (a) 5. (c)

Unit 4: Customer Service

Session 1: Customer Needs and Service

A. Fill in the Blanks

1. Satisfied
2. Need
3. Educated
4. Strategic.

B. Multiple Choice Questions

1 (a) 2. (d) 3. (d) 4. (d) 5. (b)

C. State whether the following are True or False

1. False
2. True,
3. False
4. True
5. False.

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Session 2: Effective Customer Service

A. Fill in the Blanks

1. Satisfied
2. Rapport

B. State whether the following are True or False

1. False
2. True

Session 3: Organisation Standards

A. Fill in the Blanks

1. Body language
2. Tattoos

B. State whether the following are True or False

1. True
2. True
3. False
4. False
5. True

Session 4: Customer Expectation

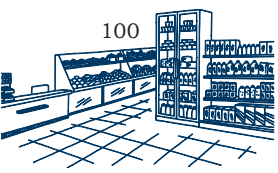
A. Fill in the Blanks

1. Faster
2. One-on-one
3. Options

B. State whether the following are True or False

1. True
2. True
3. True
4. False

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