

# Participant Handbook



## Trainee Associate

## Domain Skills

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## Course 1 – Do I know My Industry

Sr. No.	Module Name
1	Industry Introduction
2	Tour of a Retail Outlet

### Course Overview


The retail industry is huge. It has various formats like store based, non store based, franchisee, manufacturer owned, etc. Also, there are various activities that goes on inside a store that as a Trainee Associate you need to be thorough with. As a Trainee Associate, you also need to identify the various retail format and be familiar with the various components of the retail industry.

This short course is intended to provide you with the knowledge of retail industry and the activities of a store.

### Course Objectives

At the end of this course, you will be able to:

- ◆ Identify the various retail formats
- ◆ Identify the activities in a store

<b>Course 1</b>	<b>Industry Introduction</b>
<b>Module 1</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ Describe the retail industry</li> <li>◆ Explain the different types of retail formats</li> </ul>

Session Plan	
1	Module Overview
2	Retail – An Introduction
3	Retail Industry and Growth
4	Retail Triangle
5	Retail Formats
6	Key Learnings
7	Worksheet



## Module Overview

You must have gone for shopping many times. Perhaps to buy branded clothes from malls, daily groceries from your local grain store or vegetables from the *mandi*. What is the common factor in all the above situations? Well, in all the above situations one person is selling goods, whereas the other is buying them. This is exactly what we mean by the term “Retailing”. As a Trainee Associate, it is very important for you to understand the retail environment and the benefits it has for you. In this module, we will learn about the retail industry, the different retail formats and the retail triangle.



## Retail - An Introduction

The sale of goods to the end user for consumption is known as retail. It is a business activity, where one tries to sell goods or services to another person, who will consume it. It includes both tangible goods, for example, vegetables, clothes, consumer durables, and intangible services that we can only experience, for example, servicing of car or mobile phone.



A retailer is the one who sells goods or services to the end user. The retailer is a very important link between the manufacturer, and the end consumer. The retailer chooses different goods from different suppliers/manufacturers, and then presents it in front of the customers; thereby, bringing a large variety of goods to the customers. This activity of providing variety to the customers is very important for the retailer in today's competitive world. With continuous growth in the retail industry, each retailer wants to catch the customer's attention and increase sales, resulting in more profits. All retailers need to determine the needs of the customer, and accordingly try to satisfy them.



## Retail Industry and its Growth

The last few years have seen very high growth in the Indian retail sector and it still remains one of the fastest growing sectors. The key reason for this growth is the changing customer profile. Nowadays, more nuclear families are emerging with both the husband and wife working, leading to high family income and more disposable money. Due to the presence of this extra disposable money, people prefer spending it on secondary needs and desires like electronics, branded clothes, watches, cameras and mobile phones.



To keep pace with this growing demand there has been hectic activities in terms of building infrastructure, investment in technology and expansion. To benefit from this growing market in India, many foreign retail brands like Wal-Mart, Zara, Carrefour, Vero Moda, Jack and Jones and many more have entered the retail scenario of our country. Traditional markets are making way for new formats like supermarkets, departmental stores, and speciality stores. Western style malls are now a common feature in all metros and satellite cities.

You must have noticed the transformation in your neighbouring old grain shop, perhaps started off in a small 100 sq feet room, selling only grains and essential goods. Now, it has developed into a 500 sq feet shop selling wide variety of items like grains, hair oil, cosmetics, sauces, toiletries.

Isn't that true? Well, this is the rate at which the retail industry is growing.

Some of the Indian retail brands are:



Some of the International retail brands are:



With the retail industry rapidly growing, there is a rapid increase in demand for manpower. If a new store has opened, it will need a store manager, salesperson, cashier, housekeeping staff. Thus, there is a huge demand for this industry in our country. So, you can very well estimate that the retail industry will be generating lakhs of jobs and in these a few thousand jobs will be reserved for you, to be placed, as a Trainee Associate.



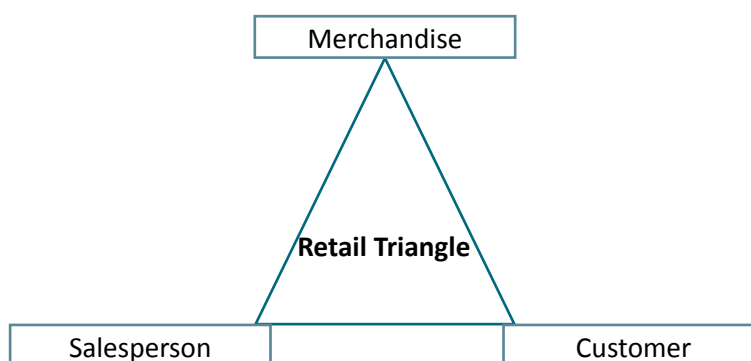


## Retail Triangle

Retail, as we know by now is a person selling goods or services to a person who will consume. In a retail scenario, the person selling the goods is called a salesperson, the person who consumes the goods is called customer and the various goods are termed as merchandise. So, there are three components in any retail:

1. Salesperson (person selling the goods)
2. Customer (person consuming the goods)
3. Merchandise (goods and services)

All these three components come together to form what is called the 'Retail Triangle'.



## Retail Formats

In any situation where there is interaction between these three components, it becomes a retail scenario. For example, in a tea stall the **chaiwala** will be the salesperson who sells **tea** (merchandise) to a **consumer**. It can also be lifestyle store where a "Trainee Associate" is the salesperson who sells merchandise like clothes, sunglasses, cosmetics to the customer. Both the scenarios are a part of retail.

The Indian retail industry is divided into two sectors: organised and unorganised sector. Our chaiwala's tea stall is an unorganised sector. Why? It is because, he does not have a license to operate a retail outlet. An organised retail store or outlet is the one, which has acquired license from the government to conduct its activities. So, Lifestyle will be an example of an organised store. There are many more examples of organised retail stores like Big Bazaar, Pantaloons, Titan.

All the retail formats fall under either organised or unorganised sector. Retail formats are different types of retail outlets. They are classified as follows:

1. **Ownership** - In this classification, the stores are differentiated based on who owns the store.
  - ◆ Independently owned: These stores are owned by individuals. For example, the kirana store, tailor shop, medicine shop.





- ◆ Chain owned: These have multiple stores all around India owned by an individual or a group. For example, Shopper's Stop, Westside and Pantaloon's.

- ◆ Franchise operated: In this case, the owner of a brand allows the owner of a store to sell merchandise of his brands. The owner of the brand is called franchiser and the store selling the branded merchandise is called franchisee. For example, McDonald's is a brand which has franchisee all over India.



- ◆ Owned by manufacturers: These retail outlets are owned and operated by the manufacturers of the product. Examples: Titan, Raymond.

- ◆ Leased departments: In this, a section of the retail store is given on rent to a third party, like the Lakme section in Shopper's Stop.

**2. Store Based Retail:** The stores are distinguished by factors such as merchandise, location, price and atmosphere. The different types of stores are as follows:

- ◆ Convenience store:

- A store with limited range of grocery and other items, mainly related to food
- Located in residential areas and open for long hours
- Sells merchandise from average to above average prices
- Usually, the owner is only the salesperson or he employees 2-3 subordinates for help
- The store atmosphere and customer service is average
- Example: Kirana shop

- ◆ Conventional supermarket:

- The store provides a large variety of grocery, meat, dairy products, cosmetics, toiletries.
- The store is organised into different departments like dairy products, cosmetics, grains, vegetables and billing counter.
- It is a self service store with a helper.
- Examples: Apna Bazaar, More



- ◆ **Combination store:**
  - It is a combination of a supermarket and general merchandise. It means the merchandise will range from food, grocery, bakery to foot wear, apparels and electronic goods.
  - This store is also organised department - wise.
  - It is mostly self service, but with efficient and effective salesperson helping you around.
  - They have very large store area of 30,000 to 1,00,000 square feet.
- ◆ **Hypermarket or super centre:**
  - It is a variation of the combination store; it also has a discount format.
  - Huge range of merchandise aiming to meet customer's total needs.
  - Will have several efficient salespersons, who will help you to make your shopping a pleasant experience.
  - Examples: Big Bazaar, Hypercity



- ◆ **Speciality store:**
  - These stores concentrate on selling one good or service line, such as apparels and accessories.
  - It can be a small store like your local jewellery store or a Bata showroom selling footwear. It also can be a huge mall-based store like Hidesign which sells only bags.



◆ Departmental store:

- It is a large retail store with extensive assortments of goods and services.
- The store is organised department wise. For example, women's wear, home furnishing, kid's wear.
- It is one of the key, large stores in a mall.
- Pricing is moderate to above average.
- Service levels are medium to high.
- Examples: Shopper's Stop, Lifestyle, Westside



◆ Full - line discount store:

- It sells a large variety of products for less than conventional prices.
- Example: Wal-Mart



3. **Non – Store Based Retail:** As the name suggest it is selling goods and services without a store.

- ◆ Direct marketing: It is a form of retailing where a customer is first exposed to a product or service through direct mail, T.V advertisement, radio and magazine. If a customer likes any product then he/she orders by mail, phone or computer. Examples: Asian Sky Shop, Tele Brands.



- ◆ Direct Selling: You must have often seen salespersons coming to your house to sell things like vegetables, soap, shampoo, vacuum cleaner. It is an example of direct selling. Direct selling includes direct contact with the customer, whether it is in office, at home or while travelling. Another example of direct selling can be your mother or aunty selling saris or suit pieces sitting at home to neighbours and friends.

- ◆ Vending Machine: They are coin or card operated machines. You need to insert the coins or punch card in order to get merchandise from the machine. Examples: Vending machines of Pepsi, Coke, Thumbs Up.



- ◆ World Wide Web: It involves marketing of products through the internet. Customer can buy products online using the internet. Example: Snapdeal.com
4. **Emerging Formats:** These are the new formats coming up in the market.
- ◆ Video Kiosks: These are computer terminals that display products and related information on a video screen.





## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. What do you understand by retailing?

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2. Draw and explain the retail triangle in your own words.

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3. Classify and explain different stores based on ownership.

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4. List the different types of store based retail formats.

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5. List and explain all the non-store based retail formats.

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## Worksheet

1. Categorise the given stores according to the format they follow.

Store	
a.	Shopper's Stop
b.	Apna Bazaar
c.	Medicine shop
d.	Kirana
e.	Tea stall
f.	Tailor shop

Category	
i.	
ii.	
iii.	
iv.	
v.	
vi.	

2. Match the columns.

Column A	
a.	Mc Donald's
b.	Lakme counter inside Lifestyle
c.	World Wide Web
d.	Vending machine
e.	Raymond
f.	Wal - Mart
g.	More
h.	Asian Sky shop

Column B	
i.	Coin or card operated
ii.	Owned by manufacturers
iii.	Direct marketing
iv.	Leased departments
v.	Supermarket
vi.	Online retail
vii.	Franchise operated
viii.	Discount store

3. Tick on the options which form part of the retail triangle.

a.



Clothes

b.



Store

c.



Customer

d.



Kirana wala

e.



Decorative Packaging

4. Mohan is opening a store. You know his store will have sections for food, groceries, cosmetics, clothes and footwear. All the merchandise will be at a discounted rate. What store is Mohan opening? Tick on the correct option.
- Convenience store
  - Combination store
  - Speciality store
  - Hyper market
5. [www.amazon.com](http://www.amazon.com) on the internet has amazing offers on their sites. I am planning to buy merchandise from there. Which retail type am I using?
- Vending machine
  - Video kiosk
  - World Wide Web
  - Franchise-operated



## Notes

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<b>Course 1</b>	<b>Tour of a Retail Outlet</b>
<b>Module 2</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ Identify the activities in a retail outlet</li> </ul>

Session Plan	
1	Module Overview
2	Store Activities
3	Activities – Pre Customer Entry
4	Activities – During Customer Interaction
5	Activities – Post Customer
6	Key Learnings
7	Worksheet



## Module Overview

A retail store has many activities going on. As a Trainee Associate you must be aware of the various activities that take place in a store. In this module, let us learn the different activities that go on in a store.



## Store Activities


Various activities go on inside a retail store. For better understanding these activities can be divided into:

- ◆ Pre customer entry activities
- ◆ Activities during customer interaction
- ◆ Post customer exit activities



## Activities – Pre Customer Entry

The pre customer activities are as follows:

- ◆ **Store Opening:**
    - A retailer has a documented process of opening the store. An opening manager is the one to open the store and check all the locks and seals. If there is any tampering with the seals or locks no one is allowed to enter the store.
  - ◆ **Staff Checking:**
    - All staff before entering the store are checked. The staff is given a receipt of the items and money they have. They need to show the receipt every time they leave or enter the store during working hours. This ensures that no store merchandise is carried outside the store by some dishonest employee.
  - ◆ **Staff Entry:**
    - The staff after security check enters the store. They change into their uniform and reach their respective section.
  - ◆ **House Keeping:**
    - Housekeeping is responsible for cleaning the store.
    - For all retailers, keeping the store environment clean is critical for customer service. Hence, processes are specified for cleaning of walls, ceiling, floor, toilets, storage areas, staircase, exterior premises, parking lots, lifts/escalators, furniture, fixtures, merchandise, counters, equipment such as shopping carts/ trolleys, weighing machines and computers. The frequency of cleaning and the responsibilities are fixed.
  - ◆ **Store Management:**
    - The quality of the store maintenance affects the customers' perception of the retail firm. Hence retailers will need to spend resources on maintaining:
      - Exterior of building, parking lot, outside signs, outside displays
      - Interiors loka walls, flooring, lighting, interior displays and signs, fixtures, ceiling, painting, replacing lights, cleaning all surfaces.
-  **Note:**
- This is an activity carried out whenever required.
- ◆ **Energy Management:**
    - Due to rising costs in electricity, energy management is very important to the retailer. Many retailers use the following to effectively manage energy resources:
      - Use better electrical equipment at installation so that equipment lasts longer.
      - Carefully adjust interior temperatures during non selling hours.
      - Use computerised systems to monitor and adjust temperature levels to the fraction of a degree. The saving may be large if store area is large.
      - Use high efficiency bulbs, instead of traditional lighting.

**Note:**

- This activity is carried throughout the day whenever required.

- ◆ **Arranging of Different Sections:**
  - Once the Trainee Associates are at their section they need to rearrange their section so that it is ready for the customers.
  - Trainee Associates also need to count the merchandise in their section. This is known as global count.



## Activities – During Customer Interaction

- ◆ **Personal Security:**
  - The customer and other staff should feel safe when shopping at a store. Hence, retailers may practise the following:
    - Uniformed security guards inside the store
    - Vigilance staff (undercover) who are not in uniform, are required to stop criminal attempts
    - Better lighting in store and in parking areas
    - TV cameras, alarms, monitoring systems
    - Bank deposits (of cash received) are made more frequently
    - Fire prevention and detection systems.

**Note:**

- This activity is carried throughout the day whenever required.

- ◆ **Making a Sale:**
  - Trainee Associates interacting with the customer in order to make a sale.
  - This activity happens on the shop floor.
- ◆ **Customer Complaint Handling:**
  - Retailers will generally have a documented process on how to receive complaints (written and verbal), how to resolve them, and how to give required information to the customer regarding actions taken by the retailer, with reference to the complaint.
  - Complaints are often analysed by higher management, and policies altered to reduce complaints.
- ◆ **Customer Returns and Exchanges:**
  - Retailer will have a policy that guides the salesperson regarding what items may be exchanged and under what circumstances.
  - Policies may specify which product lines may/may not be exchanged, time limit within which they may be exchanged and reasons for exchange. Progressive retailers may even have very generous exchange policies, where exchanges may be done for any reason and with 6 months/ year/ no time limit specified.

- ◆ **Cashiering:**
  - Receive payment by cash, cheque, credit cards, vouchers, or Foreign exchange
  - Issue receipts, refunds, credits, or change due to customers
  - Process merchandise returns and exchanges
  - Usually involves use of electronic scanners, cash registers, or related equipment
  - Often involved in processing credit or debit card transactions and validating checks
- ◆ **Merchandise Security:**
  - It includes activities like tagging the merchandise with security tags, etc.
- ◆ **Crisis Management:**

Retailers often have detailed plans and training staff to handle emergency situations such as:

- Fire
- Car accidents in parking lot
- Store robbery or hold up
- Extremely bad weather, or natural disasters like earthquake, floods
- Sudden severe illness of employee or customer



## Activities – Post Customer

- ◆ **Daily Book Keeping:**
  - End-of-day cash tallying and counting
  - Entering cashier till counts and compare with the till status reports to find out excess or shortages of cash
  - Reports on voids/refunds/charges
  - Ensuring cash is safely deposited in bank/safe
  - Closing the cash tills and store system
- ◆ **Inventory Management:**
  - The following operational factors in inventory management at a store level are important to a retailer:
    - Coordination and handling of merchandise received from different suppliers
    - Ideal level of inventory on the selling floor vs. warehouse or store area
    - Intervals at which inventory should be moved from the non-selling to selling areas of the store (replenishments) and from the warehouse to the store
    - Process by which the merchandise stock take be organized efficiently, accurately and without inconveniencing customers, on regular/annual basis
    - Counting of stock
    - Items requiring customer delivery (e.g. furniture or white goods) and how can this be accomplished with proper timing and care?
- ◆ **Closing of Store:**
  - The store closing is a documented process.
  - The store manger seals every lock and exit point of the store.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. Explain the different activities carried out in a store.

i. Pre customer entry

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ii. Post customer entry

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iii. Post customer exit

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## Worksheet

1. Read the following questions and tick on the correct answers.

- a. Careful use of electricity or any other form of energy for reducing cost
  - i. Merchandise security
  - ii. Store closing
  - iii. Inventory management
  - iv. Energy management
  
- b. What is the end of the day process of cash tallying and counting called?
  - i. Inventory management
  - ii. Daily book keeping
  - iii. Global counting
  - iv. Cashiering

2. Match the columns.

Column A	
a.	Inventory Management
b.	Cashiering
c.	Crisis Management
d.	Store Management

Column B	
i.	Protecting oneself in a situation of emergency
ii.	Maintaining the exterior and the interior of the store
iii.	Receiving payment in return of merchandise or service
iv.	Handling merchandise received from different suppliers







## Course 2 – What will I do?

Sr. No.	Module Name
1	Who is a Trainee Associate

### Course Overview


As a Trainee Associate, you must know your various roles and responsibilities. This will help you perform your job better. A Trainee Associate's job can be divided into three parts, duties before customer entry, duties during customer interaction and duties post customer exit. Alongwith these responsibilities you must be well groomed, punctual, alert, polite, disciplined etc.

### Course Objectives

At the end of this course, you will be able to:

- ◆ State your roles and responsibilities



<b>Course 2</b>	<h1>Who is a Trainee Associate?</h1>
<b>Module 1</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ State your roles and responsibilities as a Trainee Associate.</li> </ul>

Session Plan	
1	Module Overview
2	Roles and Responsibilities
3	Key Learnings
4	Worksheet



## Module Overview

As a Trainee Associate you must know your roles and responsibilities, then only you will be able to serve as a good employee of your store. In this module, let us learn about the roles and responsibilities of a Trainee Associate.



## Roles and Responsibilities

A Trainee Associate has to perform many different tasks to fulfill his roles and responsibilities. Few of the tasks that a Trainee Associate must always fulfill are:

- ◆ Commitment towards work:
  - Ability to appreciate and willingly follow company's rules and regulations
  - Always stand for what will protect company's interest
- ◆ Discipline:
  - Be punctual and regular
  - Follow instructions and orders of the superiors in order to progress
- ◆ Grooming and Personality:
  - Follow the grooming standards and uniform policy of the company.
  - Always be enthusiastic, energetic and cheerful, and project oneself as an appropriate ambassador for the company.
- ◆ Team Work:
  - Effectively work with your colleagues
  - Work with others as part of a team by supporting co-workers during busy trading periods so that ongoing customer service is maintained

All the given points create a good first impression on both the customer and colleagues. It also creates a good - will about you, and allows you to impress others.

The most important or primary task of a Trainee Associate is to make a sale. Tidying up the section, visual merchandising of your section are some of the other activities. For better understanding let us divide these activities or tasks as follows:

1. **Pre Customer Entry:** Include activities that a Trainee Associate must follow before customer entry. The Trainee Associate must:
  - ◆ Be punctual.
  - ◆ Be groomed before entering the shop floor.
  - ◆ Ensure that merchandise and trading areas are always kept clean and organised.
  - ◆ Ensure that shelves, counters and displays are always clean.
  - ◆ Count the merchandise and enter the data into the stock records.
  - ◆ Check the trial rooms, cash counters and customer service desk to see if any merchandise of their section is left behind.
  - ◆ Be ready to welcome the customers with a smile.
2. **During Customer Interaction:** Include activities the Trainee Associate must do while interacting with the customer and making a sale. The Trainee Associate should fulfill the following activities:

#### While making a sale:

- ◆ Offer friendly, helpful and expert service to customers, resulting in the selling of merchandise.
- ◆ Create a positive customer experience.
- ◆ Approach customers, greet them, and ascertain what each one wants or needs.
- ◆ Ask questions to understand customer's need.
- ◆ Recommend, select and help locate or obtain merchandise based on customer needs and desires.
- ◆ Describe merchandise and explain use, operation and care of merchandise to customers. Demonstrate use or operation of merchandise.
- ◆ Sell substitutes for items not in stock.
- ◆ Sell multiple goods.
- ◆ Take special orders for items not currently in stock, or not normally stocked, and notify customers when the items have arrived.
- ◆ Cross sell, meaning the Trainee Associate should be able to direct the customer towards related product. Thus, increasing the amount of sale. For example, selling shirts with formal skirts.
- ◆ Possess demonstrated understanding of product features and utility, product USP, ranges of merchandise and different categories stocked by the store, store layout and locations for different categories of merchandise.
- ◆ Demonstrate understanding of brand values, organisational policy for promoting brand image, knowledge of policies regarding payment and exchanges, security practices, knowledge of current sales and promotions.
- ◆ Maintain records related to sales.
- ◆ Up sell, meaning the Trainee Associate should be able to sell more 'value for money' products.

- ◆ Respond openly and objectively when attending to a range of customer queries.
- ◆ Develop and retain loyal customers through relationships.
- ◆ Handle objections .
- ◆ Close a sale.
- ◆ Bag or package purchases, and wrap gifts.

**Understand customer behavior:**

- ◆ Collect customer information, feedback and data on customer buying behavior, as and when required.
- ◆ Give feedback to the store manager regarding product performance and trends.
- ◆ Describe a customer using pre-determined demographic / psycho graphic parameters.

**Take stock independently:**

- ◆ Understand the stock take process and follow the same.
- ◆ Use scanners or the computer to register stock in inventory.

**Visual merchandise:**

- ◆ Arrange and display merchandise to promote sales.
- ◆ Use props creatively in a concept / story.
- ◆ Ensure price tags are on the product and visible to customer.
- ◆ Ensure shelf talkers, signage and customer communication in store is visible and positioned as intended.

**Anticipate security risks and reduce pilferage:**

- ◆ Watch for and recognise security risks and thefts, and know how to prevent or handle these situations.

**3. Post Customer Exit:**

- ◆ Tidy up your section for the next day.
- ◆ Check the cash counters, trial rooms for any left merchandise.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. List your duties as a Trainee Associate.

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## Worksheet

1. Read the following questions and tick on the correct answers.
  - a. Which of the following task must a Trainee Associate perform?
    - i. Greet the customer
    - ii. Billing
    - iii. Receive products from the suppliers
    - iv. Suggest to customers
    - v. Demonstrate product usage
    - vi. Complaint handling
    - vii. Stock keeping
    - viii. Stop pilferage
  - b. Which of the following task must a Trainee Associate not do while making a sale?
    - i. Direct the customer to other related products
    - ii. Stock taking
    - iii. Build customer relationship
    - iv. Give information about the product
  - c. While making a sale the Trainee Associate must do which of the following?
    - i. Display product knowledge
    - ii. Try to sell other products
    - iii. Give information about the product
    - iv. All of the above







## Course 3 – Making a Sale

Sr. No.	Module Name
1	Who is my Customer
2	Make a Sale - Good Service
3	Make a Sale - Dos and Don'ts
4	Make a Sale - Excellent Service
5	Up Selling
6	Cross Selling
7	Complaint Handling
8	Billing

### Course Overview

Making a sale is the prime most duty of a Trainee Associate. This course will give you valuable learning about the sales process and how to make a sale. Making a sale requires various tactics and skills. This course will list out the strategies that you can use to increase the sale amount.

### Course Objectives

At the end of this course, you will be able to:

- ◆ Make a sale
- ◆ Differentiate between dos and don'ts while making a sale
- ◆ Increase your sale amount
- ◆ Explain the billing process



## Course 3

## Module 1

## Who is My Customer?



At the end of this module you will be able to:

- ◆ Identify different types of customers and their buying behaviour.

## Session Plan

1	Module Overview
2	The New Age Customer
3	Customer Buying Behaviour
4	Types of Customers
5	Key Learnings
6	Worksheet



## Module Overview

As a Trainee Associate you need to identify your customer. Each customer has different buying behaviour. A retailer must identify these buying behaviours; and present merchandise satisfying the buying needs. Only after identifying their needs will you be able to satisfy your customer. In this module, let us learn about the different types of customers and their behaviours.



## Customer Buying Behaviour

How consumers purchase products provides terrific direction for a retailer. It helps the retailer decide what categories to carry, as well as how to place, price and promote categories. The components of buying behaviour provide a simple but extremely powerful formula for driving sales successes down to the category, brand and item level. Knowing your customer also means you can choose the right level of service, store ambience and facilities.

Today's customers know what they want. They are savvy purchasers, understand quality, value-driven and practical. A retailer must respond to the way a customer shops, or be left far behind.

Factors influencing customers shopping experience are:



### Demographics:

- ◆ Demographics are objective, quantifiable, measurable population data.
- ◆ Groups of customers are identified by variables such as gender, age, literacy, language spoken, households, marital status, income, place of residence, employment status, occupation, education level and ethnic background.
- ◆ These variables strongly affect peoples' retail shopping and retailer actions.
- ◆ For example, if the demographics of the stores' customer are:
  - 25 to 35 years
  - Mostly female
  - Married with children
  - Working professional

Then, the retailer would possibly look at extended shopping hours, conveniences such as quick checkout, home delivery, a child care centre, a café in store.

- ◆ Retailers must compile and analyze demographic data about people living in their particular trading areas and those most likely to shop with them.
- ◆ A retailer could identify its target market based on combinations of these demographic factors and plan its retail strategy accordingly.
  - Market size- How many consumers are in the target market?
  - Gender- Is the target market mostly male or female or equal proportion?
  - Age- What are the prime age groups to which the store appeals?
  - Marital and family status- Are consumers single or married? If married, do they have children?
  - Income- Is the target market lower income, middle income or upper income? Is the income available for luxury purchases?
  - Retail sales- What is the retail sales potential for the retailer's goods and services?
  - Occupation- In what occupations are people working? Are they professionals, factory workers?
- ◆ As a Trainee Associate you must keep the demographic of the store area in mind. The customer you will attend will have needs and desire as per the demographic of the area.

### Lifestyles:

- ◆ Lifestyles are the ways in which individual consumers and families live and spend time and money.
- ◆ A retailer must have knowledge of various life style concepts and determine the life style attributes of its own target market.
- ◆ A retailer can develop a life style profile of its target market by answering these questions and use the answers to develop retail strategy:
  - Culture - What cultural values norms and customs are most important to the target market?
  - Social class- Are consumers lower, middle or upper class?
  - Reference Groups- Who do people look for purchasing advice? How can the retailer target opinion leaders?
  - Time utilization- How do people spend time? How do they view time spent in shopping?
  - Class consciousness- Are customers status conscious? What does this mean for purchases?
  - Attitudes- How does the consumer feel about the retailer and its offerings (positive or negative)
- ◆ Gender roles affect shopping habits:
  - For example, if women are largely shopping for men's shirts, then a retailer can cross-merchandise and display ladies wear near the shirts section in the store.
- ◆ Level of consumer sophistication and confidence affect shopping habits:
  - For example, if the target market is well educated, has a good knowledge of international brands through travel abroad, has money to spend on luxury items; a retailer might change the merchandise categories and introduce a high value designer item/ high value branded item.
- ◆ Paucity of time affects shopping:
  - For example, if the customer profile is Double-Income-No-Kids family, the retailer might decide to offer late night shopping hours for preferred customers. He might increase the number of checkout queues to ensure quicker checkout. He might decide to stock convenience foods such as frozen meals.
- ◆ Retailers can derive consumer profiles for their store and offer the right pricing/merchandise and services for their primary profiles.

### Customer needs:

- ◆ Retailers look at the following questions and match the needs of the target profiles:
  - How far will the customer travel to reach the retailer?
  - Is convenience important?
  - What are the desired store hours? Are evening shopping and weekend shopping desired?
  - What level of customer service is preferred?
  - What range of products is required?
  - What level of goods/ service quality is preferred?
  - How important is price?
  - What are the special needs of the targeted profile?
- ◆ The Trainee Associate must try and fulfil all the needs of the customer.

### Shopping attitudes and behaviour

- ◆ Do your customers enjoy shopping? Are they looking for ease of shopping and quick service or do they want to browse and window shop leisurely?
- ◆ How do they perceive time spent in shopping – a chore or a pleasurable activity?
- ◆ What do they feel about sales and retailer pricing policies? Do they believe that high prices reflect quality or are they practical shoppers who think that good bargains can be had at discount stores?

### Retailer Actions: Impulse purchases

- ◆ Impulse purchases occur when a customer buys a product he had not planned on buying when he entered the store. Here a large part of the decision making process is influenced by the retailer.
- ◆ Hence the retailer can use displays, especially at the checkout counter, where the customer is waiting, to motivate a person to buy impulse items such as candies, magazines and batteries.



## Types of Customers

Each and every person who walks into your store is a potential customer. They just might have different profile. It may be an educated housewife, impulsive teenager or a business man. Let us learn about a few of them.

### Casual Customer:

- ◆ A customer who does not want to buy.
- ◆ They will show disinterest in products.
- ◆ Spend long hours browsing.
- ◆ Asks for options and then back out.
- ◆ Once identified, a Trainee Associate must spend less time on them as this time may be invested on a customer who may actually buy.
- ◆ Nevertheless, a Trainee Associate can change a casual customer into a serious customer by giving good service.

### Serious Customer:

- ◆ Customers who intend to buy
- ◆ Insist on a brand
- ◆ Show product loyalty
- ◆ Ready to pay more for quality
- ◆ Ready to come back for a product
- ◆ The Trainee Associate must present an appropriate product to the customer, as he really intends to buy.

**Irate Customers:**

- ◆ Customers who are angry or dissatisfied with service or goods provided.
- ◆ They are very difficult to please
- ◆ They are very demanding
- ◆ Demand for your best efforts

**The New Age Customer**

- ◆ Rising income of people has led to more disposable income to spend on activities such as shopping.
- ◆ Explosion of media has caused the average Indian consumer to be aware of products, brands, new services and has pulled up the expectation levels of the customer.
- ◆ Change in women and family structure. More working women and nuclear families have increased the need for convenience shopping.
- ◆ The customers are more brand conscious and do not mind paying more for quality.
- ◆ For the new age customer spending is in, saving is out.
- ◆ The consumer is being exposed to a new kind of shopping experience which is redefining his/her expectations from shopping and other services.
- ◆ Scarcity of time is putting pressure on shopping time.
- ◆ Has a need for all-in-one offer: options readily at hand, close by, convenience and great “freedom of choice” under one roof!
- ◆ Consumers are moving from “buy what we make” to “make what we want”.
- ◆ Customers are walking away from stores that do not offer them service, an enjoyable experience or value for money.
- ◆ Leisure is already an integral part of shopping expectations. Quality of environment and experience is becoming very important.
- ◆ Need for customer service to encourage consumers to come back again and again, and buy more.
- ◆ Retailers are asking themselves: “Is the overall experience I provide so unique that customers cannot imagine going elsewhere to shop?”
- ◆ Once retail professionals understand how consumers view the shopping process, they can find ways to drive more traffic to their store and improve its performance.





## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. Explain the different factors affecting customer buying behaviour.

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2. Explain the different types of customers and their behaviour.

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## Worksheet

1. Read the following questions and tick on the correct answers.

- a. Radha is a customer. She is waiting for her brother who is 1 hour late. In the meanwhile, she goes into a store just to browse. The Trainee Associate of the store went to attend her but she refused his help. She has seen all the sections of the store but she did not buy anything. After sometime she left the store without buying anything. What type of a customer was Radha?
  - i. Casual customer
  - ii. Irate customer
  - iii. Serious customer
  - iv. None of the above
  
- b. Sunil is the manager of Akash Pvt Ltd. He walks into your store looking for a travelling bag. What will you do?
  - i. Ignore him assuming he is a casual customer
  - ii. Show him all the luggage bags available in the store
  - iii. Show him the expensive range of the luggage bags
  - iv. Will assume him to be an irate customer





<b>Course 3</b>	<h1 style="margin: 0;">Make a Sale - Good Service</h1>
<b>Module 2</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ Deliver good service while making a sale.</li> </ul>

Session Plan	
1	Module Overview
2	The Selling Process
3	Features of a Good Service
4	Key Learnings
5	Worksheet



## Module Overview

All of us have had a shopping experience, either at the local shop or at a mall. Most of us prefer visiting some shops over others. Customer is king. Pleasing the customer is the most important role of a Trainee Associate. In this module let us learn how to provide good service to the customer.



## The Selling Process

### The Selling Process

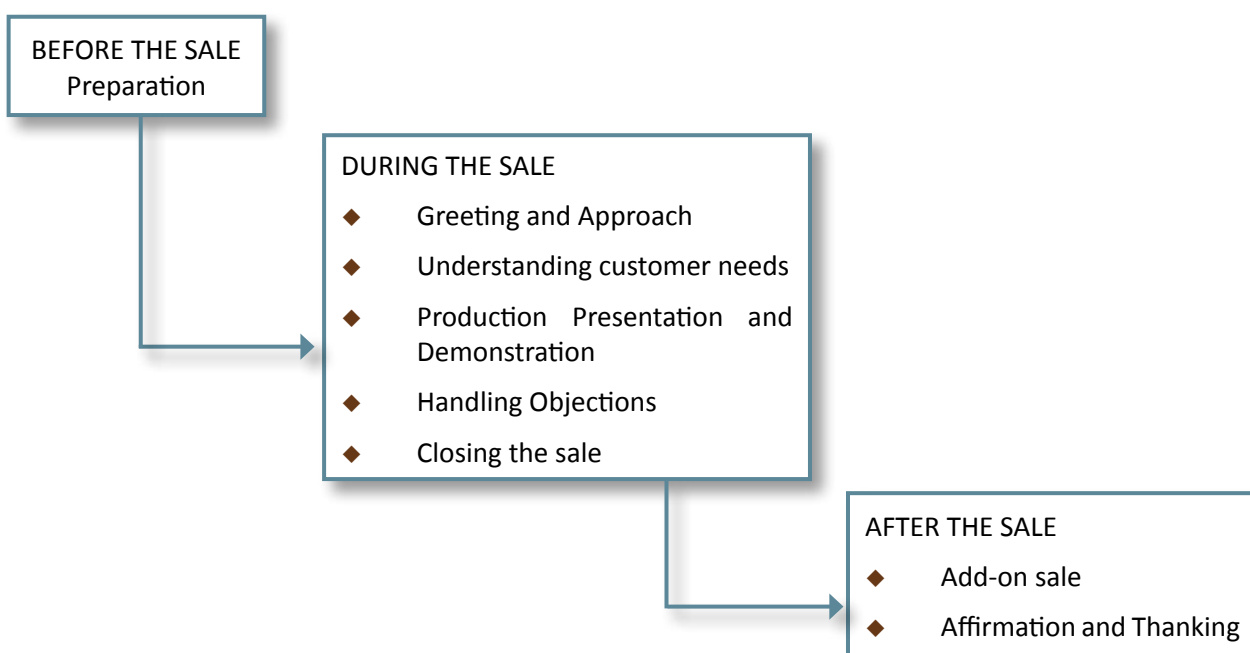
A sales process is a systematic approach to selling a product or service. The selling process involves a series of steps that may appear to be a straight-line process, but there is a lot of movement back and forth between the different steps that will ultimately lead to closing the deal. The selling process will vary by industry and personal preference, but remember the five essential steps. These will help you close more deals.

The five essential steps are

- 1. The Meet and Greet** - This initial introduction will set the stage for the rest of the selling process. This is the icebreaker, the time to get the customer to relax and feel comfortable. This is your chance to build rapport with the customer so you need to be sincere, friendly and humorous.
- 2. Qualifying the Customer's Needs** - This is the step where you ask questions to help you identify what the customer wants. It really is the who, what, where, when, why and how of the selling process. If you qualify the customer properly you will be able to fulfill his/her needs and wants. Don't rush through this step; time spent qualifying will allow a smooth transition into the next step.
- 3. Presentation or Demonstration** - This is the step where the salesperson can show all they know about their products or services. Naturally, the presentation will cover the features of the products, the physical characteristics. But, you need to concentrate on the benefits of your

products or services, as well. The benefits will show the customer “what is in it for them” and benefits are why people buy the products/services that they do.

4. **Overcoming Objections** - This step is critical to the selling process since objections are usually the customer’s reasons for not buying your product or service. Objections are just another step in the selling process and give you the opportunity to reinforce in the customer’s mind the benefits to them while you move them toward completing the deal. Now is not the time to give up. Ask them why they feel like they do and respond directly to their statements.
5. **Closing** - After you have handled the objections that the customer presents, you must close the sale. There are many techniques that can be employed in closing the sale, and you need to find the techniques that you can use comfortably.



## Features of a Good Service

Good service is when the customer thinks the treatment he received exceeds his expectations. Hence good service occurs when we give customers a little more than they expect.

Some important steps to remember when making a sale.

- ◆ Greet the customer. A good approach tells the customer that the salesperson is there and ready to give assistance if needed.
- ◆ Ask questions to understand customer needs.
- ◆ Show relevant merchandise.

- ◆ Have excellent product knowledge.
  - Customers need to be told about the product. All customers look for is value for the price they pay.
  - Your product knowledge will help you align the presentation to provide the customer the information he needs.
  - Talk about the unique features of the product/ brand.
  - Link Features to benefits.
  - Link product benefits and customer buying motives.
- ◆ Closing the sale
  - Close the sale when the customer begins to take interest in the sale presentation. This will be indicated by remarks, actions, or response.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. List the five steps of the selling process.

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2. What are the features of good service?

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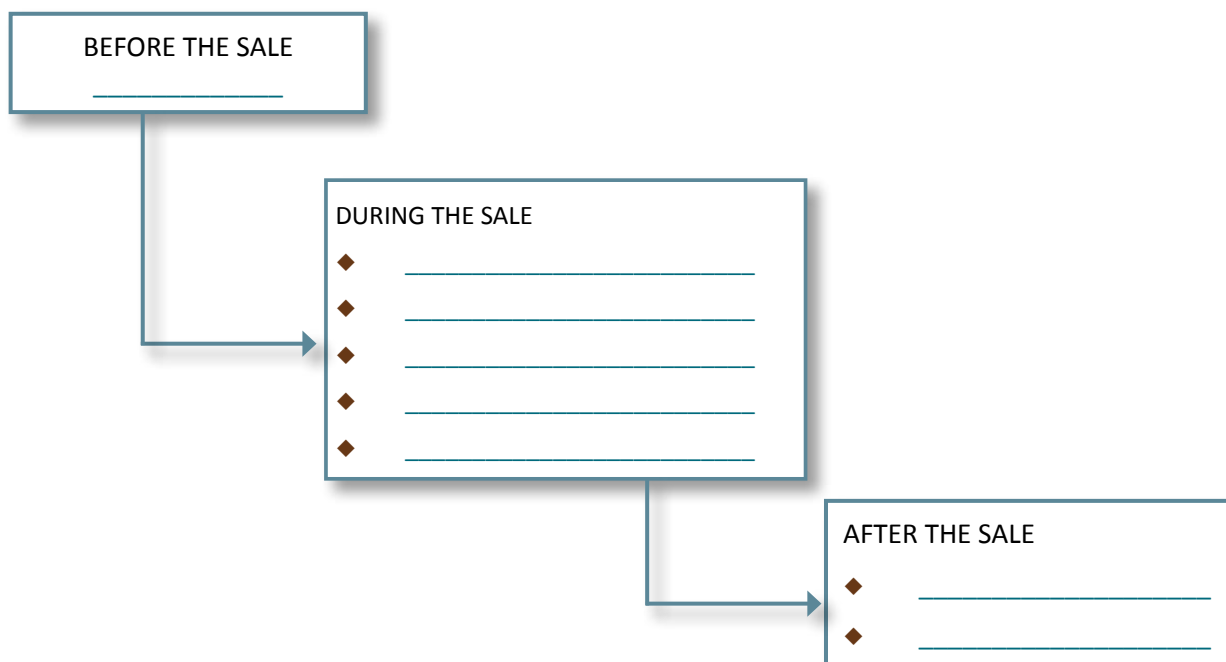
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## Worksheet

1. *Read and tick on the correct answer from the following options. There may be more than one correct answer.*
  - a. You are a Trainee Associate and you have just spotted a customer rummaging through a stack of shirts. Which of the following approach would be relevant?
    - i. Hello Ma'am, there is a 30% discount on that range you are looking at.
    - ii. Good Morning Ma'am, Can I help you?
    - iii. Good Morning Ma'am, How may I help you?
    - iv. Good Day Ma'am, are you looking for something specific? May I help you?
    - v. All of the above.
    - vi. None of the above.
  - b. Fill the chart using the given options - Greeting and Approach, Understanding customer needs, Production, Presentation and Demonstration, Handling Objections, Closing the Sale, Add-on Sale, Affirmation and Thanking, Preparation.









## Course 3

## Module 3

## Make a Sale - Dos and Don'ts



At the end of this module, you will be able to:

- ◆ List the Dos and Don'ts while making a sale.

## Session Plan

1	Module Overview
2	Dos and Don'ts While Making a Sale
3	Key Learnings
4	Worksheet



## Module Overview

In any process there are certain steps or actions that you must do and certain steps that you must not. In the same way, the selling process has certain dos and don'ts that you must follow. In this module, let us learn more about the dos and don'ts while making a sale.



## Dos and Don'ts While Making a Sale

Do ✓	Do Not ✗
Be well groomed	Leave customer unattended
Greet your customer	Use "Can I help you?"
Offer help by saying, "May I help you?"	Show disinterest
Ask questions to understand customer needs	Give dishonest suggestions
Present your product	
Have product knowledge	
Give suggestions	
Have service attitude	



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. List the dos and don'ts while making a sale?

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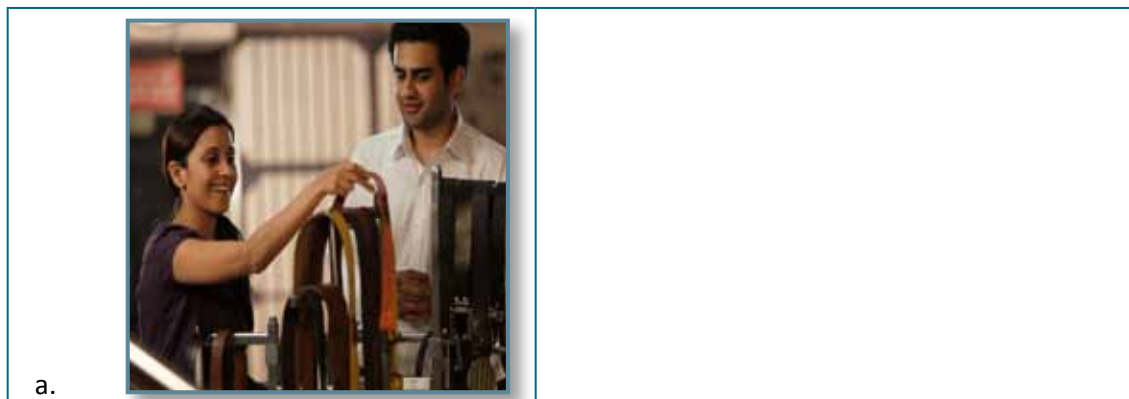
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## Worksheet

1. Read and tick on the correct answer from the following options.

Observe the following picture and identify the picture which depicts an action we should not do while attending the customer?



b.		
c.		
d.		

2. *Categorise the following event as Dos and Don'ts.*

- a. Be well - groomed
- b. Be rude
- c. Greet with a smile
- d. Present varied design
- e. Ask personal questions
- f. Understand customer needs
- g. Thank the customer for visiting
- h. Talk on phone during working hours
- i. Encourage shoplifting



## Course 3

## Module 4

# Make a Sale - Excellent Service



At the end of this module, you will be able to:

- ◆ Deliver excellent service while making a sale.

## Session Plan

1	Module Overview
2	Bad, Good and Excellent Service
3	Features of an Excellent Sale
4	Key Learnings
5	Worksheet



## Module Overview

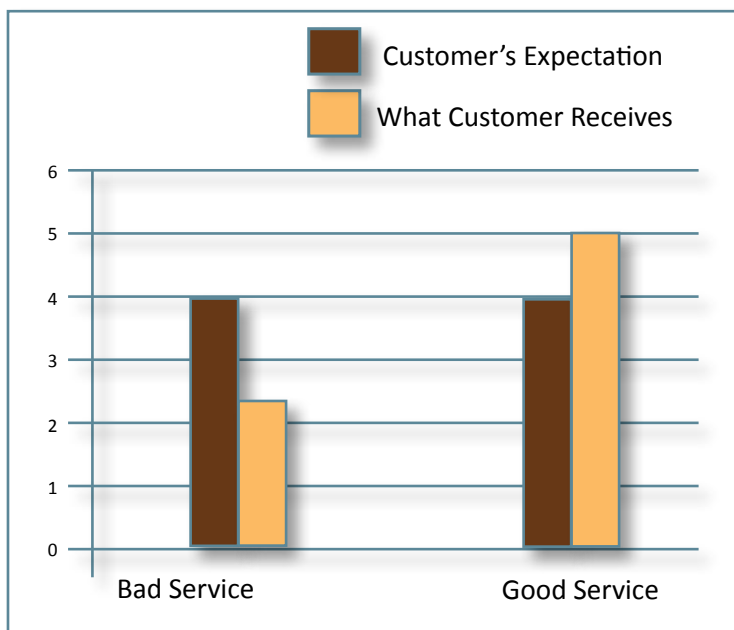
Customer is king. Pleasing the customer is the most important role of a Trainee Associate. In this module, let us learn how to provide excellent service to the customer.



## Bad, Good and Excellent Service

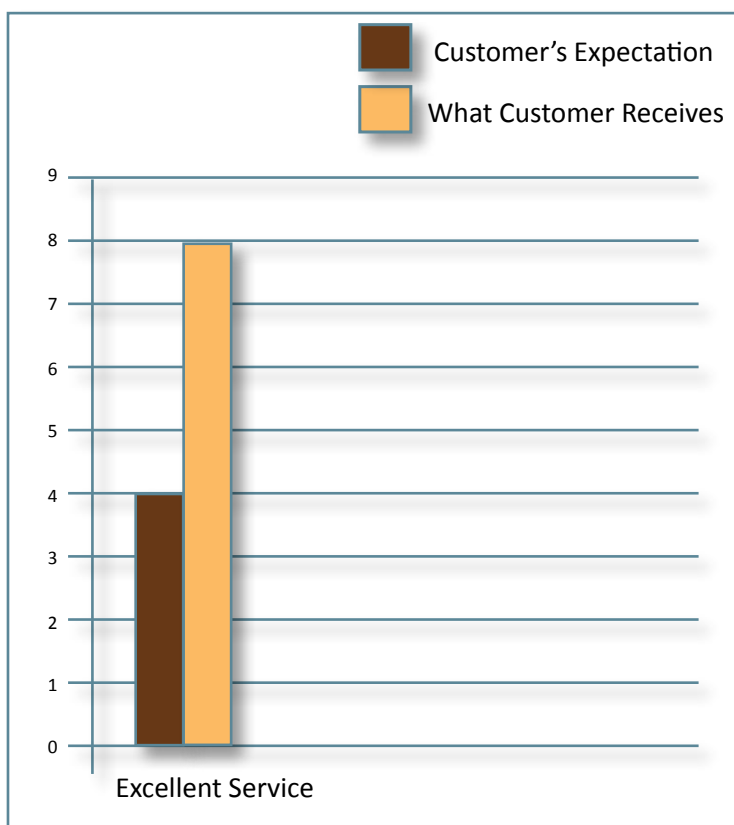
A customer enters a store with certain expectations like a good salesperson to attend to him, good quality product, and good customer handling service. What he/she receives and expects depends on the service of the store.

- ◆ Good service is when the customer thinks the treatment he/she received exceeds his/her expectations. Hence, good service occurs when we give customers a little more than they expect.
- ◆ Bad service is when customer perceives their treatment is less than their expectations.



You must be wondering then what is excellent sale?

Excellent sale is when the salespeople enjoy giving customers little more than what they expect, good service becomes excellent service.





## Features of an Excellent Sale

There are a few tips that you must do to make your sale excellent:

- ◆ Greet the customer.
- ◆ Ask questions to know customer specification.
- ◆ Display relevant merchandise.
- ◆ Have excellent product knowledge.
- ◆ Give suggestions.
- ◆ Try to make added sale.
- ◆ Make extra effort to please the customer.
- ◆ Compliment the customer.
- ◆ Give complimentary goodies.
- ◆ Conclude by asking the customer to visit again.



## Key Learnings

*Summarise your learning here. Write your answers in the space provided.*

1. How will you give excellent service to your customers?

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## Worksheet

1. Read and tick on the correct answer from the following options.

- a. Ramesh is a customer. He enters a store to buy a mixer. The salesperson he approached was busy talking on the phone. Ultimately, when he did come to attend to Ramesh, the Trainee Associate gave very vague answers to whatever Ramesh asked. He was also not sure about the discount on the product. In the end, Ramesh got irritated and went to another store. What kind of service do you think the Trainee Associate provided?

- i. Good Service
- ii. Bad Service
- iii. Excellent Service

- b. Ramesh went into another store. The Trainee Associate here was polite and informed him about all the features of the product. He also showed Ramesh other related products. Ramesh was impressed by the Trainee Associate's performance. What kind of service do you think the Trainee Associate provided?


- i. Good Service
- ii. Bad Service
- iii. Excellent Service

- c. Ramesh went into yet another store. Here the Trainee Associate was very charming. He was not only polite, well informed about the products but also offered other products to Ramesh. He demonstrated the working of the mixer, offered him a discount on the second purchase and also offered Ramesh a cold drink. Ramesh was so happy that he immediately bought the mixer and decided to shop from that store only. What kind of service do you think the Trainee Associate provided?

- i. Good Service
- ii. Bad Service
- iii. Excellent Service





<b>Course 3</b>	<b>Make a Sale - Up Sell</b>
<b>Module 5</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ Up Sell.</li> </ul>

Session Plan	
1	Module Overview
2	What is Make a Sale - Up Sell?
3	How to Up Sell
4	Key Learnings
5	Worksheet



## Module Overview

Every customer will want better or more products or service for less money. This trait of the customer is used during up selling where you present a more value for money product. As a Trainee Associate, it is very important for you to have the ability to up sell as it will lead to more sales and profit for your store. In this module we will learn how to up sell.



## What is Make a Sale - Up Sell?

Up Sell is a sales technique, where the seller directs the customer to a more expensive, upgraded product or service in an attempt to make sale of higher price. The products presented to the customer must be related to the product the customer actually intended to buy. In up sell, we present products which are value for money and has added benefits attached to it. For example: If the customer is buying four individual packets of soup at Rs 75, then directing them towards the saver packet which has 6 packets of soup and cost only Rs 100 is called up selling.

Key features of up selling are:

- ◆ Aim at selling related product or service at a higher price.
- ◆ Beneficial for both customer and retailer.
- ◆ Sell products with additional benefits.
- ◆ Difference between the price of both products is not much.



## How to Up Sell



In the above scenario you saw the Trainee Associate making an up sell. The Trainee Associate showed the customer a product which is not only of higher value but also better quantity and with added benefits. Thus, making a sale of higher price and also benefitting the customer.

Tips for effective up selling:

- ◆ Understand the customer needs
- ◆ Show the customer expensive, upgraded products or products with added benefits. For example, if the customer is looking for biscuits direct them to the money saver packet of 3.
- ◆ Present the benefits of the products in front of the customer.
- ◆ Convince the customer that the product is beneficial for them.
- ◆ Display product knowledge.
- ◆ Present products without much price difference.
- ◆ Always be polite.







## Worksheet

1. Read and tick on the correct answer from the following options.

- a. Which of the following will you call as up selling?
- Selling microwave with air-conditioner
  - Selling a free hair spa with the purchase of shampoo
  - Selling chip packets of 5 instead of 3 for higher value of money
  - All of the above
- b. If the customer is looking for toothpaste which of the following product will you present for up selling?

<p>i.</p> 	<p>ii.</p> 
<p>Conditioner</p>	<p>Toothpaste with Free Toothbrush</p>
<p>iii.</p> 	<p>iv.</p> 
<p>Dental Floss</p>	<p>Tongue Cleaner</p>


- c. If the customer is looking for individual cushion covers which of the following product will you present for up selling?

<p>i.</p> 	<p>ii.</p> 
<p>Bed Sheet</p>	<p>Curtains</p>







<b>Course 3</b>	<b>Make a Sale - Cross Sell</b>
<b>Module 6</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ Cross sell</li> </ul>

Session Plan	
1	Module Overview
2	What is Make a Sale - Cross Sell?
3	How to Cross Sell
4	Key Learnings
5	Worksheet



## Module Overview

As a Trainee Associate one of your roles is cross selling. You must learn the ability to direct existing customers to other products, and convince them to buy. In this module, let us learn about cross selling.



## What is Make a Sale - Cross Sell?

Selling of multiple products to increase sales is an obvious effort of each retailer. One of the strategies retailers follow to sell more is cross sell. Cross selling is providing an existing customer the opportunity to purchase additional goods. It includes offering products, to the customer which complements his/her existing purchase.

For example: If the customer already has bought shirts then direct him towards the ties section where he can find matching ties.

Cross selling is a strategy to increase sale which leads to more profits. Plus, cross selling is also done to satisfy various customer needs by presenting to them a wider range of products. Cross selling enhances the shopping experience of a customer.



## How to Cross Sell

Ma'am, I see you have bought lovely curtains. Are you looking for home decor items?

Yes, I have just bought a house. So, I need these curtains.



In that case, Ma'am, let me suggest to you the new range of bed sheets we have in our store.

Yes, Sure.



I like these bed sheets. How much do they cost?

The full set is for Rs.1500.





In the above scenario you saw Raj, who very intelligently directed the customer towards another product based on the customer's earlier purchase. Not only that, he also convinced her to buy an additional product. This is called cross selling.

Tips for effective cross selling:

- ◆ Understand customer needs.
- ◆ Show them relevant products. For example, if the customer has bought a tennis racket, then show him tennis bag or ball.
- ◆ Give relevant suggestions.
- ◆ Show them the benefit in buying this product. Example: discount on products of the same brand or discount after purchase of certain amount.
- ◆ Display product knowledge.
- ◆ Offer the customer related products in all price ranges.
- ◆ Do not press the customer too hard for buying, it may irritate them.
- ◆ Always be polite.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. Which of the products will you present for cross selling if the customer has bought the following items?

Shoes: \_\_\_\_\_

Trousers: \_\_\_\_\_

Mobile phones: \_\_\_\_\_

Rice: \_\_\_\_\_

2. A customer has bought a mobile phone. Write how you would cross sell and what you will do to convince the customer.

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## Worksheet

1. Read and tick on the correct answer from the following options.

- a. Which of the following will you call cross selling?
- i. Selling ladies belt with purchase of tops
  - ii. Selling a free hair spa with the purchase of shampoo
  - iii. Selling chips packets of 5 instead of 3 for higher a value
  - iv. All of the above

b. If the customer has bought apparels for her wedding. Which of the following products will you present for cross selling?

	<p>i. Luggage bag</p>
	<p>ii. Washing machine</p>
	<p>iii. Bridal sandals</p>
	<p>iv. Bed covers</p>

2. Match the following.

Column A	
a.	Microwave oven
b.	Sarees
c.	Formal suit
d.	Shoes
e.	Ladies trouser
f.	Dinner set
g.	Cricket bat

Column B	
i.	Matching blouse piece
ii.	Ladies belt
iii.	Bowl set
iv.	Sports bag
v.	Set of microwave plates
vi.	Socks
vii.	Tie



## Course 3

## Module 7

## Complaint Handling - Activity



At the end of this module, you will be able to:

- ◆ Handle customer complaints effectively.

## Session Plan

1	Module Overview
2	Complaint Handling - Activity
3	How to Handle Complaints
4	Complaint Management
5	Common Client Complaints
6	Key Learnings
7	Worksheet



## Module Overview

A Trainee Associate often has to face customers who are unhappy with the service and product of the store. As a Trainee Associate you need to attend to these customers. A happy customer will go and tell only three people but an unhappy customer will go and tell 10. Bad words always spread fast. This will lead to loss of store image and good will. Therefore, it is very important that a Trainee Associate handles customer complaint calmly. In this module let us learn how to respond to a customer complaint effectively.



## Complaint Handling - Activity

Complaint handling helps the retailer know about their shortcomings and where to improve its service. Complaints give the retailer another chance to improve the service and another chance with the customer. If complaints are not handled well, dissatisfied customers will switch to rival companies, therefore, you should try to prevent these negative consequences by setting up an efficient complaint management system.



Doing the job right the first time  
+  
Effective complaint handling  
=  
Increased customer satisfaction and brand loyalty

Let us see how to handle complaints.



## How to Handle Complaints

Complaint handling helps the customer

Excuse me, I want to return this shirt. The seam is ripped off.



I'm extremely sorry, Sir. This is a branded shirt. Defects are rarely seen in them.

Look, don't give me excuses about your defective merchandise.



No Sir, absolutely not. I will just arrange for an exchange.



In the conversation between the customer and Aman, a Trainee Associate, you saw how politely Aman was able to handle the customer. Few important points that Aman kept in mind were:

- ◆ Always be polite to the customer.
- ◆ Calm down an angry customer.
- ◆ Hear out the customer complaint.
- ◆ Apologise to the customer for the inconvenience.
- ◆ Never give excuses.
- ◆ Do not make the customer feel unattended.
- ◆ NEVER argue with the customer.
- ◆ Provide exchange or refund according to store policies, in case the customer is unhappy about the merchandise.
- ◆ Convert an unhappy customer into a happy customer.
- ◆ Make effort so that the customer leaves with a smile.



## Complaint Management

Complaint management is effective handling of complaints and using them to improve services. The foremost function of complaint management is restoring customer satisfaction. It deals with matters like:

- ◆ Company's reaction to any complaint – it should readily accept a complaint.
- ◆ Time taken to attend to any customer – it should be fast and effective.
- ◆ Policies for recurring complaints.
- ◆ Feedback from the customers to find out how effectively the complaint has been handled.

A retailer must setup adequate complaint handling channels for easy and speedy complaint handling. For example:

- ◆ Vocal (in person)
- ◆ By telephone (toll-free service numbers, service-hotlines)
- ◆ In writing
- ◆ Electronic (email, feedback forms in the internet, opinion communities on the web, service-fax)

The customer service department must play an effective role in complaint handling. They must:

- ◆ **Focus on the problem:** one needs to prioritise problems and solve the most urgent frustrations and critical problems first.
- ◆ **Find the cause of the problem**
  - Gather enough data to identify the problem and solution
  - Change processes to address problem
  - Training to solve problems
  - Try new approaches and different multiple solutions
  - Communicating with customer during a problem
  - Asking questions and paraphrasing
  - Probing to identify customer problems



## Common Client Complaints

- ◆ **Lies:** Dishonesty or unfairness such as selling unneeded services.
- ◆ **Disrespect:** Retailers who assume customers are stupid or dishonest and treat them harshly or disrespectfully.
- ◆ **Broken Promises:** Service retailers, who do not show up as promised. Careless mistake-prone service.
- ◆ **Powerless Employees:** Who lack authority or desire to solve basic customer problems.
- ◆ **Waiting:** Long queues and waiting in long lines as some checkout counters are closed.
- ◆ **Automatic Service:** Impersonal, emotionless, no-eye-contact, robotic service.
- ◆ **Lack of Information:** Employees who do not bother to communicate with customers; who are anxious to hear how a service problem will be resolved.
- ◆ **Don't Ask Attitude:** Employees who are unwilling to make any extra effort to help a customer, or seem irritated by requests for assistance.
- ◆ **Ignorance:** Clueless employees who do not know (and will not take the time to learn) the answers to customers common questions.
- ◆ **Misplaced Priorities:** Employees who visit each other and conduct personal business while the customer waits. Those who refuse to assist a customer because they are off-duty or on a break.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. How will you handle a customer in the following situations?

i. The customer is unhappy about the merchandise provided.

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ii. The customer is unhappy that nobody is there to attend to him/her.

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iii. The customer is unhappy due to the misbehaviour of a salesperson.

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2. What are the points to remember while handling customer complaints?

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## Worksheet

1. Read the following questions and tick on the correct answer.


- a. The customer is unhappy about the mobile phone he bought just a few days ago. What will you say to the customer while handling this complaint?

**Customer:** I bought this mobile just a few days ago from your store and it has already started giving me problems.

- i. Sir, only a technical person can help you.
  - ii. I do not know; I'm here just to sell.
  - iii. Do not worry sir, the product is still under warranty. I will call our technical person.
  - iv. None of the above.
- b. Radha is really upset with your store service as she was promised immediate installation of the water purifier she bought. What will you say to Radha while handling her complaint?
- i. Ma'am, it is not our fault, the manufacturer has to do the installation.
  - ii. Ma'am, we are extremely sorry I will just check why the installation has been delayed.
  - iii. Ma'am I have no idea why it is not done.
  - iv. None of the above.
- c. Sunil, has come into your store to buy a suit for a meeting but it has been 10 minutes and no one has attended to him so far. He is very angry as he is getting late for his meeting. How will you pacify him?
- i. Look, you are not the only customer in this whole store.
  - ii. I was attending to another customer.
  - iii. Sir, please do not shout.
  - iv. Extremely sorry for the delay, sir.





<b>Course 3</b>	<h1>Make a Sale - Billing</h1>
<b>Module 8</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ Explain the billing procedure</li> <li>◆ Make an Add-on sale.</li> </ul>

Session Plan	
1	Module Overview
2	Billing
3	Process of Billing
4	Key Learnings
5	Worksheet



## Module Overview

Any sale ends only when the billing of the product is done. Therefore, billing is an important part of making a sale. Let us learn in this module the billing process, and how to make an Add-on sale.



## Billing

The end point of any sale is the process of billing. In billing, the customer pays for the merchandise he/she has bought and the cashier gives the customer a bill.

A bill is a document which provides details of the product. The bill lists:

- ◆ Name of the shop
- ◆ Date of purchase
- ◆ Order number
- ◆ Serial number
- ◆ Name of the merchandise
- ◆ Quantity of each merchandise
- ◆ Price of each merchandise
- ◆ Total price
- ◆ Additional details



The bill is an important document for store records. It is also important for the customer to keep track of his purchase. Plus, it also ensures that no part of the sale goes unnoticed.



The process of billing is handled by the cashier. It may not be the primary job of a Trainee Associate but you must know the process, for you can rise in ranks to become a cashier. Therefore, the knowledge of billing will help you in future.



## Process of Billing

The process of billing has many steps. Let us understand them.

### Step 1

Greet the customer.

- ◆ Being in the service industry, it is very important even for the cashier to greet the customer. You must greet the customer according to the time of the day. Example: “Good evening, sir”, “Good morning, madam”.

### Step 2

Collect the products from the customer.

- ◆ Keep the merchandise bought by the customer on the cash counter.

### Step 3

Scan the barcodes.

- ◆ Each product has a barcode attached to it. The barcode shows information about the merchandise to which it is attached, like the price, make and quantity in the store.
- ◆ The barcode helps the computer system to keep a track of any product. For example, if a customer bought a top and the store originally had 5 pieces of that top. Then, after the barcode is scanned the system will automatically update that 4 pieces of tops are remaining in the store and one piece has been sold.
- ◆ After collecting the merchandise from the customer, count them manually. This is necessary, as sometimes, rarely though, the scanner does not read the barcode or it may beep twice. This will lead to an error in the bill. So, it is better that we count the merchandise, to avoid any error.



### Step 4

Ask the customer if they want to pay by cash or card.

- ◆ The customer has various modes through which they can pay. Whether it is cash, credit/debit card or voucher. The cashier must ask the customer the mode of payment. “Sir/ Madam, would you like to pay by cash or card?”
- ◆ If the customer says cash, then take the cash. Count the cash and then place it in the drawer.
- ◆ Customers may sometimes also have vouchers. In that case, take the voucher and subtract the voucher amount from the total billing amount. For example, the billing amount of a customer is ₹ 2,300/- and he gives you a voucher of ₹ 2,000/-. Then you need to charge him only ₹ 300/-.



- ◆ In case the customer wants to pay by card.
  - First, check if the card has a signature on the back side.
  - In case, the card is signed, the next step is to call out the name written on that card. Remember, this is an important step in order to prevent misuse of stolen cards.
  - If the customer who has given the card responds to the name called out by you then he/she is the actual card holder or a relative.
  - In case, the customer does not respond to the call and you have a suspicion. Then, you must ask for an ID proof.

### Step 5

Make an add-on sale.

- ◆ Just before swiping the card try to make an add-on sale.

You must be thinking what an add-on sale is, right?

- ◆ At the cash counter, you have merchandise which is low cost and customers impulsively buy them. For example, if the customer has picked up a party dress, then they will automatically look for matching accessories.
- ◆ The cashier's role is to direct the customer towards these products or present these products to the customer. Remember, the merchandise you present for add-on sale should be of low cost.
- ◆ Meanwhile, remove the tags attached to the merchandise. In the end, swipe the card for payment.

### Step 6

In case of cash, return the balance and in case of card, return the card by acknowledging the customer.

- ◆ In case the customer has paid by cash, return the balance amount, if any, back to the customer. If the customer has paid by card then return the card. While returning the card you must always say, "Your card, sir or madam", so that the customer takes notice when the card is returned.
- ◆ Along with the card give the customer the payment receipt and take his/her signature on it.

### Step 7

Tell the customer about offers and promotions.

- ◆ Next, you must inform the customers about the various promotional schemes and offers that the store is offering.

### Step 8

Hand over the products and the bill.

- ◆ At the end, count the merchandise once again, fold it and place it in a bag. Hand over the bag and the bill to the customer.
- ◆ Thank the customer for shopping and invite him/her to visit again. You can say, "Thank you for shopping. Do visit us again".

**Note:** Always make sure a customer gets a bill against his purchase.

### Step 1:

Greet the customer.

### Step 2:

Take the products from the customer.

**Step 3:**

Count the items and scan barcodes.

**Step 4:**

- ◆ Ask about the payment method. Cash or card?
- ◆ Before swiping the card try and make an add-on sale.

**Step 5:**

Add - on sale.  
Remove tags from merchandise.

**Step 6:**

- ◆ In case of cash, return the balance amount.
- ◆ In case of card, return the card and give the receipt for customer’s signature.

**Step 7:**

Inform the customers about promotional offers.

**Step 8:**

- ◆ Hand over the products and the bill to the customer.
- ◆ Invite the customer to visit the store again.



## Key Learnings

*Summarise your learning here. Write your answers in the space provided.*

<p>1.</p>	<p>Write the steps for billing?</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>
<p>2.</p>	<p>Explain in your own words what the term “Add-on” sale mean.</p> <hr/> <hr/> <hr/> <hr/> <hr/> <hr/>



## Worksheet

1. Tick on the correct answer from the following options.
  - a. Ram wants to make an add-on sale. Which of the following must he do?
    - i. Tell the customer about the offers going on in electronic goods.
    - ii. Direct the customer towards the apparel section.
    - iii. Show the customer attractive mobile covers.
    - iv. None of the above
  
  - b. Suresh is at the cash counter. His customer has given him the card to swipe for payment. The card is neither signed nor is the customer responding to the name on the card. What should Suresh do?
    - i. Tell the manager
    - ii. Go ahead with the payment
    - iii. Ask the customer for cash instead
    - iv. Ask for an ID proof
  
  - c. What is the function of a barcode?
    - i. Beautification of the merchandise
    - ii. Prevention of shoplifting
    - iii. To track the merchandise
    - iv. All of the above



## Notes

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## Course 4 – How to Manage a Store

Sr. No.	Module Name
1	How is my store organised?
2	Visual Merchandising - Part I
3	Visual Merchandising - Part II
4	Basics of Merchandising
5	Cleaning Procedure and Safety Equipment
6	Lifting
7	Retail Equipment
8	Labelling
9	Security

### Course Overview

This course is all about merchandise. From where it is procured, where it goes, how and when it is procured? Also, how it is arranged in a store rather how we should arrange it in order to attract more customers. This course will help you develop the ability to visually present the merchandise; and maintain the visual display of your store.

### Course Objectives

At the end of this course, you will be able to:

- ◆ Explain the merchandising process.
- ◆ Maintain the visual merchandise of your store.
- ◆ Recognise the different layout a store has.



## Course 4

## Module 1

## How is my Store Organised?



At the end of this module, you will be able to:

- ◆ List the component of a store plan or layout
- ◆ Identify the different types of circulation plan.

## Session Plan

1	Module Overview
2	What is a Store Layout?
3	Importance of a Store Layout
4	Types of Circulation Plans
5	Key Learnings
6	Worksheet



## Module Overview

As a customer, you must have visited different stores. What is the first thing that you observe? Yes, it is the placement of the products. In some stores, the products are placed in a circular walking aisle, whereas in others it is displayed along a straight line. Some stores have the trial room right at the back whereas in some, it is right in front.

In this module, let us learn about the different layouts that stores can have and the types of circulation plan.



## What is a Store Layout?

Store layout means the design of the store. The layout of the store will decide where the products are displayed, the area for storage or the walking space for the customer. A well-planned retail store layout allows the store to display all their products to the customer. Ideally, a store layout must guide the customer to easily buy the product/s they want. The design of the store should be visually appealing such that it tempts the customer to buy more and come back again. This helps the retailer to maximise their sales.





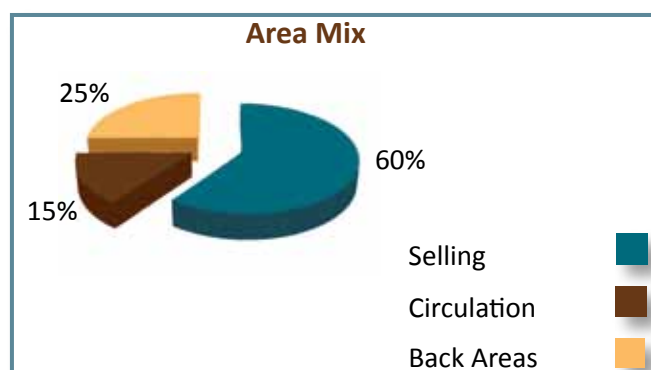
## Importance of a Store Layout

Store layout contributes to how the customer perceives your store. This is known as store image. The store image will help us get customers into the store. These customers can then later be converted into buyers.

Basically, a store is divided into three major areas:

- ◆ **Selling area:** where actual selling processes take place.
- ◆ **Back area:** where the sales supporting departments are located. For example: trial rooms, storage areas.
- ◆ **Circulation area:** are aisles for the customer or staff to move around.

Together these areas in a store are called area mix. The area mix of a store is as shown in the graph.



In a store, the selling area, the back area or the circulation area may not be together but scattered throughout the store. Where is the merchandise placed, how much space is given for racks, hangers, displays? How much space is provided for circulation? Where is the storing area, trial rooms, etc. All these questions are answered by space allocation. Space allocation is giving space to the different merchandise, a rack or the whole department. Thus space allocation decides where you will find what.

The criteria kept in mind for store allocation is:

- ◆ Profitability of the merchandise
- ◆ Customer buying considerations:
  - Impulse product in the front area
  - Staple products at the back of the store

According to space allocation of different areas, the layout of the store is decided. This internal arrangement of selling and sales supporting area is called floor layout or floor plan.

In a floor plan the arrangement of the merchandise and the circulation area leads to the formation of different circulation plans. Let's learn about the different circulation plans.



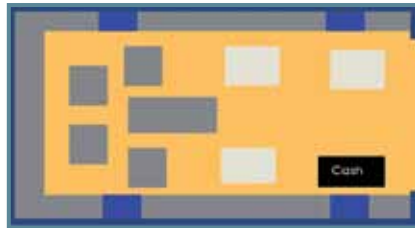
## Types of Circulation Plans

Circulation means flow. So, the circulation plan of a store determines the area in which the customer will walk through in a store. The circulation area of a store comprises nothing but aisles. The different layout of the aisles determines the circulation plan.

The different circulation plans are:

### 1. Free Flow Circulation

In the free flow layout the merchandise is arranged in clusters. There is no fixed position for keeping the merchandise. The customer is free to wander.



#### Advantages

- ◆ Allows more scope to wander freely
- ◆ Increases the visibility of each item
- ◆ Leads to impulsive buying

#### Disadvantages

- ◆ Increases the chance of shoplifting
- ◆ Increases confusion as the customer may miss some sections
- ◆ Wastage of floor space

### 2. Grid Circulation

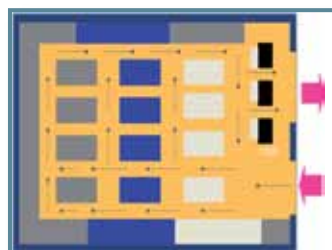
In a grid layout the aisle for walking and fixtures or racks for keeping the merchandise are at right angles to each other. Merchandise is displayed in straight, parallel lines. The racks are kept in a repetitive manner parallel to each other.

#### Advantages

- ◆ It is cost effective as there is more space utilisation
- ◆ Regular customers know where to find the products.

#### Disadvantages

- ◆ It has a plain and uninteresting decor.
- ◆ Limited browsing, you cannot browse the other sections.



### 3. Racetrack/ Loop Circulation

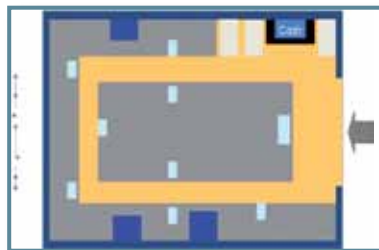
It is used in wider and larger stores. The customer will reach the same point from where he started after going around the store.

#### Advantages

- ◆ Regular customers know where to find the products.

#### Disadvantages

- ◆ It has a plain and uninteresting decor.
- ◆ There is limited visibility of merchandise.



### 4. Herringbone Circulation

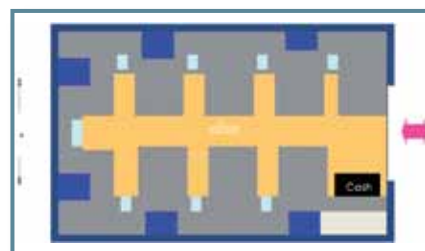
In herringbone circulation there is a straight main aisle. The main aisle divides into many secondary aisles. All the secondary aisles are at right angles to the main aisle.

#### Advantages

- ◆ Allows browsing and free movement .
- ◆ Added visual effect.
- ◆ Effective usage of space.

#### Disadvantages

- ◆ Increase in shoplifting.



### 5. Spine Circulation

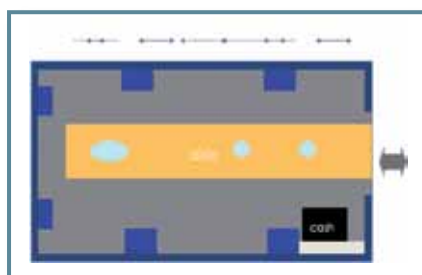
In spine circulation there is one circulation aisle in a straight line. It is used in small stores.

#### Advantages

- ◆ Very good scope for the Trainee Associate at the counter to interact with the customer
- ◆ Effective use of space, especially in small stores
- ◆ It is cost effective

#### Disadvantages

- ◆ It looks plain and uninteresting.





## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. What is store planning?

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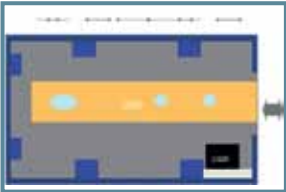
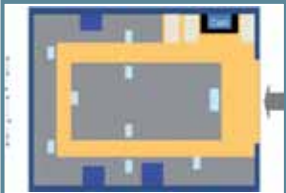

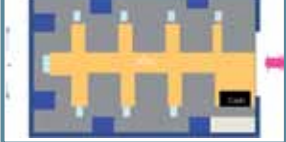


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2. Recognise each layout and write the advantages and disadvantages of that particular layout.

Layout	Name and Description	Advantages	Disadvantages
			
			
			
			

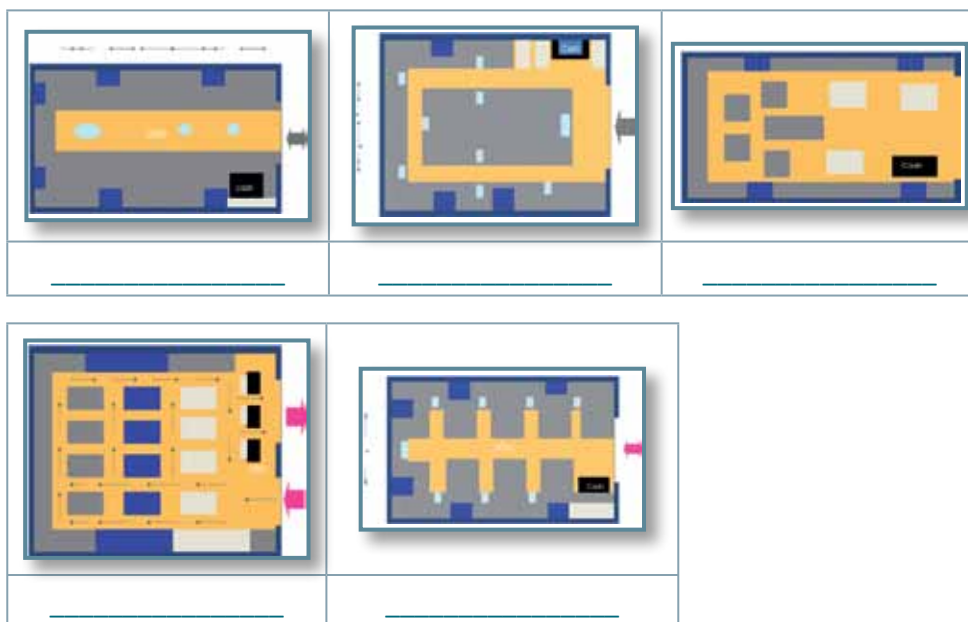


## Worksheet

1. Read the question and tick on the correct answer from the following options.

- a. Raju is walking through a store. He started from the perfume section. He took one full round of the store and ended up in the same perfume section. Which layout does the store have?
- Herringbone
  - Racetrack
  - Plain
  - Spine
- b. John is walking in a store, where all the merchandise is kept in parallel rows, and one single large aisle breaks down in to small aisle. Which circulation plan does the store have?
- Spine
  - Herringbone
  - Plain
  - Grid

2. Identify the different circulation plan and write their name in the space provided.







## Course 4

## Module 2

## Visual Merchandising - Part I



At the end of this module, you will be able to:

- ◆ Maintain the merchandise in your section.

## Session Plan

1	Module Overview
2	Visual Merchandising
3	Window Display
4	Basics of Window Display
5	Display inside store
6	Basics of Merchandise Presentation
7	Visual Communication
8	Key Learnings
9	Worksheet



## Module Overview

Presenting the merchandise in an attractive manner is very necessary as your visual presentation helps in bringing customer into the store. Once in the store you can convert these customers into buyers. Presenting the merchandise effectively, and in an eye catching manner is known as visual merchandising. In this module, we will learn more about visual merchandising.



## Visual Merchandising



Take a look at the two images in the previous page.

In the first picture, you see a mandi with vegetables and fruits lying on the floor, unhygienic and cluttered. Whereas in the second picture you can see a store with racks to keep fruits and vegetables.



The fruits and vegetables are kept in different sections and is visually more appealing.

Between the two, which place will you choose if you had to go and shop for vegetables?

The second one, right? Yes, most of you would choose the second one as it is visually more appealing.

**Presenting the merchandise in an effective way to encourage buying is known as visual merchandising.**

Retailers use visual merchandising to promote the motto – We show in order to sell.

Visual merchandising is done to:

- ◆ Hold the attention of the customer.
- ◆ Interest the customer with the products.
- ◆ Trigger the desire of the customer to buy.
- ◆ Build the conviction of quality products and service in the customer.
- ◆ Lead to a sale.

Visual merchandising is not only to increase the visibility of all the products that the store offers in an eye catching manner. It also includes spreading of information, promotion, creating awareness about various products and offers.



## Window Display

You must have seen stores displaying mannequins in attractive clothes and accessories. You must have often marveled at the clothes the mannequin is wearing. Also, you must have been tempted to buy the same merchandise. This display outside the store to attract customers is known as window display.

In this competitive world of retail business, each store tries to be a step ahead in attracting the customers; with only three to eight seconds to hold the customers attention, create desire and bring them into the store. Therefore, window display is used as a tool to attract customers into the store. Window displays always present the latest trends and eye catching merchandise so that the customer gets attracted and enters the store. Window displays are like the store's visiting cards. It tells the customer what the store is all about and what it can offer. These customers, then with good service and products, can be converted into buyers.

Window displays are of two types:

1. Institutional Display: It includes presenting the latest trends on the window display to attract customers.
2. Promotional display: It includes posters with 30% off or Sale.

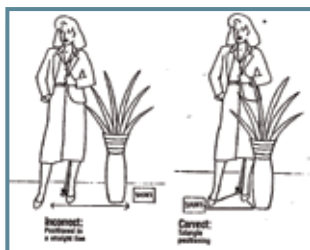




## Basics of Window Display

Few basic principles you must remember while doing visual merchandising are:

- ◆ When selecting merchandise for display it must have sales appeal, must be appropriate for the season.
- ◆ Make it colourful, bold and attractive.
- ◆ Do not place many things on the window. This will not allow the customer to focus and he may miss out something.
- ◆ Tools used in window displays are mannequins, shelves and props like colourful backgrounds and posters.



- ◆ Position the mannequin and the props in a triangular manner rather than in a straight line.

- ◆ An upright triangle can be used effectively for setting up a group of mannequins.
- ◆ The triangle is a highest point of the group of mannequins in the center.



## Display: Inside Store

Inside the store there are various areas to display the merchandise. The main motive of the displays inside the stores is to present all the merchandise that the store offers to a customer. The display should be done in such a way that the customer does not miss any merchandise.

A merchandise presentation is important to:

- ◆ Emphasise on full range of assortments
- ◆ Create a visual impact
- ◆ Facilitate trading to higher quality or higher priced items
- ◆ Facilitate related item selling
- ◆ Achieve a comfortable atmosphere
- ◆ Achieve space productivity

Merchandise presentation is done in many ways. The different ways to display the merchandise are:

◆ **Idea Oriented Presentation:**

- A method of presenting merchandise based on a specific idea or the image of the store.
- The idea is to encourage complementary purchases.
- You can also use various themes for display like Diwali, Christmas or Retro, for that matter.



◆ **Style/Item Presentation:**

- Organisation of merchandise by style or item type.
- Within a certain area, merchandise is also organised by style, type or size.



◆ **Price Lining:**

- Organising merchandise according to their price
- Retailers offer a limited number of predetermined products of the same price, products with same price are placed together.

Example: Giants, Big bazaar, 9 to 99 dollar shop

The merchandise is displayed at different places inside the store. The display of merchandise also depends on the type of merchandise. Merchandise is divided into three types:

- ◆ **Staple merchandise:** These are the merchandise that are always in demand; example, formal shirts, groceries.
- ◆ **Convenience merchandise:** These include products which are in demand and are conveniently placed so that the customers do not have to look for them, for example, denims, shirts.
- ◆ **Impulse merchandise:** These include products which the customer does not intend to buy when they come into the store but get tempted and end up buying them. They are mostly less expensive; example, chocolate displayed near the cash counters.

Different tools and areas are used to display the merchandise. Few of the display area are:

### 1. Bulk of Stock Area:

- ◆ This is the area where the total assortment of merchandise is displayed.

The tools used for display are:

- ◆ **Shelves and racks:** They are used to stack or place the merchandise. Merchandise like groceries, apparel, utensils, jewellery, shoes are displayed using shelves and racks. They are majorly used to display staple and convenient merchandise.



- ◆ **Fixtures and hangers:** They are used when you want to display the full merchandises. They are mostly used both for convenient and impulse merchandise. So that the customer can easily locate it.
- ◆ **Freely fixed mannequins:** These are used to display eye catching merchandise outside the section to attract customers into your section.

### 2. Walls:

- ◆ Due to limited space, walls can be creatively used for display and storage.
- ◆ Displays high on a wall allow visualisation from a distance.
- ◆ It also allows a break in the usual display.



### 3. Near Cash Counter:

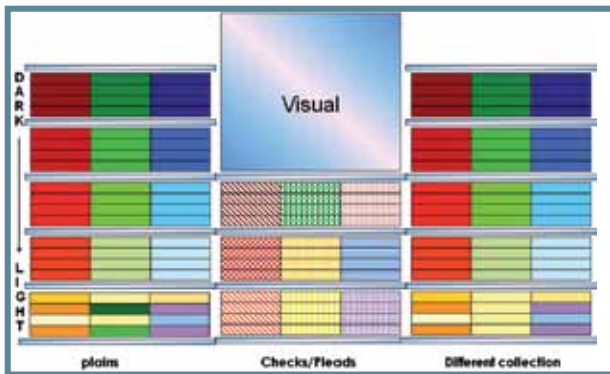
- ◆ It mostly includes impulse merchandise, which the customer gets tempted to buy.
- ◆ Small racks or dump bins are used to display the merchandise.
- ◆ Dump bins are also used to display discounted items.



## Basics of Merchandise Presentation

Merchandise presentation is the way you display your merchandise. Some principles of effective merchandise display are:

- ◆ Place the best of the range on hot spot or a fixture.
- ◆ Maintain the height of the shelves for maximum visibility.
- ◆ Present merchandise vertically.
- ◆ Place complementary items near each other.
- ◆ Place complementary colours near each other.



- ◆ Place from darker colour to lighter colour vertically.
- ◆ This is done as a human eye scans the products from top to bottom and left to right. Therefore, the merchandise is arranged in such a way that the customer does not miss anything.

- ◆ While displaying any merchandise on the hanger, place the smaller size in front and bigger size in the end.
- ◆ Avoid a lot of visuals and open displays.
- ◆ Creating a break within the merchandise is very important.





## Visual Communication

Visual communications comprise graphics and signs in a store, which help boost sales by providing information on products, suggesting items or special schemes.

Following are the types of visual signages that are used :

- ◆ Name, logo, brand identity



- ◆ Product information signage

- ◆ Directional and functional



- ◆ Category signage

- ◆ Point of sale signage
- ◆ Life style graphics



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. Explain the importance of visual merchandising.

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2. What is widow display and the different basic principles to follow when using a window to display merchandise?

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3. Explain the areas and tools used to display merchandise inside a store.

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4. List the different types of signages?

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## Worksheet

1. Read the following questions and tick on the correct answers.

a. Which of the following store has displayed its merchandise effectively?

i.



ii.



iii.



iv.



b. Your store is offering the new winter collection. Which of the following merchandise will you display on the mannequin?

i. Dress



ii. Coat



iii. Canvas shoes



iv. Shorts







## Course 4

## Module 3

## Visual Merchandising - Part II



At the end of this module, you will be able to:

- ◆ explain the importance of using lighting effectively;
- ◆ describe the ways to dress mannequins, busts and other props;
- ◆ describe the way to dismantle display areas;
- ◆ explain the ways to clean and maintain display areas.

## Session Plan

1	Session Overview
2	Using Lighting Effectively
3	Dressing Techniques for Different Types of Merchandise
4	Dressing Mannequins, Bust and Other Props
5	Dismantling Displays
6	Cleaning Display Areas
7	Key Learnings
8	Worksheet



## Session Overview

As a customer, when you last went shopping, what drew you into a particular store? Was it merely the products the store sold or was it also the shopping experience the store promised to offer? Today, customers are moving from shopping being a simple transaction between the retailer and the customer to having a complete shopping experience. What differentiates the stores of today to those of the past is the atmosphere that the stores try to create to let the shopper have a great shopping experience that will make them come back to the store. As a trainee associate, it is important that you understand how the effective use of different design elements will help create that perfect atmosphere.



## Using Lighting Effectively

Every colour we see is because of light. When light reflects on an object, it reflects the colours that we see. The type of light, daylight or artificial, also affects the colours we see. Sometimes, the colours from one object reflect on to another object due to lighting that changes the hue of the object. For example, a bright red carpet placed under a white wall might make the wall take a light hue of pink because the red colour of the carpet gets reflected on the wall. Therefore, lighting of a store plays a key role in highlighting products, hiding unattractive elements, diverting attention to the product, creating a mood and emphasising the impact of the store.

While lighting does create the right atmosphere, it should not take away the attention from the product. For example, at a clothes store, the lighting should be such that the colour of the fabric looks like it would in natural light.

The lighting used on the merchandise is important. When selected and focussed correctly, it enhances and highlights the key features of the product making it look most attractive or it directs the consumers to that particular area of the store that the retailer wants to highlight, by intentional play of lights.

There are two basic types of lighting: the American style of lighting and the European style of lighting. The American style of lighting is accent lighting with soft lights focussing on the merchandise giving a homely feel. The European style of lighting is bright, minimalistic and stark. Both these lightings are used in different ways to create a desired mood for a store.



**American Lighting**



**European Lighting**

Lighting not only highlights features in a store but it also downplays unappealing features. Areas that are unattractive are concealed by giving them minimum lighting and contrasting those areas that the retailer wants to highlight with bright lighting. This automatically diverts the customers eyes towards the area which the retailer wants to highlight.



## Dressing Techniques for Different Types of Merchandise

In a store, there are various types of presentation techniques that are used for different types of merchandise or different display techniques for the same merchandise. Let us look at the various techniques:

1. **Idea Oriented Presentation:** In this presentation technique, various merchandise are put together to show what the merchandise will look like when used. Almost all apparel stores use this technique where a mannequin is completely dressed up in a shirt, pant, shoes, socks, belts and any other accessory to showcase how the shirt will look once it is worn. Almost all furniture stores use this technique too. They create mock up rooms and place the furniture and other accents to show the customer how the room will look once the piece of furniture is placed in a room.



**Idea Oriented Presentation**



**All the varieties of juices are displayed together**

2. **Style/Item Presentation:** In this form of presentation, the products stocked together are of the same category. For example, in a supermarket you will find the various brands of rice stored in the same area. This helps shoppers easily identify the product they need and they get to see the entire range of products available, together, helping the consumer make an informed decision.

3. **Colour Presentation:** The item's colour is used to create colour blocks. This is most commonly found in apparel stores and in furnishing stores.



**Sample of Colour Presentation**



**The products are segregated by size in this image. Similarly, they are separated by price too.**

4. **Price Lining:** As the name suggests, the products are placed as per their price. The products within a particular price range are clubbed together. For example, at a shoe store all the shoes priced at Rs. 500 are placed together in one group, Rs. 750 in another group and so on.

5. **Vertical Merchandising:** This is the most common way of presenting merchandise. In almost all grocery stores and supermarkets, products are strategically placed on columns of shelves.



**Typical grocery display at a supermarket is done using Vertical Merchandising**



**Large quantities of soft drink packs at lucrative prices**

6. **Tonnage Merchandising:** This form of merchandising works on the principle that large quantities of the same product placed together will attract the customer to buy that product. In many supermarkets you might have noticed a table placed in the store with a pyramid of cans of the same item. That is Tonnage Merchandising.

7. **Frontal Presentation:** Due to space constraint and the retailer's need to place as many products as possible in a given space, many a times products are stacked up in the most efficient way possible. For example, a detergent box might be stacked up sideways on the shelves of the supermarket to save space. So retailers place the first row of boxes facing the customer to attract the customer to the product while maximising the storage space on the shelf.



**Typical example of frontal merchandising**



## Dressing Mannequins, Bust and Other Props

When putting together a store display, there are a few basic principles you should keep in mind as a trainee associate. All garments and fabrics to be used in the display must be clean and ironed. Tags should be removed and placed in places which are not prominent. Shoes should be polished; all metallic objects should be polished with the appropriate polishing agents. Glass objects should be kept clean as well.

Most commonly sold garments are displayed on mannequins. As a trainee associate, it is important for you to know how to use and display merchandise on mannequins.



**A woman dressing a mannequin with its arms removed**

Mannequins are like life size dolls. They are usually made of plastic or fibreglass and are not very heavy so that they can be moved around with ease. Dressing mannequins is fairly simple. Most mannequins of adult size come with removable arms, legs and torso. This makes it easier to dress a mannequin. For example, making a mannequin wear trousers becomes easy because the legs can be easily slipped in the trouser individually and then attached to the torso.

In a child mannequin, only the arms are removable. This is because a mannequin of that size can be easily dressed without detaching the other body parts.



## Dismantling Displays

Dismantling displays safely is important to know for a trainee associate. The most important thing a trainee associate should keep in mind is not to damage the product when removing it from the display. While dismantling a display, the products should be first removed and returned to the appropriate place.

Many elements form a display, namely: the background or the back wall, the decals, the decorations, the product and display units such as shelves, mannequins etc. A trainee associate needs to ensure that each of these elements is labelled before they are stored in the storage area.

Labelling of the various props and design elements is important for future use and to keep a record of what is in the store room, what is in use and where is it being currently used.

While dismantling a display, it is important to keep in mind the company's health and safety regulations. It is also imperative to ensure that all the material that is being removed for storage is appropriately packed and stored in the storage area to prevent damage.

The merchandise that is on display should be returned to the department it belongs to by following the company procedures. This will ensure that the merchandise reaches the concerned person and there will also be a record of the movement of the merchandise.

When a display is dismantled, there are many items used in the display that are to be disposed. Every company has specific policy for waste disposal and as a trainee associate you need to be aware of those policies. It is also important to keep a record of what has been disposed.

Before storing display components, assess the amount of space the components will require and make space for them before moving them out of the display area to avoid potential damage to the products.

Keep the records of display elements up to date and report any damage or loss as per the company norm.



## Cleaning Display Areas

The cleanliness of a display area is important, both before a new display is set up and when a display is being taken down. Display sites are normally at various focal points in a store so leaving a messy display site affects the store's image. Display items that are not cleaned or left on the store floor could be hazardous. Therefore, it is essential for the trainee associate to clean a display site once a display has been dismantled.

Every organization has defined cleaning materials and equipment that they source for their company. These materials are meant to be safe and the usage instructions are given on the products.

Different displays require different types of cleaning based on the material used to create that display. For example, wooden shelves require special polishes or wax to clean and spruce the surface. Similarly, glass requires different cleaning liquids and fabrics to keep it clean.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. Why is effective lighting in a store important?

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2. State and describe the two basic types of lighting.

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3. Which presentation style will give the customers an idea of how a piece of furniture will appear after it is combined with the other units?

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## Worksheet

1. Answer the following questions by ticking the correct option(s).

a. Which form of presentation has all the products of the same category stocked together?

i. Idea oriented presentation	<input type="checkbox"/>
ii. Style/Item presentation	<input type="checkbox"/>
iii. Colour presentation	<input type="checkbox"/>
iv. Vertical merchandising	<input type="checkbox"/>

b. Which form of presentation has the products placed as per their price?

i. Vertical merchandising	<input type="checkbox"/>
ii. Idea oriented presentation	<input type="checkbox"/>
iii. Style/Item presentation	<input type="checkbox"/>
iv. Price lining	<input type="checkbox"/>

c. What is the underlying principle for tonnage merchandising?


i. Large quantities of the same product placed together will attract the customer	<input type="checkbox"/>
ii. Buying in bulk reduces transportation costs	<input type="checkbox"/>
iii. Large quantities of the same product placed together will discourage the customer from buying it	<input type="checkbox"/>
iv. Large quantities of the same product placed together will affect the lighting	<input type="checkbox"/>

d. Which of the following sentences are true?

i. All garments and fabrics to be used in the display must be clean and ironed.	<input type="checkbox"/>
ii. Tags should be displayed prominently on all garments.	<input type="checkbox"/>
iii. Shoes meant for display should be polished.	<input type="checkbox"/>
iv. Glass objects should be cleaned.	<input type="checkbox"/>





<b>Course 4</b>	<h1>Basics of Merchandising</h1>
<b>Module 4</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ Describe the process of procuring merchandise</li> <li>◆ Define various merchandising related terms.</li> </ul>

Session Plan	
1	Module Overview
2	Merchandising
3	How a Merchandising Department Works
4	Other Merchandising Activities
5	Merchandising Dictionary
6	Key Learnings
7	Worksheet



## Module Overview

In any store, we see so many products or merchandise as we call them. Ever wondered where all these merchandise come from? In this module on “Basics of Merchandising”, let us learn the process to procure merchandise.



## Merchandising

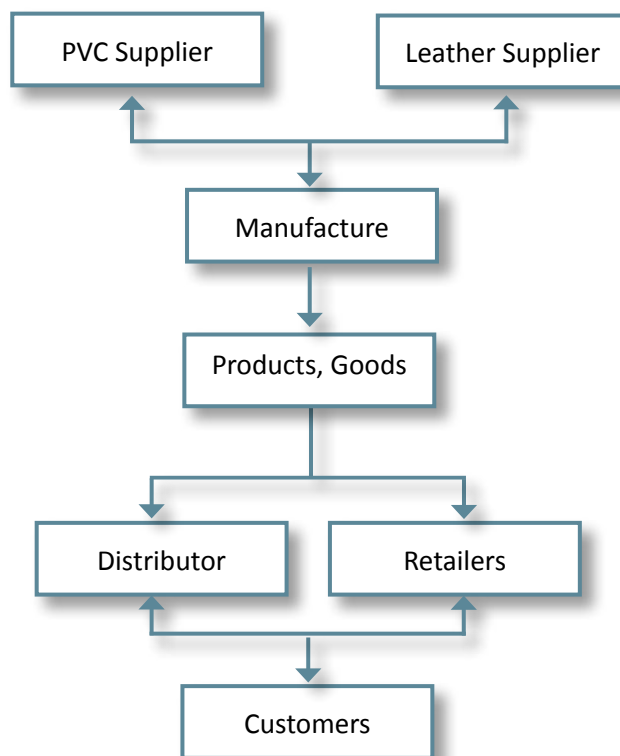
Before we understand merchandising, read this small story.

**Haridas** is a **shoemaker**. He lived in a small village near Kolkata. He used to go to jootahat daily to sell his shoes. He used to get leather and thread from the suppliers at the local market. Haridas was poor and his business was also not doing well. Also, the loan taken from leather suppliers was increasing day by day.

Sarpanch chacha, the head of the village came and told him about Keshav bhai. Keshav bhai is a distributor who collects shoes from different shoemakers and sells it to various stores in India.

Haridas approached Keshav bhai who agreed to buy shoes from him. He started getting constant orders from Keshav bhai. His business is growing, and shoes made by him have reached various shops across India.

In the story, you saw how merchandise from a manufacturer reaches the stores and from there the merchandise reaches the customers. The process starts when customers demand for merchandise to a retailer (stores). To satisfy the needs of his customer, the retailer goes to a distributor (Keshav bhai), who in turn goes to a manufacturer (Haridas) to get merchandise. The manufacturer also receives his raw material from suppliers (leather supplier). This process of procuring merchandise by the stores from manufacturers is known as merchandising.



The above chain is also referred as supply chain.

Every retail store has a department called merchandising department. This merchandising team on behalf of the retailer carry out many functions. Merchandising department is mainly responsible for the 5R's:

- ◆ **Right merchandise:** procure merchandise which has demand.
- ◆ **Right time:** procure merchandise at the right time and not when the trend for that merchandise dies.
- ◆ **Right price:** procure best quality product at lowest price possible.
- ◆ **Right quantity:** order right quantity so that the retailer neither has excess nor less number of merchandise.
- ◆ **Right quality:** procure the best quality products to ensure constant demand from customers.

The merchandising department also handles activities like:

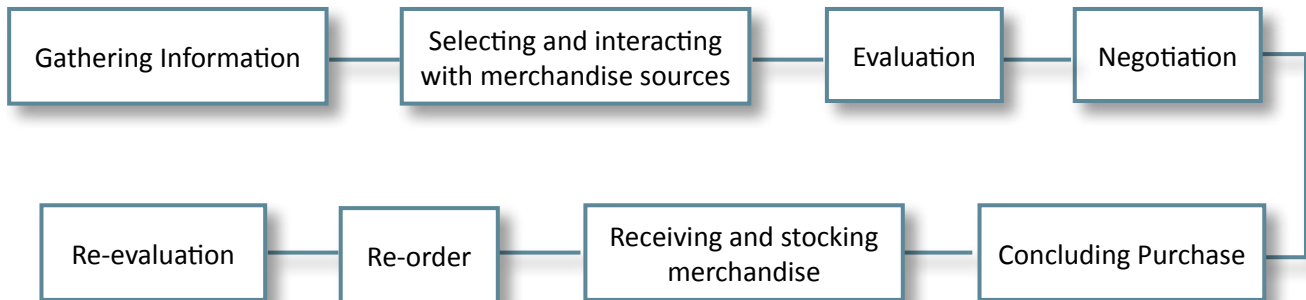
- ◆ Merchandise planning
- ◆ Inventory management

Let us discuss the working of merchandising department in detail.



## How a Merchandising Department Works

The major job of a merchandising department is to procure merchandise. There are many activities that need to be done in order to procure merchandise. These activities are:



- ◆ **Gathering information:** As the name suggests, gathering information is collecting data about:
  - **Customer's need:** It is very important for a retailer to satisfy his/her customer's need. Thus, it is necessary for a retailer to have information about his/her customer's need. A retailer has many questions like: "Who is my customer?", "Which products are in trend?" and "What price range do they prefer?". These questions are answered using information gathering means like customer surveys, previous year sales record, and feedback of salesperson on the floor as they are the ones who interact with the customers, or conduct web-based survey.
  - **Distributors:** A retailer must have information of various distributors who provide quality products at reasonable prices.
- ◆ **Selecting and interacting with merchandise sources:** To procure merchandise the retailer must approach distributors who can provide merchandise for the store. These distributors in turn buy merchandise from various manufacturers.

A retailer can use their own company owned manufacturing facility, for example, Raymond. They can also use external regular distributors or a new distributor. He can, in fact, use all three sources at the same time.

While choosing a distributor, the retailer has to look at many aspects such as:

- **Reliability:** Will the distributor give good quality merchandise?
  - **Price quality:** Which distributor will provide the best merchandise at the lowest price?
  - **Order processing time:** How fast can he/she deliver the products?
  - **Guarantee:** Will the distributor take responsibility if there is anything wrong with the product?
  - **Credit:** What credit terms and conditions will the supplier work with?
  - **Functions provided:** Will the supplier undertake shipping, storing, tagging?
  - **Risk:** How much risk is involved in dealing with the supplier?
- ◆ **Evaluation:** The retailer needs to check the merchandise he/she intends to buy.

Following are few methods which a retailer uses to check the merchandise.

- **Inspection:** Every single unit purchased is examined before purchase and after delivery. Examples: jewellery, art.

- **Sampling:** Items which are bought in large quantities, and are breakable, perishable or expensive items are sampled for quality and condition. In sampling only a fixed number from the whole quantity is checked. If the sampled units are in good condition, the entire shipment is bought.
- **Description:** When standardised non-breakable, non-perishable items are bought, items are ordered in quantity relying on a verbal/written or pictorial description. Items are not inspected or sampled. For example: paper clips, note pads, pencils.
- ◆ **Negotiation:** Once the merchandise is chosen and evaluated, negotiations for the price of the merchandise are done, terms and conditions are discussed and a formal contract is formed.

The points that are negotiated are:

- Delivery date
- Price
- Quantity purchased
- Payment arrangements
- Discounts (on volume or early payments)
- Credit terms
- Transportation and handling charges (who bears it?)
- What promotions will the supplier do?
- Means of delivery (air, truck, rail or water?)
- ◆ **Concluding purchase:** The following activities must be completed in order to conclude a purchase;
  - Place orders with the distributors.
  - Purchases must be added to the store's book inventory.
  - Multi-unit retailer may require approvals for purchases from management.
  - Store must be informed when to expect merchandise.
- ◆ **Receiving and stocking merchandise:**
  - A retailer needs to physically receive goods.
  - Check and inspect merchandise.
  - Store the goods.
  - Check and pay invoices.
  - Set up merchandise displays.
  - Decide what quantity to transfer to the floor, and which stores.
  - Arrange for delivery and pick up.
  - Process returns and damaged goods.
- ◆ **Re-ordering:** If a retailer purchases an item and needs more of it, reordering is necessary. Order and delivery time must be planned, so that the items will arrive at the stores at the correct time. It means a retailer needs to keep track of the rate at which merchandise is being sold and reorders accordingly. This will avoid "out of stock" situations in the store.
- ◆ **Re-evaluation:** The new merchandise must again be evaluated. Appropriate action must be taken to make this merchandising cycle more efficient and effective.



## Other Merchandising Activities

The other activities of merchandising team include:

- ◆ **Merchandising planning:**
  - Forecasting sales: predicting which products will sell more, accordingly buy that merchandise.
  - Planning assortment and mix of merchandise: deciding which products to buy.
  - Planning for national brands (from manufacturers) and private label brands (the retailer's own brands).
  - Planning the timing: of reorder and receipt of stocks.
  - Allocation of items: between stores, stock points and warehouse.
- ◆ **Inventory management:**
  - Inventory management means that a retailer has just the appropriate number of products.
  - Retailer will always want extra stocks and never lose a sale due to a "no stock" position. At the same time, the retailer should not be "stuck" with slow or non-moving items. So, the balancing act between the two is necessary and this process is called inventory management.
  - Inventory status must be analysed regularly to check the success of inventory management.



## Merchandising Dictionary

There are certain words you should keep in mind in order to understand the store conditions better.

- ◆ **Assortment:** Merchandise carried by the retailer in his/her store. Example: shirts, trousers, electronics.
- ◆ **Book stock:** It is the total cost of inventory carried by the store at a given time. This is calculated by recording purchases and adding them to the existing inventory value; sales are subtracted to arrive at the current inventory.

$$\text{Book stock} = \text{Current Inventory Value (Book Stock)} = (\text{Cost of new purchase} + \text{Cost of existing products}) - \text{Sales}$$

- ◆ **Category management:** It focuses on product category results rather than the performance of individual brands or models. Example; it will consider the performance of the menswear category rather than the performance of Louis Philippe as a brand.
- ◆ **Consignment purchase:** Items are not paid for by the retailer until sold. The retailer can return unsold merchandise.
- ◆ **Cross merchandising:** A retailer gives complementary goods and services so that shoppers are encouraged to buy more. For example; free footwear or handbags along with apparel.
- ◆ **Depth of assortment:** Under one product or category how many sub products the company provides. For example: menswear will have formal wear, sports wear, casual wear, ethnic wear.

- ◆ **Electronic data interchange:** This allows retailers and distributors to regularly exchange information through computers with regard to number of merchandise left, delivery schedules, sales.
- ◆ **Net profit margin:** It is equal to net profit/net sales.
- ◆ **Order lead time:** Time from when an order is placed by a retailer to the date the merchandise is ready for sale. Example; if the retailer has placed an order today and it takes 10 days for the order to reach, then the lead time of the order will be 10 days.
- ◆ **Physical inventory system:** Actual counting of merchandise
- ◆ **Plano gram:** Visual/graphical representation of space for selling, merchandise, customers and staff.
- ◆ **Re - order point:** Stock level at which new orders must be placed. For instance; we know the lead time of merchandise is 5 days. The daily sale of that merchandise is 2 units. So, the store should re-order when it has only 10 pieces remaining in order to avoid “no stock” situation.
- ◆ **Stock turnover:** It is the sales of one year divided by average inventory in hand.

$$\text{Annual stock turnover} = \text{Sales of one year} / \text{average inventory in hand}$$

- ◆ **Supply chain:** It includes the chain comprising manufacturers, wholesalers, and retailers.
- ◆ **Width of assortment:** Number of distinct goods or categories a retailer carries. Example: mens wear, womens wear, home decor.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. If you want to be a retailer selling apparel, write down who will play the following roles for you.

Distributors:

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Customers:

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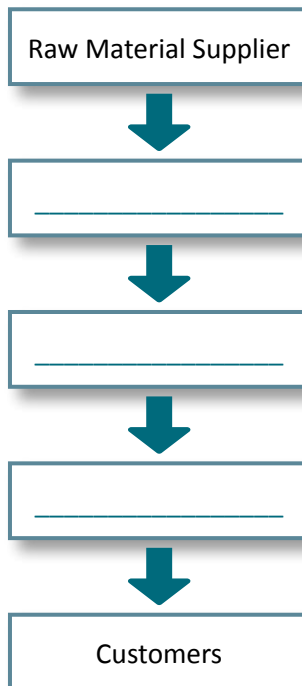
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Manufacturers:

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2. Fill the gaps in merchandise procuring process.



3. If you are to procure merchandise, which are the activities you will perform?

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4. Write down any 10 new words or terms you learnt in this module and explain them.

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## Worksheet

1. *From the story below identify the following:*

Nirla is a soap making company in Agra. It buys the raw material from a village in Bihar called Mokaama. After producing and packaging of soaps, the packets are sent to a company called Vinay Pvt Ltd. Vinay Pvt Ltd then supply it to different shops and retail stores.

Aman lives in Agra. He bought a packet of soap from Rama stores.

- a. Manufacturer: \_\_\_\_\_
- b. Distributor: \_\_\_\_\_
- c. Retailer: \_\_\_\_\_
- d. Customer: \_\_\_\_\_
- e. Supplier: \_\_\_\_\_

2. *From the story below identify the following:*

Mr. Ashok starts his day by drinking his favourite Cappo coffee. This coffee is grown in Wynad gardens, which do not have a processing plant of its own. So, the farmers of Wynad coffee farm send all the beans for processing to Cappo factory. Cappo has wholesale agents throughout the country who supply it to different stores. Mr. Ashok buys the coffee beans from Laxman stores.

- a. Manufacturer: \_\_\_\_\_
- b. Distributor: \_\_\_\_\_
- c. Retailer: \_\_\_\_\_
- d. Customer: \_\_\_\_\_
- e. Supplier: \_\_\_\_\_

3. *Read the question. Tick on the correct answer.*

*Rakesh placed an order for 100 pieces of hair oil. Out of which 20 pieces is of Marico hair oil, 50 pieces are of Parachute and 30 pieces are of Vatika. The order takes 15 days to reach the store. What is the product lead time?*

- a. 100 pieces
- b. 50 pieces
- c. 15 days
- d. None of the above

4. Match the following.

Terminology	
a.	Assortment
b.	Re-order point
c.	Physical inventory system
d.	Plano gram
e.	Consignment purchase
f.	Net profit margin
g.	Electronic data interchange

Definition	
i.	It is equal to net profit/net sales
ii.	Allows distributors to track the stock level at the store
iii.	Stock level at which new order must be placed
iv.	The products sold by the store
v.	Physical count of inventory
vi.	Visual representation of the store space
vii.	Purchase for which the retailer will pay after the merchandise is sold



## Notes

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## Course 4

## Module 5

## Cleaning Procedure and Safety Equipment



At the end of this module, you will be able to:

- ◆ state the need to use safety equipment;
- ◆ explain the procedures to follow while cleaning elevator, lobby, meeting room, reception, rest room, stair case, work station, etc.

### Session Plan

1	Session Overview
2	Safety Equipment
3	Procedure for Cleaning
4	Key Learnings
5	Worksheet



### Session Overview

Being a trainee associate involves responsibilities other than assisting customers with their shopping needs. It also includes possessing knowledge of the safety equipment and procedure for cleaning. In this session, you will gain knowledge about safety equipment that should be used and the procedures laid down by the Health Regulation that should be followed while cleaning.



### Safety Equipment

Safety equipment are important as they can be used to ensure your safety and the safety of others around you. As a trainee associate, the safety gear that you have to be familiar with includes the following:



Helmet



Dust mask



Reflector jacket



Safety belt



Googles



Gum Boots



Surgical gloves



Rubber gloves



Ear plugs



## Procedure for Cleaning

Cleaning is also considered to be a part of the trainee assistant's responsibility. The equipment required for cleaning purposes includes the following:



Dust mop



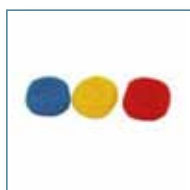
Glass cloth



Wet mop set



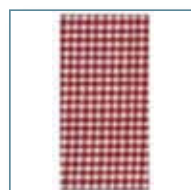
Bucket



Nylon scrubber



Dust pan



Checked cloth



Mug



Cobweb stick



Keyboard brush



Naphthalene balls



Odonil



Plunger



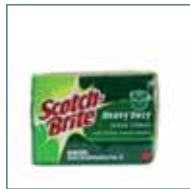
Putti blade



Glass scrapper



Floor squeeze



Scotch Brite



Sponge



Spray gun



Soft broom



Scrubbing brush



Step ladder



W/C brush



Upholstery brush



- ◆ Check duster: Check duster to be used on table, window frames, Storage - Cupboards etc.
- ◆ Yellow duster: Yellow duster is meant for cleaning electronic equipment. (It should not be washed in the cleaning solution)
- ◆ Glass duster: Glass duster is used on glass & Mirror only.
- ◆ Mop cloth: To be used on floor.

### How to Use a Duster



- ◆ Take any dusting cloth and fold them in to four parts as shown in the fig.
- ◆ After using one portion of the duster to clean a surface, turn it to the other side and repeat the same till all the four sides are soiled.
- ◆ Wash the duster in the cleaning solution & repeat the same till the work is completed properly.
- ◆ In case you use the same side to clean the other surface, you will transfer the dust from one surface to another, which means you are not cleaning but rather dirtying the surface.

### The Elevator

#### ◆ Requirement:

- |                            |                     |
|----------------------------|---------------------|
| • Caddy kit;               | Wet mop stick;      |
| • Checked cloth;           | Dry mop stick;      |
| • Yellow cloth;            | Caution sign board; |
| • Spray bottle with d – 7. |                     |

#### Procedure:

1. Display the caution sign board at the entrance.
2. Check and clean the cobwebs, fans grills and light grills.
3. Clean the door grooves of the elevator.
4. Dust the elevator with clean yellow cloth from inside and outside of the lift.
5. Clean the floor with dry mop and wet mop.



### The Lobby

#### ◆ Requirement:

- |                               |                                 |
|-------------------------------|---------------------------------|
| • Caddy kit;                  | Wet mop stick;                  |
| • Checked cloth;              | Dry mop stick;                  |
| • Glass cloth;                | Caution sign board;             |
| • Yellow cloth;               | Soft broom & dustpan;           |
| • Wringer trolley with water; | Spray bottle with window shine. |

#### Procedure:

1. Display the caution sign board at the entrance.
2. Dust reception desk, computers and telephones with yellow cloth.
3. Clean the glass with glass cloth and window shine.
4. Dust the chairs, tables, skirting, frames with a checked cloth.
5. Arrange the items on the desk. e.g. newspapers, stationeries etc.
6. Clean the floor with dry mop and wet mop.



### The Meeting Room

#### ◆ Requirement:

- Caddy kit;
- Checked cloth;

- Glass cloth;
- Yellow cloth;
- Spray bottle of window shine;
- Small bucket of water;
- Garbage cover;
- Dustpan & carpet brush.

**Procedure:**

1. Keep the door open with help of door a stopper.
2. Pull the chairs behind to ensure free movement while cleaning.
3. Dust monitor, CPU, telephone, keyboard and mouse with yellow cloth.
4. Clean monitor screen, door glass, and whiteboard with glass cloth and window shine.
5. Dust skirting, table, pedestal, chairs handles and legs with checked cloth.
6. Arrange the things on the desk e.g. monitor, keyboard, mouse, cup, etc.
7. Clean the carpet with carpet brush and dustpan.



**Note:** Dust bins are cleaned after cleaning the meeting rooms.

**The Reception**

◆ **Requirement:**

- |                  |                             |
|------------------|-----------------------------|
| • Caddy Kit;     | Wet mop stick;              |
| • Checked cloth; | Dry mop stick;              |
| • Glass cloth;   | Caution sign board;         |
| • Yellow cloth;  | Wringer trolley with water. |

**Procedure:**

1. Display the caution sign board at the entrance.
2. Dust computers and telephones with yellow cloth.
3. Clean the glass with glass cloth and window shine.
4. Dust chairs, tables, skirting, frames with checked cloth.
5. Spray bottle with window shine.
6. Arrange the items on the desk. e.g. newspapers, stationeries etc.
7. Clean the floor with dry mop and wet mop.





### The Rest Room

#### ◆ Requirement:

- Rubber hand gloves;
- Sign door knob card;
- Glass and checked cloth;
- Bucket and mug;
- Dustpan and garbage cover;
- Spray bottle of R 6;
- Dust control mask;
- Floor scrubbing brush;
- Wet mop stick;
- Floor squeeze;
- W/c brush;
- Plastic scrubber.

#### Procedure:

1. Hang the sign door knob card outside the main door, on the door knob.
2. Clear the dustbin and clean them with check cloth.
3. Apply R-6 in the W/c bowl.
4. Clean the mirror with window shine and glass cloth.
5. Clean the wash basin counters and taps with R-1 and plastic scrubber.
6. Clean the urinals and W/cs with R-6 and plastic scrubber.
7. Clean the floor with R-2, scrubbing brush and floor squeeze.
8. Replenish toiletries (urinal cake, toilet rolls, air freshener, naphthalene balls, disposal bags, etc.) and wet mop the floor.
9. Dust the floor mat properly.



### Stair Case

#### ◆ Requirement:

- Clip dust pan;
- Scratch pad;
- Garbage cover;
- Patti blade;
- Wet mop stick with small bucket;
- Caution signage board.

**Procedure:**

1. Sweep the floor and floor corners with clip dust pan.
2. Scrap the paint stains if found on the floor.
3. Scrub the oil stains with scratch pad and R-2 if found.
4. Remove the stains on the wall and pillar with sponge and R-2 if found.
5. Check the cobwebs and clean the sign with help of ladder.
6. Clean the stairs with wet mop.

**Work Station**◆ **Requirement:**

- Caddy kit;                      Yellow Cloth;
- Checked cloth;              spray bottle with window shine;
- Glass cloth.

**Procedure:**

1. Dust computer and telephones with yellow cloth.
2. Clean the computer glass with glass cloth and window shine.
3. Dust chair, tables, partition frames with checked cloth.
4. Arrange the items on the desk. e.g. keyboard, mouse, CPU and monitor etc.
5. Clean the dust bin and check the dust bin liner.
6. Make sure the chair to be aligned properly.

**Window/ Glass Cleaning**◆ **Requirement:**

- Warning Sign;                      Squeeze;
- Glass caddy kit;                      Mop cloth;
- Applicator;                              Gloves and mask;
- Glass cloth;
- Chemical: Cleaning Agent R 3;
- Checked cloth and glass scrapper.

**Procedure:**

1. Display warning sign.
2. Put on PPE (Personal Protective Equipment).
3. Place tools at one side.
4. Remove gum or sticker marks with the help of a scrapper.
5. Divide into manageable sizes if extra-large area is to be covered.
6. Spread mop cloth on the floor below the surface to be cleaned.
7. Rinse applicator in the cleaning solution.
8. Wash the glass using the applicator and ensure the entire surface is covered.
9. Use squeeze to squeeze solution for the glass and wipe before using.
10. Start squeezing from one corner in a stroke manner from top to bottom.
11. Do not lift the squeeze from the surface.
12. Take a step back to check for any missed out spots. Use glass cloth to wipe these.
13. Wipe the frames using the glass cloth.
14. Repeat 6, 7, 8 & 10 till entire surface has been covered.
15. Remove warning sign, mop cloth and return tools to stores.
16. Wash your hands with liquid soap.

**The Carpet Spotting**

## ◆ Requirement:

- Nylon scrubber;                      Caution sign board;
- Spray gun with hot water;    Stain remover;
- Check cloth.

**Procedure:**

1. Spray the hot water on the stain marks, and put the chemical on it then scrubbed.
2. Clean the carpet with check cloth.



### Dry Mopping Procedure for floors

#### ◆ Requirement:

- Dust mop set;
- Dustpan;
- Dust mask;
- Pair of cotton hand gloves- Caddy with lid;
- Soft brush;
- Garbage bag / liner;
- Mop cloth / check cloth.

#### Procedure:

1. Display warning sign at the task performed area.
2. Keep all cleaning tools in one corner (it should not disturb others movement).
3. Wear cotton hand gloves and dust mask.
4. In case of larger area divide the area into parts.
5. In case of lobby and passage, divide the area into 2 parts (1st for movement and 2nd for mopping). Display warning sign in the area where the task has to be performed.
6. Use mop cloth to absorb the spillage if any.
7. In case of littered papers, pick it up with the help of dustpan and brush and drop it in the garbage bag.
8. Move the furniture (chairs, sofa, centre table etc.), flower pot aside.
9. Adjust the height of the dust mop to your eye level.
10. Start mopping from the corners first then from inside to outside in (S) Stroke manner.
11. After completion, reduce the height of the dust mop.
12. Collect all the dust with the help of dust pan and brush and drop it in the garbage bag.
13. Place the dust mop, refill it in the dust pan, brush the dust mop refill with the help of carpet brush from top to bottom only
14. Drop the dust in the garbage bin.
15. Position all the furniture back to its place.
16. Remove warning sign, cleaning tools and dispose the garbage into the bin.



### Wet Mopping Procedure

#### ◆ Requirement:

- Wet floor sign;
- Double bucket wringer trolley;
- Taski spiral;
- Chemical: R7 or R2;

- Wet mop set;
- Bucket of water;
- Rubber hand gloves.

**Procedure:**

1. Display warning sign at the area where the task is performed.
2. Keep all the cleaning tools and equipment in the corner (it should not disturb others movement).
3. In case of larger area divide the area into parts.
4. Dilute cleaning agent accordingly in the wringer trolley.
5. Go back to the mopped area. Once the area is dried, place all the furniture back and remove the warning sign.
6. Add water to both buckets of the wringer trolley and then add cleaning agent to one bucket only.
7. In case if you add cleaning agent first and then water, chances of cleaning agent splashing out on floor or your self is higher. Also, avoid wastage of chemical.
8. In case of lobby or passage, divide the area into 2 parts (1st for movement & 2nd for Mopping). Display warning sign at the area where the task is performed.
9. Rinse the mop, refill the cleaning solution (mop refill gets washed & cleaning agent gets mixed).
10. Move the furniture (chairs, sofa and centre table), flower pot aside.
11. Start mopping from the corners first then from inside to outside in (S) stroke manner.
12. Once one side of the refill is soiled, turn it to the other side without lifting it up.
13. When both sides are soiled, rinse the mop refill in plain water bucket, squeeze out the water completely and then put in to the cleaning solution bucket (in this process, the dirt will be transferred in the plain water bucket where as in single solution you transfer the dirt in the same bucket).
14. Repeat the process till the area is covered.
15. After completion of task, pick up cleaning tools and equipment (except warning signage).
16. Wash the mop refill and place it up-right in the store so that the left over water in the mop refill drips down. Make sure the wall remains clean.
17. Mop refill will be dry for next day use. By doing this you avoid foul smell of the mop refill.
18. Wash the wringer trolley and wipe it out with dry cloth and place it up-right so left out water will drain out. This is done to avoid mixing of chemicals.



19. In case the cleaning agents get mixed, cleaning will not be effective.
20. Remove your hand gloves and wash your hands.
21. In case of coffee or tea spillage on floor, do not mop directly on the liquid. By doing so, you will spread the liquid all over and after some time the area will become sticky.
22. Use duster or tissue to blot or absorb the liquid. Mop the area in a circular manner as shown in the fig; then rinse the mop refill in a plain bucket of water first then in the cleaning solution and mop in the regular method.



## Key Learnings

*Summarise your learning here. Write your answers in the space provided.*

1. Why do we need to use safety equipment?

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2. List minimum five materials used for cleaning.

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3. Why is it not advisable to use the same side of a dusting cloth to clean various surfaces?

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4. State the procedure to clean the elevator.

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5. State the procedure to clean the lobby.

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## Worksheet

1. *Number the steps correctly in the procedure to clean the meeting room.*

Procedure:

i.	Clean monitor screen, door glass, and whiteboard with glass cloth and window shine.	
ii.	Keep the door open with help of door a stopper.	
iii.	Dust monitor, CPU, telephone, keyboard and mouse with yellow cloth.	
iv.	Clean the carpet with carpet brush and dustpan.	
v.	Dust skirting, table, pedestal, chairs handles and legs with checked cloth.	
vi.	Pull the chairs behind to ensure free movement while cleaning.	
vii.	Arrange the things on the desk e.g. monitor, keyboard, mouse, cup, etc.	

2. *Number the steps correctly in the procedure to clean the reception.*


Procedure:

i.	Dust computers and telephones with yellow cloth.	
ii.	Display the caution sign board at the entrance.	
iii.	Spray bottle with window shine.	







<b>Course 4</b>	<h1>Lifting</h1>
<b>Module 6</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ describe the appropriate technique of lifting and handling items.</li> </ul>

Session Plan	
1	Session Overview
2	Lifting and Handling
3	Key Learnings
4	Worksheet



## Session Overview

Working in the retail world involves a number of activities. Lifting items from one place to another and handling items is also an integral aspect of being a trainee associate. In this session, you will understand how to lift items and handle them while moving them from one place to another.



## Lifting and Handling

Lifting is an important part of all retail store work. Cashiers lift groceries during the whole work shift. Stock clerks put products on shelves throughout the day. Department store staff stock and retrieve products from stockroom shelves frequently. These tasks contribute directly to the high rate of back injuries, lower back pain, hernia, heart and circulatory problems among retail store workers if not performed properly.

There are several important guidelines to follow when performing these tasks. Load that seems too heavy for you to lift should be broken down into smaller units so that they are manageable. Mechanical lifting device should be used to lift loads that are too heavy. If no mechanical device is available then have a co-worker help you out.

Lift slowly and evenly. There is no evidence that back belts prevent back injury.

When performing carrying tasks, it is important to bring the load close to your body. Use handles or cut handles on cartons for easy lifting and moving.

Avoid awkward postures such as twisting and turning while carrying a load. Wear comfortable clothing and shoes. Rest and stretch your muscles as frequently as possible. Take breaks, when possible.

Standing can cause varicose veins, back fatigue, aching feet and muscle strain among other ailments. Anti-fatigue mats made of a soft material, foot rests, stools and chairs can help relieve the constant pressure of standing for long periods of time.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. State some guidelines regarding lifting heavy loads.

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## Worksheet

1. State whether these sentences are true or false.
- a. Load that seems too heavy for you to lift should be broken down into smaller units so that they are manageable.
  - b. Heavy loads should be lifted directly from the floor.
  - c. When performing carrying tasks, it is important to keep the load away from your body.
  - d. One should wear comfortable clothing and shoes while carrying a load.
  - e. An employee who does a lot of lifting and carrying should rest and stretch his muscles as frequently as possible.



## Notes

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## Course 4

## Module 7

## Retail Equipment



At the end of this module, you will be able to:

- ◆ describe what are the retail equipment;
- ◆ state the uses of retail equipment.

## Session Plan

1	Session Overview
2	Retail Equipment
3	Key Learnings
4	Worksheet



## Session Overview


Retail equipment assists in making a sale, labelling items, scanning barcodes, maintaining records of the items sold and much more. As a trainee associate, you will be using these every day. In this session, you will learn about these equipment and understand safe ways of operating them.



## Retail Equipment

The process of retail does not just include the customer buying a product and paying the retailer for the same. It involves a lot more. It begins with labelling of the items, maintaining electronic records of the items and putting appropriate price on the items. Once the customer has made a choice to purchase a particular item, they take it to the cash counter. At the cash counter, there are various tools used to complete the process of selling an item.

The following table gives uses of various retail equipment.

Equipment	Functions
Point of Sale Terminal, (POS) 	<p>The point of sale terminal is where the cash or payment is collected from the customer.</p> <p>As you can see in the photo, the POS terminal comprises of a number of pieces of equipment.</p>

<p>Scanners and Barcodes</p> 	<p>Scanner is an electronic system that recognizes and reads the product's barcode.</p> <p>A bar code is a series of lines that vary in thickness and spaces, which contain information about that particular product. This can be made by the business (seller?) or items coming from the supplier can already be encoded.</p>
<p>Docket Printers</p> 	<p>Printers produce written copies of the sale.</p> <p>This written copy is given to the customer and forms the receipt or proof of purchase for the customer.</p>
<p>Portable Data Units (PDF)</p> 	<p>PDF (Portable Data Units) enable you to undertake stock takes without the labour intensive counting. It compiles stock orders easily by scanning the item directly off the shelf.</p>
<p>Electronic Shelf Labeling System</p> 	<p>Prices of products are printed electronically by using the electronic shelf labelling system.</p>
<p>Pricing Guns</p> 	<p>Pricing guns can be manual or electronic and are used to price goods. Most stores work with bar codes for price identification but some small retailers still use the manual style of pricing gun.</p>
<p>Self-checkout</p> 	<p>Allows the customer to serve themselves creating quicker service and reducing queues. Digital Camera Shops and some supermarkets are already using this technology.</p>
<p>Electronic Article Surveillance(EAS) systems</p> 	<p>Electronic Article Surveillance (EAS) systems are designed to help retailers boost their sales and protect their profits by increasing open merchandising opportunities while reducing shoplifting and internal theft.</p>







## Worksheet

1. Match the columns.

	Equipment			Functions
a	Docket Printers		i	This is where the cash or payment is collected from the customer.
b	Point of Sale Terminal, (POS)		ii	This is an electronic system that recognizes and reads the product's barcode.
c	Portable Data Units (PDF)		iii	It helps produce written copies of the sale.
d	Scanner		iv	It compiles stock orders easily by scanning the item directly off the shelf.



## Notes

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<b>Course 4</b>	<h1>Labelling</h1>
<b>Module 8</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ state the importance of labelling technology and equipment;</li> <li>◆ follow the labelling rules and label the products correctly.</li> </ul>

Session Plan	
1	Session Overview
2	Merchandise Hierarchy
3	Labelling Technology and Equipment
4	Labelling Rules
5	Key Learning
6	Worksheet



## Session Overview

As a trainee associate, it is important for you to know how to label efficiently and effectively. In this session, you will understand how the labeling system works, the various labeling equipment and the rules of labeling.



## Merchandise Hierarchy

A merchandise hierarchy is a product classification process performed in a way that the product will be purchased by the customer. Let us understand this with an example of a home décor store. Once the customer has made a decision on which store he or she wants to shop at, the next will be the department in which he or she wants to buy the product. Let us assume the customer wants to buy pillows. Typically, within a home décor shop, the classifications would be: linen, furniture, cutlery, crockery, glassware, bathware and accessories.

In this case, linen would be the first level in which the products would be classified. The next would be the class level where various categories of products that the retailer offers will be listed. Under the linen classification, there would be bed sheets, bedcovers, pillows, pillow covers etc. The next level would be brands that offer these products, for example: Bombay Dyeing pillows. The next level or the sub-class level would include product variants like cotton, fibre, foam or feather filled pillows. The next level of classification would be based on the size, price style, weight etc. that is specific to the product.

The last and the final classification would be based on the Stock Keeping Unit (SKU) of the merchandise. This level of merchandise helps the retailer understand what quantities of the product are available and what quantities are required.

Please find below an illustration of the merchandise hierarchy.

**Company — Department — Merchandise — Style — SKU Classification Category — Sub- Category — Price**



## Labelling Technology and Equipment

To make information available in real-time of stock and goods that have a short shelf life is important. Information is required to be shared not only in stores but also with the warehouse, manufacturers and the distributors. Therefore, a formal electronic labelling system is important.

In the past, technology in retail was primarily used for identifying the product, quick billing, electronic settlement of bills and other logistical uses. Today, the use of technology in retail has really transformed the retail system and has also impacted the manufacturing outputs in certain industries.

The first step in gathering information in a retail unit is labelling. For example, a person goes to a store to purchase a box of detergent, the trainee associate at the billing counter will scan the barcode on the product label to get the relevant information about the product. The product details and the product price will appear on the screen (barcoding is referred to in detail later in the chapter). If it is a cash transaction, the transaction details will be recorded and the purchase will be complete. If it is a credit card transaction, then the transaction information will be sent to the credit card company and a record of the same will be kept at the store. Finally, if the customer has a loyalty card, all the transaction details will be recorded in the customer's purchase history and reward points will be added or deducted respectively.

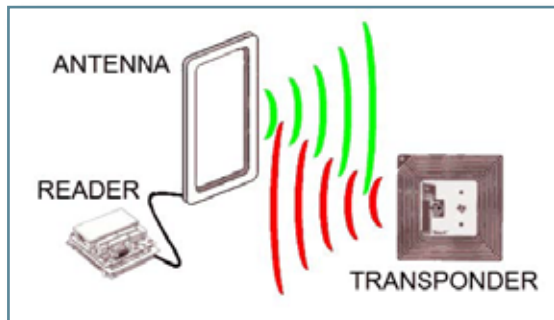
As a trainee associate, it is important to know why barcoding is needed and how it works. In a store, there are hundreds of items kept for sale. To keep a manual record of the items that are sold is next to impossible. Therefore, there was a need to create a system by which products could be labelled in such a manner that the product with the exact details could be identified across retail units. The Unique Product Code (UPC) or the Barcode was developed to fulfil this need.

Barcoding helps in automatic data capture that is accurate and is done in a matter of seconds. It can record a lot of information right from the category of the product to the style price and Stock Keeping Unit. The UPC is a set of bars and spaces that represent alphanumeric information that help identify products.



Figure 1: Barcode System

Barcoding is the most common labelling system that most companies have adopted. But now, a newer, more advanced labelling and tracking technology has come into use i.e. the Radio Frequency Identification (RFID). This system works seamlessly with real-time information about where the product is without any scanning or contact. This system works on radio frequency signals that are transmitted from the product. The information transmitted from the product is similar to the information found on a barcode. But unlike barcodes, this system offers updating, storing, reading, writing and transmitting information.



**Figure 2: How the RFID System Works**



**Figure 3: RFID Label**



## Labelling Rules

As a trainee associate, knowing the laws pertaining to labelling is necessary. The laws for labelling are mentioned below:

1. The name and address of the manufacturer must be clearly printed on the product package.
2. The net quantity of the product should be mentioned on the product. This is the weight of the product itself and does not include the packaging weight.
3. If the product includes number of pieces, then the numeric quantity of the product must be mentioned. For example, in a packet of battery cells.
4. The manufacturing or pre-packaging month or year.
5. The expiry date on food packaging.
6. For imported goods, name and address of importer with a valid registration.
7. The Maximum Retail Price (MRP) with taxes should be mentioned as selling above the mentioned MRP is prohibited.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. What does 'Merchandise hierarchy' mean? Explain with the help of an example.

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2. Why do we need a formal electronic labelling system?

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3. What purpose does the Unique Product Code (UPC) or the Barcode fulfil?

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## Worksheet

1. Fill in the blanks correctly.

- a. The first step in gathering information in a retail unit is \_\_\_\_\_. (manual checking/labelling)
- b. You should \_\_\_\_\_ the barcode on the product label to get the relevant information about the product. (scan/photocopy/read)
- c. \_\_\_\_\_ works seamlessly with real-time information about the location of the product without any scanning or contact. (Real Frequency Identification/Radio Frequency Identification)

2. Tick all the details that must be provided on the product or its packaging.

Tick	Details necessary on the product/packaging
	Name and address of the manufacturer
	Packaging weight
	Net quantity of the product
	Number of distributors
	Maximum Retail Price (MRP) with taxes
	Name and address of importer with a valid registration (for imported goods)
	The expiry date on food packaging
	Advertising agency
	Manufacturing or pre-packaging month or year



## Notes

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<b>Course 4</b>	<h1>Security</h1>
<b>Module 9</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ describe chemistry of fire and conditions required for fire;</li> <li>◆ explain the procedure to use safety equipment.</li> </ul>

Session Plan	
1	Session Overview
2	Security Alarms
3	Safety Equipment
4	Key Learnings
5	Worksheet



## Session Overview

Security measures are of utmost importance since they ensure your safety and the safety of everyone else around you. As a trainee associate, it is important for you to understand the various security measures that have to be in place to ensure everyone's security and well-being. In this session, you will understand how to secure security alarms and what procedures to follow while using safety equipment.



## Security Alarms

Security alarms are alarms that are installed to ensure that the premise and the people using the premise are safe. Such alarms could be of different types, namely: burglar alarm, fire alarm, smoke detector, heat detector etc. Most supermarkets and stores today are equipped with fire alarms. Fire damage is expensive to recover from and can take away human lives. Therefore, fire prevention and control is essential for a trainee associate to understand.

### Fire Prevention and Control

Fire is a self-sustained combustion reaction process in which the substance (fuel) combines with oxygen. This reaction is an exothermic reaction and usually associated with emission of heat and light.

Chemistry of fire or conditions required for a fire are:

- ◆ Combustible material (Fuel);
- ◆ Oxygen;
- ◆ Heat;
- ◆ Chain reaction.

There are various types of fuel that can cause a fire to ignite. The types of fuel that can contribute to fire include:



- ◆ Solid fuel (takes approximately 8-12 mins to spread);
- ◆ Liquid fuel (takes approximately 1 min to spread);
- ◆ Gaseous fuel (takes approximately 30 sec to spread);
- ◆ Metal fuel.

Air is an essential component for fire to ignite and spread. The composition of air is:

- ◆ Oxygen-21%;
- ◆ Carbon Di-Oxide-1%;
- ◆ Nitrogen-78%.

Fire can be classified in various categories. They include:

- ◆ Solid Fire: Fire involving ordinary combustible material like wood, clothes, paper, grass etc.
- ◆ Liquid Fire: Fire involving combustible or flammable liquids like petrol, kerosene, paint etc.
- ◆ Gaseous Fire: Fire involving flammable gases like LPG, CNG etc.
- ◆ Metal Fire: Fire involving metals like sodium, magnesium etc.

Fire can ignite because of a single cause or multiple causes. The various causes that can lead to fire include:

- ◆ Friction;
- ◆ Short circuit;
- ◆ Excessive heat;
- ◆ Chemical reaction;
- ◆ Poor housekeeping;
- ◆ Absence of fire orders;
- ◆ Incorrect stocking of stores;
- ◆ Faulty wiring and instruments;
- ◆ Overloading of electrical wiring;
- ◆ Carelessly thrown smoking articles;
- ◆ Non-compliance of written instructions;
- ◆ Sparking due to welding and cutting tools;
- ◆ Prolonged use and overheating of instruments.

Given the long list of reasons that can cause a fire to start, there are a number of precautions that can be taken in order to prevent fire. Some of these precautions include:

- ◆ Good housekeeping;
- ◆ Use of circuit breaker;
- ◆ Spreading awareness;
- ◆ Conducting mock drills;

- ◆ Identifying smoking zones;
- ◆ Display of proper exit signs;
- ◆ No obstruction at the emergency exits;
- ◆ Proper placement of fire extinguishers;
- ◆ Silent hour instructions for heating and lighting;
- ◆ Placing flammable material away from source of ignition;
- ◆ Awareness of main switch location and fire extinguishers;
- ◆ Audit of firefighting arrangement by an independent agency.

Precautions are measures you can take before fire starts. There are ways to keep the fire under control before the fire brigade and other personnel arrive. In order to understand how to control a live fire, it is important to understand the principles that go in extinguishing fire. They are:

- ◆ Starvation-Cut off fuel (remove combustible material);
- ◆ Cooling-Removal of heat (mainly by spraying water);
- ◆ Smothering-Reduce supply of oxygen (by cutting material to air contact).

There are various implements that help control fire and these should be present in a store at all times. Additional fire prevention equipment include:

- ◆ Sand buckets;
- ◆ Buckets filled with water;
- ◆ Hook;
- ◆ Fire beater;
- ◆ Axe and Spade;
- ◆ Fire blanket;
- ◆ Stretcher.

When you find yourself facing a potential fire threat, follow the following instructions:

**Find** - Look, sound, smell

**Inform** - Fire Brigade: 102, Ambulance 101, Police 100, Shout

**Restrict** – Use fire extinguisher to restrict the fire

**Extinguish**



## Safety Equipment

Safety equipment help you in preventing fire and they also help you in extinguishing one. There are approved procedures by which the safety equipment should be used. Some of them include:

- ◆ Hand held fire extinguishers: It is a portable fire-fighting device in the form of a cylinder filled with chemical. In case of fire, the same can be used to extinguish it.
- ◆

- ◆ Main types of portable fire extinguishers are:
  1. ABC Powder type - Can be used for all types of fire.
  2. DCP - Dry Chemical Powder.
  3. CO2 - Can be used for gaseous fire.

Directions for using fire extinguisher:

**P: Pull safety clip**

**A: Aim**

**S: Squeeze**

**S: Spread.**

It should be used in the direction of wind. Proper distance from fire is to be maintained.

- ◆ The distance to be kept is:
  - Chemical: 1.5 meter to 2 meter;
  - Gas: 1 meter to 1.5 meter;
  - Water: 5 meter to 6 meter.
- ◆ Main panel system smoke detector—A device that is fitted on roof which gets activated by smoke in case of fire. This is connected with an alarm system. The alarm alerts the response team and necessary action can be taken on time.
- ◆ Heat detector—It is a device that works on the principle of temperature. In case of fire, the temperature increases. This activates the alarm connected to the detector.
- ◆ Fire alarm system—A system that can be manually or electronically operated or activated in case of outbreak of fire. This alerts the response team which takes necessary action on time. Fire alarm systems can be of two types:
  - Manual: A switch is kept pressed inside a glass box. In case of fire, the glass has to be broken which releases the switch and alarm gets generated.
  - Automatic: A device which activates on itself without any human action and raises an alarm.
- ◆ Water sprinkler system: An automatic system that is installed on the roof or on the walls inside a building. This system is connected with high pressure water carrying pipes. In case of fire, a sensor automatically activates the system and water is sprinkled with high pressure and volume. This extinguishes the fire.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. What are security alarms?

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2. List the precautions that can be taken in order to prevent fire.

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3. State the principles of extinguishing fire.

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4. What should you do when you find yourself facing a potential fire threat?

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## Worksheet

### 1. Match the columns

	Detector		Description
a	Main panel system smoke detector	i	An automatic system that is installed on the roof or on the walls inside a building. This system is connected with high pressure water carrying pipes.
b	Heat detector	ii	It is a device that is fitted on roof which gets activated by smoke in case of fire.
c	Fire alarm system	iii	A system that can be manually or electronically operated or activated in case of outbreak of fire.
d	Water sprinkler system	iv	It is a device that works on the principle of temperature.

### 2. Match the columns.

	Type of fire		Examples of medium
a	Solid Fire	i	LPG, CNG
b	Liquid Fire	ii	Sodium, magnesium
c	Gaseous Fire	iii	Wood, clothes, paper, grass
d	Metal Fire	iv	Petrol, kerosene, paint

### 3. Answer the following question by ticking all the correct options.

- a. Which of the following can be handy during a fire and help control it?
- Sand buckets
  - Cardboard boxes
  - Buckets filled with water
  - Fire blanket
  - Kerosene



## Notes

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## Course 5 – How to Manage Inventory

Sr. No.	Module Name
1	Stock Taking
2	Inventory Shrinkage - I
3	Inventory Shrinkage - II

### Course Overview

This course is an important part in your training programme. Keeping track of the merchandise is very important for any store. This enables a store to keep a record of the merchandise sold, still in inventory, selling fast, etc. For this a Trainee Associate needs to keep a daily count of the merchandise. This is called stock taking. Stock taking will be one of the important duties that you need to fulfill effectively and accurately.

Also, inventory shrinkage is one of the main reasons for store's loss. As a Trainee Associate, you need to regulate inventory and also be alert enough to prevent shrinkage. This contribution to your store will be the most valued one.

This short course will enable to you manage and prevent inventory shrinkage effectively.


### Course Objectives

At the end of this course, you will be able to:

- ◆ Explain the process of stock taking
- ◆ Prevent shoplifting
- ◆ Identify the measures used to prevent shoplifting





<b>Course 5</b>	<b>Stock Taking</b>
<b>Module 1</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ Take stocks</li> </ul>

Session Plan	
1	Module Overview
2	Stock Taking
3	Process of Stock Taking
4	Key Learnings
5	Worksheet



## Module Overview

Stock taking is important as it helps us understand the trend in sales, the amount of merchandise sold, damaged and missing. In this module on 'Stock Taking' let us learn how to keep record of the stock.



## Stock Taking

Stock taking is a process of physically verifying the count of the merchandise in the store. It tells us which product is the most favourite amongst customers, so that the same can be re-ordered. Counting helps in revealing shoplifting, if any. Basically, it helps us track merchandise.



## Process of Stock Taking

The process of stock taking has many small steps within.

- ◆ The process of stock taking starts when the store receives merchandise from the distributor.
- ◆ The received stock is manually counted or scanned and the count of different merchandise is updated on the computer system of the store.
- ◆ Then the merchandise is moved to the shop floor for display and sale.







## Course 5

## Module 2

## Inventory Shrinkage I



At the end of this module, you will be able to:

- ◆ Identify shoplifters
- ◆ Recognise your role in preventing shoplifting

## Session Plan

1	Module Overview
2	Shoplifting - A Crime
3	Shoplifter Profile
4	Shoplifting Methods
5	Indication of Potential Shoplifters
6	Methods of Preventing Shoplifters
7	What to do once caught
8	Key Learnings
9	Worksheet



## Module Overview

Inventory loss due to criminal activity like shoplifting is a concern for retailers. A Trainee Associate can play an active part in reducing shoplifting by being alert and quick to respond. In this module let us learn more about shoplifting and how to identify shoplifters.

**Shoplifting** - A crime: It is when someone steals merchandise offered for sale in a retail store. Shoplifting most often occurs by concealing merchandise in a purse, pocket or bag, though it is done by a variety of methods.

Shoplifting is a cause of great loss to the retailer. It should be prevented by all accounts. Important to note, shoplifters don't look a typical way. So watch out and stay alert at all times. Use your presence of mind to stop and report such activities.

Let us learn more about these shoplifters.





## Shoplifter Profile

The different shoplifter profiles are:

1. **Amateurs:** Amateur shoplifters can be highly skilled, and some steal almost every day, but don't do it to make a living.
2. **Professionals:** People who make their living by stealing from retail stores. Professional shoplifters often are highly skilled and even organised in gangs. The crude professionals sometimes use force and fear much like gang intimidation and often commit grab-and-run thefts.
3. **Juveniles:** Young persons who may be misled and do not know better. Example; teenagers are often misled towards shoplifting.
4. **Kleptomaniacs:** They are mentally ill individuals who may be compulsively shop lifting, and need help and treatment to overcome this problem.

Shoplifters adopt various methods.



## Shoplifting Methods

1. Merchandise is concealed in boxes, bags or purses.
2. Merchandise is concealed in clothing. Professionals may wear garments fitted with large pockets or hooks. Oversized garments may be worn to afford easy concealment.
3. Merchandise is carried between thighs and hidden by long skirt or overcoat.
4. Small merchandise can be carried in purse, handbags.
5. Professionals wrap garments around the legs and tuck them into tops of socks.
6. Small articles may be carried out hidden in the palm of the hand.
7. Many items are concealed on person when the customer is ostensibly trying on garments in the trial/fitting room.
8. Some thieves grab items and run out of the store. They may also attempt to hold up customers and sales staff inside the store by displaying a pistol/weapons and make away with articles/cash.



How to recognise these shoplifters ?



## Indication of Potential Shoplifters

1. People wearing overcoats out of season or raincoats on a clear day.
2. People carrying boxes, bags, or umbrellas which could be used to conceal merchandise.

3. Nervous-looking people who are constantly touching the backs of their heads, tugging at sleeves, or adjusting socks.
4. Exceptionally fussy people who cannot seem to make up their minds about a purchase, or do not appear interested in purchasing an article that they have been examining.
5. People who walk around and all the while keep one hand in a pocket.
6. People who come back to the same area of the store several times.
7. People who are busy looking around, rather than at merchandise.
8. People who appear nervous.
9. People who walk into stockrooms or behind counters and have no business in such places.
10. Men who carry shopping bags.

How do we prevent shoplifting?



## Methods of Preventing Shoplifters

- ◆ Plain-clothes floor detectives to observe customers as they shop.
- ◆ Stores use video surveillance cameras to track the events happening inside the store.



- ◆ Stores use Electronic Article Surveillance (EAS) devices attached to their products that cause alarms to go off if not deactivated by the cashier.





- ◆ Retailers place expensive and high theft items like small leather items, perfume, cosmetics, tools, liquor or cigarettes in locked enclosures
- ◆ Cables or hanger locks that require the assistance of a sales associate to unlock the expensive item of clothing before you can inspect it
- ◆ Point-of-sale data mining software solutions that detect potential theft problems at the cash register and alert appropriate personnel in real-time
- ◆ Source tagging programs where tiny anti-theft labels about the size of a paper clip are placed inside an actual product or product package, effectively hiding it from view
- ◆ Self-alarmed anti-theft tags that broadcast an audible alarm throughout the store when a shoplifter attempts to improperly remove it from merchandise
- ◆ Using Trainee Associate Involvement: Train Trainee Associate to spot shoplifters and teach the action to be taken to prevent the loss of merchandise. Offer incentive programs to encourage interest and participation in loss prevention



How to handle these shoplifters, once caught.



### What to do once caught?

As a Trainee Associate you should know how to deal with a shoplifter. As most of the time it will be you who will be responsible for catching a shoplifter.

- ◆ If the shoplifter is caught, a retailer must detain the consumer and attempt to recover the items.
- ◆ Must make the first contact with the shoplifter at the exit.
- ◆ The Trainee Associate should attempt to keep the situation as quiet as possible, without disturbing other shoppers.
- ◆ The shoplifter may attempt to run, may assault the employee, or may even pull out a weapon. The training of the security staff is the key to ensure proper action in accordance with developing circumstances.
- ◆ When guards are posted at or near exits, they should assist in apprehensions if requested.
- ◆ Normally, the suspect will come along quietly when asked.
- ◆ A retailer may make a choice at this stage to call in the local police and press further charges.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. List the different profile of shoplifters.

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2. What are the different ways of shoplifting?

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3. What the different shoplifting preventive measures taken by a retailer?

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4. What are the steps you will take if you encounter a shoplifter?

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## Worksheet

1. Read the following questions and tick on the correct answers.


- a. Bunty is a regular shoplifter. He impulsively shoplifts. He does not make a living out of shoplifting. What kind of shoplifter is Bunty?
  - i. Amateur
  - ii. Professional
  - iii. Juveniles
  - iv. Kleptomaniac
  
- b. You just caught a shoplifter. Which of the following actions will you take?
  - i. Start shouting at the shoplifter
  - ii. Take the shoplifter away from rest of the customers
  - iii. Start beating the shoplifter
  - iv. Straight away call the police

2. Which of the following can be a potential shoplifter?

<p>a.</p> 	<p>b.</p> 
<p>c.</p> 	<p>d. All of the above</p>





<b>Course 5</b>	<h1>Inventory Shrinkage II</h1>
<b>Module 3</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ Describe employee theft</li> </ul>

Session Plan	
1	Module Overview
2	What is Inventory Shrinkage?
3	Cause of Inventory Shrinkage
4	Employee Theft
5	Prevention of Employee Theft
6	Other Causes of Inventory Shrinkage
7	Credit Card Fraud
8	Key Learnings
9	Worksheet



## Module Overview

Inventory shrinkage is one of the major causes of concern for retailers across the country. Inventory shrinkage includes loss of merchandise and currency leading to a loss to the store. In this module, let us learn more about inventory shrinkage and its causes.



## What is Inventory Shrinkage?

Inventory shrinkage is related to loss of merchandise and currency from the store. Most retail establishments take a physical inventory annually, while some do it semi-annually. When the count is completed, the difference between the actual inventory on hand and what it should be according to purchase and sales records is called shrinkage.



## Cause of Inventory Shrinkage

**Shoplifting:** It is a crime when someone steals merchandise offered for sale in a retail store.

1. Employee Theft: stealing of merchandise or currency done by the employees
2. Vendor Fraud
3. Administrative Fraud

Let us first talk about Employee theft.



## Employee Theft

Employee theft is one of the major causes of inventory shrinkage. A large part of inventory shrinkage and retailer loss is attributed to employee behaviour. The different ways employees can lead to inventory shrinkage are:

1. Cash register, Cash handling and Book keeping theft
2. Shortchanging and Refund Fraud
3. Stock room theft
4. Employees join with customers who shoplift .

How to prevent employee theft.



## Prevention of Employee Theft

Here are a few ways to prevent employee theft:

- ◆ Pre – employment screening
- ◆ Background checks and reference from former employers
- ◆ Separate employee entrances with a security person posted there, and the right to frisk and even search may be reserved by a company
- ◆ Garbage Inspection
- ◆ Stockroom security and restricted entry
- ◆ Receiving and shipping: High security at this point and test counts can be done randomly as a security measure
- ◆ Warehouse security: Proper procedures at receiving platforms and shipping platforms, cargo documents and purchase orders should be matched, so that proper bookkeeping is ensured
- ◆ Theft of cash: Track cashiers performance, spot checks of the cashier funds during the day
- ◆ Money rooms: A special area for handling and storing cash, well constructed and burglar-resistant, with convenient alarms and holdup buttons
- ◆ Refunding policy: A well laid out policy for authentication of merchandise and return of money to the customer. Procedures must be established to constantly monitor payouts against related documents and merchandise
- ◆ Strict policies for dealing with employees caught for theft



## Other Causes of Inventory Shrinkage

- ◆ **Administrative Error:**
  - All the procedure to update, track and bill the merchandise is done by scanners and computers. Sometimes there may be an error while using the system. For example while billing, the system did not read a certain item. In such a case the merchandise is physically gone from the store but in the system it is still there. This error may lead to mis-match in the actual and system count and lead to a false alarm of inventory shrinkage.
- ◆ **Vendor Fraud:**
  - Sometimes there is a mis-match in the number received from the vendor and the actual ordered amount. This is a very rare case though.



## Credit Card Fraud

Losses due to acceptance of lost or stolen credit cards are on the increase. Suggested procedures which help cut such losses are:

- ◆ Examine card for authenticity; validity period, imprinted name and signature must match.
- ◆ Use terminal or telephone to obtain authorisation.
- ◆ If a “hot card”, confiscate if possible. “Hot card” means it is a reported stolen card.
- ◆ If the payment is above certain limit ask for ID proof.
- ◆ Examine ID carefully; compare signatures.
- ◆ Be wary of customers who appear unconcerned about price of merchandise.
- ◆ Watch out for customers in a hurry, particularly at closing time.





## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. Explain the different causes of inventory shrinkage.

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2. What are the methods to prevent employee thefts?

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## Worksheet

1. Match the columns.

Column A	
a.	Employee theft
b.	Credit card fraud
c.	Administrative error
d.	Vendor fraud
e.	Shoplifting

Column B	
i.	Use of stolen credit card
ii.	Stealing of merchandise from a store
iii.	Supplier sends less than ordered
iv.	Employee stealing money from the cash drawer
v.	The scanner does not read the barcode of a product





## Course 6 – Product Knowledge

S No.	Module Name
1	Product Knowledge

### Course Overview


As a Trainee Associate, you need to have an overall knowledge of the product, different categories present under each product, and the type of style each category offers. This knowledge will enable you to direct, recommend and sell better and appropriate products to your customers. This course will give you a walk through the different product categories that a store can have.

### Course Objectives

At the end of this course, you will be able to:

- ◆ Explain the different products categories
- ◆ Categorise different products



<b>Course 6</b>	<h1>Product Knowledge</h1>
<b>Module 1</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ List the different categories of products</li> </ul>

Session Plan	
1	Module Overview
2	Product Knowledge and its Importance
3	Apparel
4	Accessories for Men and Women
5	Consumer Durables and Electronics
6	Key Learnings
7	Worksheet



## Module Overview

Knowledge of product is power for a Trainee Associate (Trainee Associate). Product knowledge means more sales. It is difficult to effectively sell to a customer if we cannot show how a particular product will address a shopper's needs. In this module, let us learn about the different products that are available in a store.



## Product Knowledge and its Importance

Product knowledge is knowledge of a product's features and benefits. As a Trainee Associate, you will be the one to face all the customer's queries. If you do not know the product and cannot answer questions about it, you may lose customers. Customers will have many queries and will want to know if the product suits his/her needs, is there anything better out there to meet their demands, is there a value for money offer. A Trainee Associate having product knowledge not only impresses the customer but can also help him buy the suitable product. Further, it may also help you to up sell or cross sell.

**There are a variety of things you need to know about a product. They are:**

- ◆ What is the use of the product/service?
- ◆ What can the products not do?
- ◆ What your competitor's product/service can and cannot do?
- ◆ What is a suitable alternative to the product?
- ◆ What is the customer's feedback on the product?

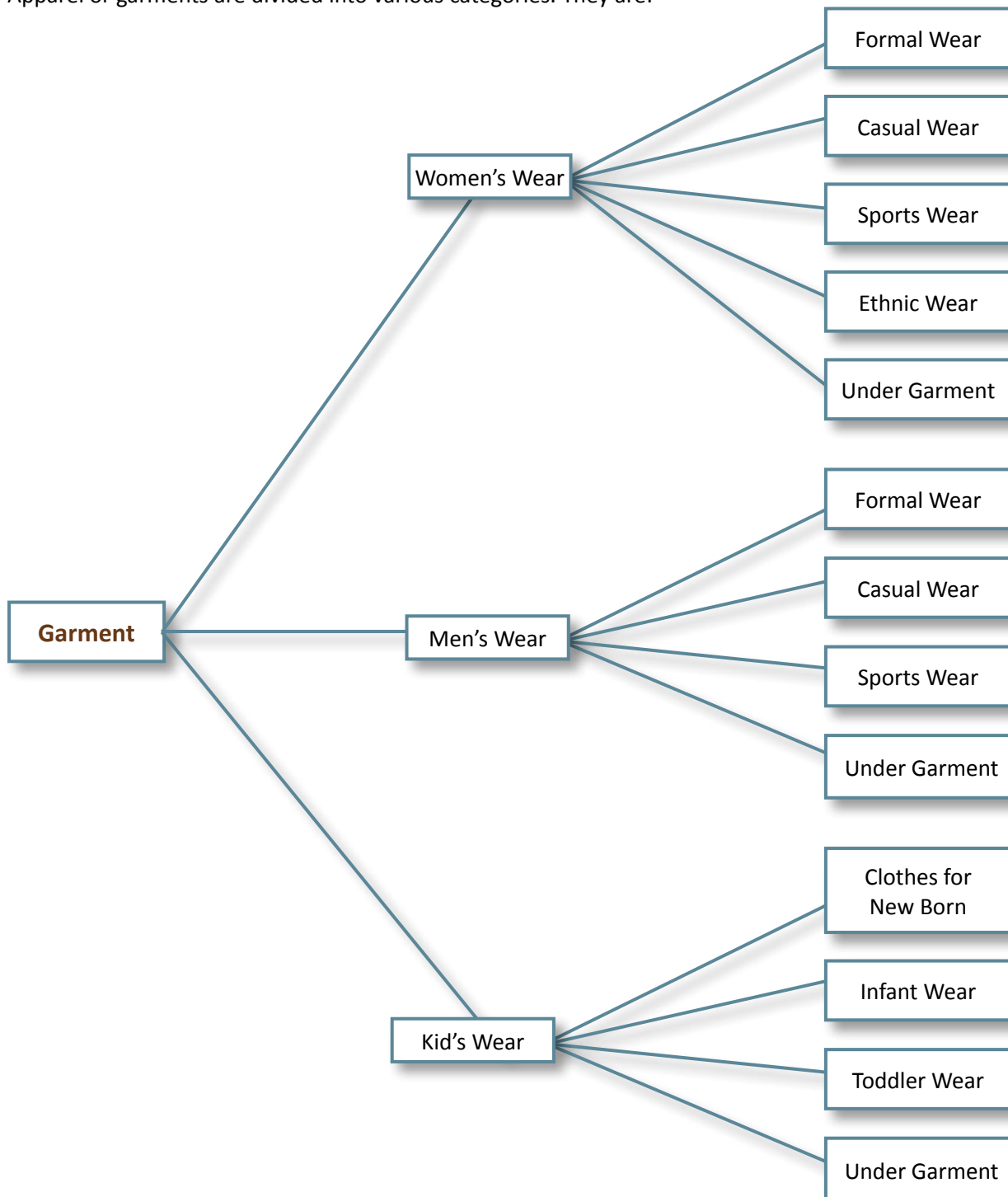
- ◆ What are the trends in the marketplace that can/will impact your sales and/or customer perceptions?

Let us learn about the different products available in a store.



## Apparel and Accessories





Apparel or garments are divided into various categories. They are:



- ◆ **Men's Wear:** Clothing designed for men to wear.
- ◆ **Formal wear:** It includes the products that a man can wear to office. It comprises the following products:

		
Formal Shirt	Formal Trouser	Formal Suit

- ◆ **Casual wear:** It includes clothes that a person wears usually outside office for comfort and leisurely activities.

		
Casual T - Shirt	Shorts	Checked Shirt
		
Demin Jeans		

- ◆ **Ethnic wear:** Ethnic wear is traditional wear.

		
Kurta Churidaar	Sherwani	Jodhpuri Coat



◆ **Sports wear:** Clothes specially worn for playing sports







		
Sports Jacket	Track Suit	Shorts and Vest

Some of the popular mens wear brands in India are:









Van Heusen	Formal , Semi formal, Casual wear
Arrow	Formal, Semi formal wear
Indian Terrain	Formal, Semi formal wear
U.S Polo	Casual wear
Tantra	Casual wear
Manyavaar	Ethnic wear
Stop	Formal, Ethnic wear
Fab India	Ethnic wear
Nike	Sports wear
Addidas	Sports wear
Reebok	Sports wear
Levis	Casual wear

◆ **Women’s Wear :** Clothing made for women to wear

◆ **Formal wear:** Clothing meant for formal events like office, official meeting or a party.

		
Western Formal: Shirt	Western Formal: Blazer	Western Formal: Trouser
		
Indian Formal: Saree	Indian Formal: Salwar Kameez	Indian Formal: Kurta

◆ **Casual wear**

		
T - Shirt	Skirt	Dress
		
Denim Jeans	Sweater	Shrug
		
Party Dress	Party Top	

◆ **Ethnic wear**

		
Salwar Kameez	Embroidered Saree	Lehenga




◆ **Sports wear**

		
Vest Top	Skirt	Sports T - Shirt

Leading brands for women's wear are:

Van Huesen	Formal, Semi formal wear
Wills Lifestyle	Formal, Semi formal wear
BIBA	Indian – Formal, Ethnic wear
Melange	Indian – Formal, Ethnic wear
Pantaloons	Casual, Ethnic, Formal wear
Levis	Casual wear
Nalli	Indian – Ethnic wear

#### ◆ Kid's Wear

<p>Casual Wear:</p> <ul style="list-style-type: none"> <li>◆ Dungarees</li> <li>◆ T-shirt</li> <li>◆ Shorts</li> <li>◆ Frock</li> </ul>	<p>Ethnic Wear:</p> <ul style="list-style-type: none"> <li>◆ Salwar Kameez</li> <li>◆ Lehenga</li> <li>◆ Sherwani</li> <li>◆ Dhoti Kurta</li> </ul>	<p>Party Wear:</p> <ul style="list-style-type: none"> <li>◆ Lace Frock</li> <li>◆ Shirt and Top</li> <li>◆ Tuxedo</li> <li>◆ Gown</li> </ul>
		







Popular brands for kid's wear are:

- ◆ Gini & Jony
- ◆ Peppermint
- ◆ Ruff Kids
- ◆ Lilliput



## Footwear





It includes shoes, chappals, juttis and sandals.

		
Men's Formal Shoes	Women's Formal Shoes	Sandals
		
Women's Juttis	Men's Juttis	Sport Shoes



## Accessories for Men and Women

Apparels or garments are divided into various categories. They are:

		
Men's Handbag	Men's Wallet	Women's Handbag
		
Belt	Ladies Wallet	



## Cosmetics



Skin Care Products



Hair Care Products



Fragrances



Colour Cosmetics



## Jewellery



Necklace



Finger Ring



Bangles



## Consumer Durables and Electronics

Various categories in consumer durables and electronics are:

- ◆ Consumer Electronics include VCD/DVD, home theatre, music players, television, cameras.
- ◆ White Goods include dish washer, air conditioner, water heater, washing machine. They are also called home appliances.
- ◆ Moulded Luggage
- ◆ Clocks and Watches
- ◆ Mobile Phones

			
Mobile Phone	Watch	Washing Machine	Steam Iron
			
Camera	Air Conditioner	Television	Luggage Bag



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. If a man wants to go to office what set of clothes can he wear?

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2. If you have to go to a party wearing a traditional dress, what would you wear?

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3. If you want to buy home-appliances, which section of the store will you go to?

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4. What is the casual wear for:

Men: \_\_\_\_\_

Women: \_\_\_\_\_



## Worksheet

1. Read the following questions and tick on the correct answers.





a. Mala wants something elegant to wear to her friend's wedding. What would be a suitable choice for her?

- i. T - shirt
- ii. Shorts
- iii. Embroidered saree
- iv. Both i and iii

b. Which of the following is a party wear?

i.	ii.
	
iii.	iv.
	

c. Which of the following come under accessories?

i.	ii.
	
iii.	iv.
	

2. Match the following.

Column A	
a.	
b.	
c.	
d.	
e.	
f.	

Column B	
i.	Women's Formal Wear
ii.	Jewellery
iii.	White Goods
iv.	Women's Party Wear
v.	Men's Formal Footwear
vi.	Cosmetics





## Course 7 – Legal Requirements

S No.	Module Name
1	Legal Requirements

### Course Overview


As a Trainee Associate, it is important to know the laws and rights of the consumer and the retailer. This is essential for a Trainee Associate when faced with consumer queries and complaints, as a Trainee Associate has to be well prepared to respond to the consumer correctly. As a Trainee Associate, you will also understand your legal rights and the legal requirements of the retail establishment.

### Course Objectives

At the end of this course, you will be able to:

- ◆ state the legal rights of the retailer and the consumer.



<b>Course 7</b>	<h1>Legal Requirements</h1>
<b>Module 1</b>	
	<p>At the end of this module, you will be able to:</p> <ul style="list-style-type: none"> <li>◆ state the legal rights of the retailer and the consumer.</li> </ul>

Session Plan	
1	Session Overview
2	Consumer Protection Act, 1986
3	Rights of the Consumer
4	Shop and Establishment Act
5	Key Learning
6	Worksheet



## Session Overview

As a Trainee Associate, it is important to know the laws and rights of the consumer and the retailer. This is essential for a Trainee Associate when faced with consumer queries and complaints, as a Trainee Associate has to be well prepared to respond to the consumer correctly. As a Trainee Associate, you will also understand your legal rights and the legal requirements of the retail establishment.



## Consumer Protection Act, 1986

The Consumer Protection Act, 1986, is one of the most important laws supporting the legal rights of consumers in India. When consumers are making a complaint or are returning purchased items, they can use the provisions under this law to uphold their rights.

According to The Consumer Protection Act, 1986, “everybody, including individuals, a firm, a Hindu Undivided Family and a company, have the right to exercise their consumer rights for the purchase of goods and services made by them.”



## Rights of the Consumer

The Rights of the Consumer are given below:

- ◆ **Right to Safety:** The right to be protected from the marketing of hazardous products and services.
- ◆ As a Trainee Associate, you should know that some customers will look for quality marks like ISI and AGMARK as a guarantee of the product.

- ◆ Right to be Informed: 'It means right to be informed about the quality, quantity, potency, purity, standard and price of goods so as to protect the consumer against unfair trade practices.' (<http://consumeraffairs.nic.in>).
- ◆ A Trainee Associate should give the consumer all the relevant information relating to a product or service. All the pros and cons of the product should be communicated to the consumer so that they can make an informed decision. A Trainee Associate needs to constantly update his/her knowledge about the new products on the shop floor.
- ◆ Right to Choose: The customer should be presented with a variety of goods available at competitive prices. In cases where a certain product or service has a monopoly, the right to choose applies to guarantee of the product being of good quality and it being sold at a fair price.
- ◆ A Trainee Associate should show or guide a customer to the entire range of brands and products a customer is looking for.
- ◆ Right to be Heard: A consumer can be allowed to participate in discussion forums for consumer welfare provided they are not of any political organization and commercial consumer organization.
- ◆ A Trainee Associate should encourage customers for feedback of their experience.
- ◆ Right to Seek Redressal: The right to get a fair settlement or compensation against any faulty, unscrupulous or unfair trade practices when the complaint is legitimate.
- ◆ In the event of a redressal, a Trainee Associate should see if a complaint is legitimate and then as per management policy provide the given compensation.
- ◆ Right to Consumer Education: This means to be informed to reduce exploitation of consumers. This is specially applicable to rural consumers.



## Shops and Establishments Act

The Shops and Establishments Act is specific to each state. It provides regulations for employers and states the rights of employees.

Under this Act the following provisions are made as per each state:

- ◆ Shops/ Establishments must be registered
- ◆ Shops/ Establishments communication for closing
- ◆ Lays down work operating hours on a daily and weekly basis, states timings, break timings, holiday lists, over time policy.
- ◆ Rules of Employment concerning employment of children, young people and women, leaves – annual, casual, medical, maternal and for employee hiring and termination.
- ◆ Requires the maintenance of registers, display notices and maintenance of records.
- ◆ Gives provisions for rules for employees as well as employers

As per the state laws, your employer will create a rules and regulations book. This will provide information on the company policy. All employees should refer to this for any of the above mentioned queries.



## Key Learnings

Summarise your learning here. Write your answers in the space provided.

1. What will you do as a Trainee Associate in the following situations:
- a. A consumer wants assurance that the product is of good quality

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- b. A new product has been introduced into the shop

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- c. Customer is looking for the best deal on a product

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- d. Applying for leave

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## Worksheet

1. *The Consumer Protection Act, 1986, protects which of the following parties? Select all the correct options.*

- a. Individuals buyers
- b. Advertising agencies
- c. Firms as buyers
- d. Distributors

2. *Would the following consumers be protected by the Consumer Protection Act if they were to seek redressal?*

Sr. No.	Consumer and the Situation	Yes/No
1	A consumer who happened to buy a defective appliance, and the owner refuses to replace.	
2	A food processing company that buys wheat in bulk, only to realize that it is of a lower grade quality than the one paid for	
3	A online buyer who receives duplicate perfume instead of the original one ordered (and paid for)	
4	A manufacturer who complains about a distributor not placing orders in advance	
5	A caterer who uses adulterated ingredients to cook	



## Notes

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# Answers



## Answers: Domain Skills

### Answers: Course 1\_Module 1

1. Categorise the given stores according to the format they follow.

Store	
a.	Shopper's Stop
b.	Apna Bazaar
c.	Medicine shop
d.	<i>Kirana</i>
e.	Tea stall
f.	Tailor shop

Category	
i.	Departmental store
ii.	Supermarket
iii.	Speciality store
iv.	Convenience store
v.	Speciality store
vi.	Speciality store

2. a - vii, b - iv, c - vi, d - i, e - ii, f - viii, g - v, h - iii  
 3. a, c, d, e  
 4. d  
 5. c

### Answers: Course 1\_Module 2

1. Read the following questions and tick on the correct answers.  
 a. iv  
 b. ii  
 2. a - iv, b - iii, c - i, d - ii

### Answers: Course 2\_Module 1

1. Read the following questions and tick on the correct answers.  
 a. i, iv, v, vi, vii, viii  
 b. ii  
 c. iv  
 d. ii, iii, iv, v

### Answers: Course 3\_Module 1

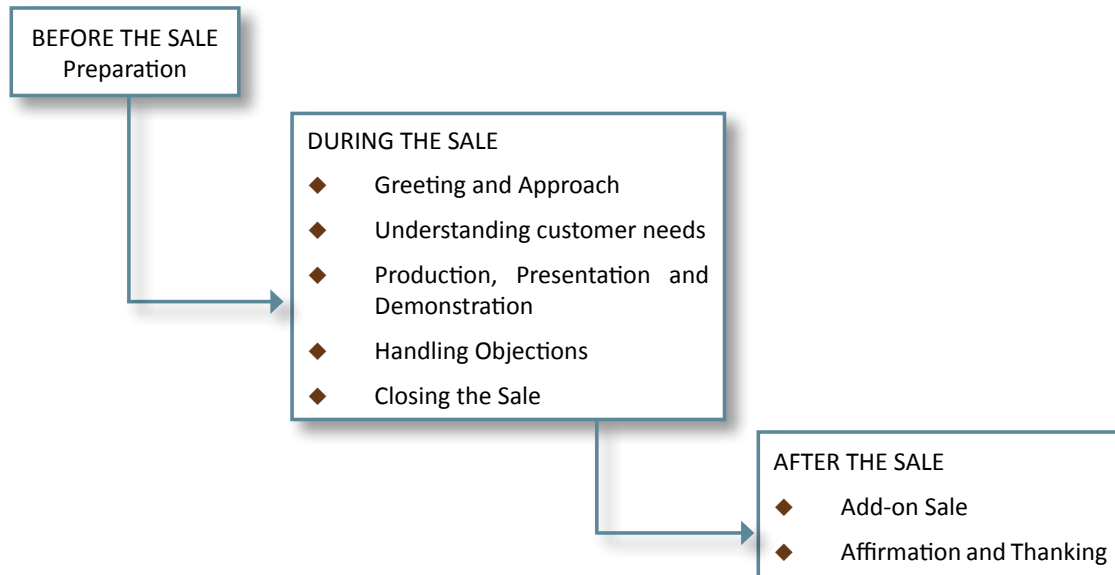
1. Read the following questions and tick on the correct answers.  
 a. i  
 b. iii  
 c. ii

### Answers: Course 3\_Module 2

1. Read and tick on the correct answer from the following options. There may be more than one correct answer.

a. i,iii,iv

b.



### Answers: Course 3\_Module 3

1. b

2. Dos - a, c, d, f, g,

Don'ts - b, e, h, i

### Answers: Course 3\_Module 4

1. Read and tick on the correct answer from the following options.

a. ii

b. i

c. iii

### Answers: Course 3\_Module 5

1. Read and tick on the correct answer from the following options.

a. iii

b. ii

c. iii

### Answers: Course 3\_Module 6

1. Read and tick on the correct answer from the following options.

a. i

b. iii

2. a - v, b - i, c - vii, d - vi, e - ii, f - iii, g - iv

**Answers: Course 3 \_ Module 7**

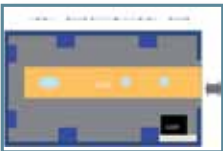

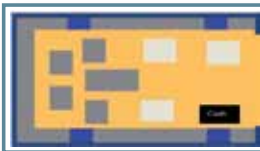
1. *Read the following question and tick on the correct answer.*
  - a. iii
  - b. ii
  - c. iv

**Answers: Course 3 \_ Module 8**

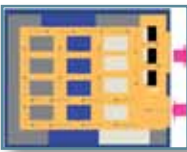
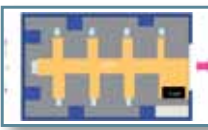
1. *Tick on the correct answer from the following options.*
  - a. iii
  - b. iv
  - c. iii

**Answers: Course 4 \_ Module 1**

1. *Read the question and tick on the correct answer from the following options.*
  - a. ii
  - b. ii
2. *Identify the different circulation plan and write their name in the space provided.*

		
Spine	Racetrack	Free flow

	
Grid	Herringbone

**Answers: Course 4 \_ Module 2**

1. *Read the following questions and tick on the correct answers.*
  - a. iv
  - b. ii
  - c. iv

**Answers: Course 4 \_ Module 3**

1. *Answer the following questions by ticking the correct option(s).*
  - a. iv
  - b. i
  - c. i, iii, iv

### Answers: Course 4\_ Module 4

1. *From the story below identify the following:*
  - a. Manufacturer: Nirla
  - b. Distributor: Vinay Pvt Ltd
  - c. Retailer: Rama Stores
  - d. Customer: Aman
  - e. Supplier: Village in Mokaama
2. *From the story below identify the following:*
  - a. Manufacturer: Cappo Coffees
  - b. Distributor: Wholesale agents of Cappo Coffees
  - c. Retailer: Laxman store
  - d. Customer: Ashok
  - e. Supplier: Wynad farms
3. c
4. a-iv, b-iii, c-v, d-vi, e-vii, f-i, g-ii

### Answers: Course 4\_ Module 5

1. *Number the steps correctly in the procedure to clean the meeting room.*

Procedure:

- a. Keep the door open with help of door a stopper.
- b. Pull the chairs behind to ensure free movement while cleaning.
- c. Dust monitor, CPU, telephone, keyboard and mouse with yellow cloth.
- d. Clean monitor screen, door glass, and whiteboard with glass cloth and window shine.
- e. Dust skirting, table, pedestal, chairs handles and legs with checked cloth.
- f. Arrange the things on the desk e.g. monitor, keyboard, mouse, cup, etc.
- g. Clean the carpet with carpet brush and dustpan.

2. *Number the steps correctly in the procedure to clean the reception.*

Procedure:

- a. Display the caution sign board at the entrance.
- b. Dust computers and telephones with yellow cloth.
- c. Clean the glass with glass cloth and window shine.
- d. Dust chairs, tables, skirting, frames with checked cloth.
- e. Spray bottle with window shine.
- f. Arrange the items on the desk. e.g. newspapers, stationeries etc.
- g. Clean the floor with dry mop and wet mop.

### Answers: Course 4\_Module 6

1. *State whether these sentences are true or false.*
  - a. Load that seems too heavy for you to lift should be broken down into smaller units so that they are manageable. **True**
  - b. Heavy loads should be lifted directly from the floor. **False**
  - c. When performing carrying tasks, it is important to keep the load away from your body. **False**
  - d. One should wear comfortable clothing and shoes while carrying a load. **True**
  - e. An employee who does a lot of lifting and carrying should rest and stretch his muscles as frequently as possible. **True**

### Answers: Course 4\_Module 7

1. *Match the Column*

Equipment		Functions	
a.	Docket Printers	i.	This is where the cash or payment is collected from the customer.
b.	Point of Sale Terminal, (POS)	ii.	This is an electronic system that recognizes and reads the product's barcode.
c.	Portable Data Units (PDF)	iii.	It helps produce written copies of the sale.
d.	Scanner	iv.	It compiles stock orders easily by scanning the item directly off the shelf.

### Answers: Course 4\_Module 8

1. *Fill in the blanks correctly.*
  - a. The first step in gathering information in a retail unit is **labelling**.
  - b. You should **scan** the barcode on the product label to get the relevant information about the product.
  - c. **Radio Frequency Identification** works seamlessly with real-time information about the location of the product without any scanning or contact.
2. *Tick all the details that must be provided on the product or its packaging.*

Tick	Details necessary on the product/packaging
✓	Name and address of the manufacturer
	Packaging weight
✓	Net quantity of the product
	Number of distributors
✓	Maximum Retail Price (MRP) with taxes

✓	Name and address of importer with a valid registration (for imported goods)
✓	The expiry date on food packaging
	Advertising agency
✓	Manufacturing or pre-packaging month or year

### Answers: Course 4\_ Module 9

1. Match the columns.

Detector	Description
Main panel system smoke detector	A device that is fitted on roof which gets activated by smoke in case of fire
Heat detector	It is a device that works on the principle of temperature.
Fire alarm system	A system that can be manually or electronically operated or activated in case of outbreak of fire.
Water sprinkler system	An automatic system that is installed on the roof or on the walls inside a building. This system is connected with high pressure water carrying pipes.

2. Match the columns.

Type of fire	Examples of medium
Solid Fire	Wood, clothes, paper, grass
Liquid Fire	Petrol, kerosene, paint
Gaseous Fire	LPG, CNG
Metal Fire	Sodium, magnesium

3. Answer the following question by ticking all the correct options.

a. Which of the following can be handy during a fire and help control it?

Option: i, iii, iv

### Answers: Course 5\_ Module 1

1. Read the following questions and tick on the correct answers.

a. i

2. c, b, a, d

### Answers: Course 5\_ Module 2

1. Read the following questions and tick on the correct answers.

a. iv

b. ii



### Answers: Course 5\_ Module 3

1. a-iv, b-i,c-v,d-iii, e-ii
2. *Read the following question and tick on the correct answer from the options given.*
  - a. i

### Answers: Course 6\_ Module 1

1. *Read the following questions and tick on the correct answers.*
  - a. iii
  - b. iii
  - c. iv
2. *a-iii, b -v, c-ii, d-vi, e-i, f-iv*

### Answers: Course 7\_ Module 1

1. *The Consumer Protection Act, 1986, protects which of the following parties? Select all the correct options.*
  - a. Individuals buyers
  - c. Firms as buyers
2. *Would the following consumers be protected by the Consumer Protection Act if they were to seek redressal?*

Sr. No.	Consumer and the Situation	Yes/No
1	A consumer who happened to buy a defective appliance, and the owner refuses to replace.	Yes
2	A food processing company that buys wheat in bulk, only to realize that it is of a lower grade quality than the one paid for	Yes
3	A online buyer who receives duplicate perfume instead of the original one ordered (and paid for)	Yes
4	A manufacturer who complains about a distributor not placing orders in advance	No
5	A caterer who uses adulterated ingredients to cook	No

