CLASS - X

DYNAMICS
OF RETAILING

Students Handbook

BUILDING SKILLS • BUILDING FUTURE

DYNAMICS
OF RETAILING

CLASS - X
Students Handbook

CENTRAL BOARD OF SECONDARY EDUCATION

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110092 India

Dynamics of Retailing Students Handbook – Class X

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भारत का संविधान

उद्देशिका

हम, भारत के लोग, भारत को एक सम्पूर्ण [1][प्रभुत्व-संपन्न समाजवादी पंथनिरपेक्ष लोकतंत्रात्मक गणराज्य] बनाने के लिए, तथा उसके समस्त नागरिकों को:

सामाजिक, आर्थिक और राजनैतिक न्याय,

विचार, अभिव्यक्ति, विश्वास, धर्म

और उपासना की स्वतंत्रता,

प्रतिष्ठा और अवसर की समता

प्राप्त कराने के लिए

तथा उन सब में व्यक्ति की गरिमा

और [2][राष्ट्र की एकता और अखंडता]

सुनिश्चित करने वाली बंधुता बढ़ाने के लिए

दृढ़संकल्प होकर अपनी इस संविधान सभा में आज तारीख 26 नवम्बर, 1949 ई॰ को एतद् द्वारा इस संविधान को अंगीकृत, अधिनियमित और आत्मार्पित करते हैं।

1. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से "प्रभुत्व-संपन्न लोकतंत्रात्मक गणराज्य" के स्थान पर प्रतिस्थापित।
2. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से "राष्ट्र की एकता" के स्थान पर प्रतिस्थापित।

भाग 4 क

मूल कर्त्तव्य

51 क. मूल कर्त्तव्य – भारत के प्रत्येक नागरिक का यह कर्त्तव्य होगा कि वह –

(क)   संविधान का पालन करे और उसके आदर्शों, संस्थाओं, राष्ट्रध्वज और राष्ट्रगान का आदर करे;

(ख)   स्वतंत्रता के लिए हमारे राष्ट्रीय आंदोलन को प्रेरित करने वाले उच्च आदर्शों को हृदय में संजोए रखे और उनका पालन करे;

(ग)   भारत की प्रभुता, एकता और अखंडता की रक्षा करे और उसे अक्षुण्ण रखे;

(घ)   देश की रक्षा करे और आह्वान किए जाने पर राष्ट्र की सेवा करे;

(ङ)   भारत के सभी लोगों में समरसता और समान भ्रातृत्व की भावना का निर्माण करे जो धर्म, भाषा और प्रदेश या वर्ग पर आधारित सभी भेदभाव से परे हों, ऐसी प्रथाओं का त्याग करे जो स्त्रियों के सम्मान के विरुद्ध हैं;

(च)   हमारी सामासिक संस्कृति की गौरवशाली परंपरा का महत्त्व समझे और उसका परिरक्षण करे;

(छ)   प्राकृतिक पर्यावरण की जिसके अंतर्गत वन, झील, नदी, और वन्य जीव हैं, रक्षा करे और उसका संवर्धन करे तथा प्राणिमात्र के प्रति दयाभाव रखे;

(ज)   वैज्ञानिक दृष्टिकोण, मानववाद और ज्ञानार्जन तथा सुधार की भावना का विकास करे;

(झ)   सार्वजनिक संपत्ति को सुरक्षित रखे और हिंसा से दूर रहे;

(ञ)   व्यक्तिगत और सामूहिक गतिविधियों के सभी क्षेत्रों में उत्कर्ष की ओर बढ़ने का सतत प्रयास करे जिससे राष्ट्र निरंतर बढ़ते हुए प्रयत्न और उपलब्धि की नई उंचाइयों को छू ले;

[1](ट)   यदि माता–पिता या संरक्षक है, छह वर्ष से चौदह वर्ष तक की आयु वाले अपने, यथास्थिति, बालक या प्रतिपाल्य के लिये शिक्षा के अवसर प्रदान करे।

1. संविधान (छयासीवां संशोधन) अधिनियम, 2002 की धारा 4 द्वारा (12.12.2002) से अंतः स्थापित।

THE CONSTITUTION OF INDIA

PREAMBLE

WE, THE PEOPLE OF INDIA, having solemnly resolved to constitute India into a [1][SOVEREIGN SOCIALIST SECULAR DEMOCRATIC REPUBLIC] and to secure to all its citizens :

> **JUSTICE,** social, economic and political;

> **LIBERTY** of thought, expression, belief, faith and worship;

> **EQUALITY** of status and of opportunity; and to promote among them all

> **FRATERNITY** assuring the dignity of the individual and the[2] [unity and integrity of the Nation];

IN OUR CONSTITUENT ASSEMBLY this twenty-sixth day of November, 1949, do **HEREBY ADOPT, ENACT AND GIVE TO OURSELVES THIS CONSTITUTION.**

1. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "Sovereign Democratic Republic" (w.e.f. 3.1.1977)
2. Subs, by the Constitution (Forty-Second Amendment) Act. 1976, sec. 2, for "unity of the Nation" (w.e.f. 3.1.1977)

THE CONSTITUTION OF INDIA

Chapter IV A

FUNDAMENTAL DUTIES

ARTICLE 51A

Fundamental Duties - It shall be the duty of every citizen of India-

(a) to abide by the Constitution and respect its ideals and institutions, the National Flag and the National Anthem;

(b) to cherish and follow the noble ideals which inspired our national struggle for freedom;

(c) to uphold and protect the sovereignty, unity and integrity of India;

(d) to defend the country and render national service when called upon to do so;

(e) to promote harmony and the spirit of common brotherhood amongst all the people of India transcending religious, linguistic and regional or sectional diversities; to renounce practices derogatory to the dignity of women;

(f) to value and preserve the rich heritage of our composite culture;

(g) to protect and improve the natural environment including forests, lakes, rivers, wild life and to have compassion for living creatures;

(h) to develop the scientific temper, humanism and the spirit of inquiry and reform;

(i) to safeguard public property and to abjure violence;

(j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement;

[1](k) who is a parent or guardian to provide opportunities for education to his/her child or, as the case may be, ward between age of six and forteen years.

1. Ins. by the constitution (Eighty - Sixth Amendment) Act, 2002 S.4 (w.e.f. 12.12.2002)
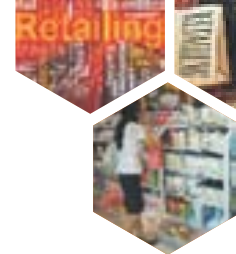
Preface

Retail sector plays a vital role in economic development of an economy. It employs a large number of workforce and its contribution to national income is also substantial. In India scenario the retail sector employs about 8% of total working populating. Approximately 40 million people are employed in 6 million retail outlets throughout the country. 22% of national income is accrued from this sector. The retail sector is classified in two categories - unorganised retail sector and ogranised retail sector. The unorganized retail sector comprised various independent shops such as kirana shops, cloth shops, utensil shops, medical stores, etc. These are traditional local shops in a market place or in residential area. The other format of retailing is organised one. The organised retailing in India is relatively new. During last twenty years, this sector has experienced very fast growth. From 5% of total retail in 2005, its present share is 16%. The organised retail format includes department stores, fast food outlets, supermarkets, malls, hypermarkets, specially stores etc.

Our objective to start a vocational course in retailing for class X is that there are lakhs of students who want to do some job after finishing their schooling. A traditional course in school does not equip the students any specialization in any field. In India there is a huge pool of educated unemployed persons. It is difficult to get a job after passing from schools without having acquired vocational skills necessary for a job. According to an estimate only 12 percent students as are able to go to various colleges in India. Rest 88 percent can be considered as drop-outs after their higher secondary level of schooling. Most of them do not reach to colleges because of financial constrains besides other reasons. Under the circumstances it becomes the responsibility of the concerned government/authorities to provide meaningful vocational curriculum at the higher secondary school levels. So that after perusing a vocational course a student will be in a better position is join the job markets.

To achieve this objective, CBSE (Central Board of Secondary Education) has started a lot of vocational course in emerging areas for example Retail, IT, Automobile etc. After necessary knowledge in retailing, the students will have an edge over others in getting jobs of their choice in this sector as this sector is growing very fast and lakhs of manpower requirements have been estimated to come up annually.

In the present material on Retail the subject matter has been presented in a student friendly manner by PSSCIVE, Bhopal. Efforts have been made to put before the readers the material in a form that could explain the real world of retailing in an interesting and lucid manner.

Any suggestions, feedback from the readers from improvement in the future editions of the volume shall be heartily welcomed.

Sh. Vineet Joshi
Chairman (CBSE)

Acknowledgements

About the Sector

A retailer is the one who stocks the producer's goods and is involved in the act of selling to the customer or consumer, at a margin of profit. Retailing is the last link that connects the individual consumer with the manufacturing and distribution chain. It adds value in terms of bulk breaking and providing a wide variety of goods and services to customers.

The retail industry is divided into organised and unorganised sectors. **Organised retailing** refers to trading activities undertaken by licensed retailers, that is, those who are registered for sales tax, income tax, etc. These include the corporate-backed hypermarkets and retail chains, and also the privately owned large retail businesses. **Unorganised retailing**, on the other hand, refers to the 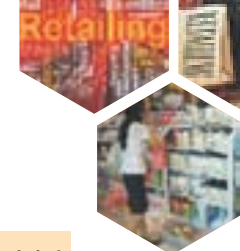traditional formats of low-cost retailing, for example, the local kirana shops, owner manned general stores, paan/beedi shops, convenience stores, hand cart and pavement vendors, etc.

Organised retail can be catergorised by the type of products retailed as well as the by the different kind of retail formats. The major retail formats include Department store, Supermarkets, Hypermarket, Specialist Stores, Convenience Stores, and Kiosks. The various operations involved in store operation and management include Store Operations, Back end operations, Merchandising, Logistics and Distribution, Marketing, Procurement/Purchase, and Corporate Services.

The middle level jobs in organised retailing include (i) **Store Assistant,** who makes layout and design of store, (ii) **Retail Junior Merchandiser,** who assist customers in finding merchandise, introduce customers to new merchandise, and highlight product features in order to promote sales. (iii) **Transport Assistant** who held to transport the goods from store to customer house (iv) **Billing Assistant** who provides billing and handed over products to the retail bagger, (v) **House Keeper in Retail** who makes housekeeping in the store and (vi) **Security Personnel,** who secure the customers products, vehicles & guide them to entering into the retail outlets.

Index

About the Handbook

This handbook is to assist you. This handbook should be worked upon in the classroom, at the workplace or in your own time under the guidance and supervision of your teacher or trainer. This handbook contains sessions which will help you to acquire relevant knowledge and skills (soft and hard) on various aspects of the units of competency. Each session is small enough to be easily tackled and digested by you before you move on to the next session. Animated pictures and photographs have been included to bring about visual appeal and to make the text lively and interactive for you. You can also try to create your own illustrations using your imagination or taking the help of your teacher. Let us now see what the sections in the sessions have for you.

Section–1: Introduction

This section introduces you to the topic of the Unit. It also tells you what you will learn through the various sessions converted in the Unit.

Section–2: Relevant Knowledge

This section provides you with the relevant information on the topic(s) covered in the session. The knowledge developed through this section will enable you to perform certain activities. You should read through the information to develop an understanding on the various aspects of the topic before you complete the exercise(s).

Section–3: Exercise

Each session has exercises, which you should complete on time. You will perform the activities in the classroom, at home or at the workplace. The activities included in this section will help you to develop necessary knowledge, skills and attitude that you need for becoming competent in performing the task at workplace. The activities should be done under the supervision of your teacher or trainer who will guide you in completing the tasks and also provide feedback to you for improving your performance. To achieve this, prepare a timetable in consultation with your teacher or trainer and strictly adhere to the stipulated norms or standards. Do not hesitate to ask your teacher or trainer to explain anything that you do not understand.

Section–4: Checklist for Assessment Activity

Through this section you will be able check your progress. You must be able to answer all the questions before you proceed to the next session.

Unit-1: Retail Operation

Unit Code: RS-201 NQ-2012	Unit Title: Retail Operations			
Location: Classroom Retail shop or supermarket, Malls	**Duration: 15 hours**			
	Session –1: Fundamentals of Retail Operations			
	Learning Outcome	**Knowledge Evaluation**	**Performance Evaluation**	**Teaching and Training Method**
	1. Understanding the Retail Operations	1. Fundamentals of Retail Operations. 2. Importance of retail operations	1. Chart out Retail Operations. 2. Explain the various retail outlets 3. Practice the retail operations	**Interactive lecture:** Retail Operations and highlight the importance of Retail Operations **Activity:** Visit to a retail out-let stores & ask the students to make a report on importance of Retail Operations

	2. List out the types of retail outlets	1. Various types of Retail Outlets
		  a. Store based retailing
		  b. Chain retailers
		  c. Leased departmental stores
		  d. Non-store based retailing
			1. Classified the various types of Retail Outlets
			2. Identify the functions of each retail outlet
			3. Demonstrate the knowledge of daily tasks and work routines at retail stores
				Interactive lecture: On types of Retail Operations and its outlets
				Activity: Visit to retail stores, organizations and observe the types of all Retail outlets and write a small report on it.

	Session – 2 : Types of Retailers			

	1. Identify the ways to categorized retail	1. Retailers based on six factors
		  a) Target Market Served
		  b) Product Offerings
		  c) Pricing Structure
		  e) Promotional Emphasis
		  f) Distribution Methods
		  g) Service Level
		2. Retail category of ownership structure
			1. Classified the six factors based on marketing decision
			2. Explain the factors related with operations
				Interactive lecture: On various Retail Categories. Show the students chart on it
				Activity: Visit to Retail stores and assign the work to the students for making project on marketing decision.

	2. Describe the ways	1. Describe the	1. Demonstrate the	**Interactive Lecture:**

	and means of meeting organization's policies, standards, and procedures	meaning and purpose of organizational structure and culture 2. Describe the purpose of chain of command in a retail business 3. Describe the importance of organizational values 4. Describe the retail industry expectations of staff 5. Describe the meaning and importance of quality assurance 6. Describe workplace ethics	knowledge of interacting with other team members 2. Demonstrate the knowledge of interacting with supervisor and management	Organizations Policies, Standards and Procedures of retail organization **Activity:** Visit to the retail outlet and ask to note down the Policies, Standards and Procedures of retail organization
	Session 3: Trends in Retailing			
	1. Identify the segments for urban and Rural areas	1. Various segments in Indian retailing 2. State the meaning of private brand retailing 3. Describe the advantages and disadvantages of online retailing and street shopping	1. Identify the various segment in Indian retailing 2. List out trends in different segments 3. Differentiate between online retailing and street shopping	**Interactive Lecture:** On various segments in Indian retailing. **Activity:** Visit to various retail stores for observation of various customers at different segments.
	2. Find out the driving forces in Indian retailing	1. Demographical factors, Plastic revolution, urbanization, Transportation	1. Identify the various growth drivers in Indian retailing 2. Find out the factors influencing growth drivers	**Interactive Lecture:** On various driving forces in Indian retailing **Group Discussion:** GD on driving forces in Indian retailing
	Session 4: Retail Selling Skills			
	1. Identify the customers	1. Types of customers 2. Selling methods to the customers	1. Identify the customers 2. Estimate the customer behaviour	**Interactive Lecture:** Types of customers **Activity:** Role Play to act on different methods for different customers

	2. Observe the Customer's body language	1. Various categories of body language 2. Physical appearance of the customers	1. Categories body languages 2. Identify the physical postures of the customers	**Interactive Lecture:** Customers body language **Activity:** Role play on body languages and then dealing with customers.
	3. Grasp the customer attention	1. Factors influencing grasping customer's attention. 2. Importance of customer	1. Identify the factors influencing the grasping of the customers 2. Evaluate the customer importance in retail environment	**Interactive Lecture:** Discuss the importance of customer, merchandise and sales people **Activity:** Visit to the retail store and observe how to grasp the customer attention for sale of goods
	4. Approach to the customer in a better way	1. Describe the different types of approaches 2. Common mistakes in approaching the customer	1. Enlist different types of approaches 2. Identify mistakes while approaching the customers	**Interactive Lecture:** Approach to the customer **Activity:** Visit to the retail store Identify mistakes while approaching the customers

Introduction

Retail operations refers to the work of individual(s) to keep store functioning. This includes retail sales people and managers in all type of stores, including small stores with only a handful of workers and large chain stores with hundreds of employees.

It is general experience of shopping that it is extensively planned before entering into the retail environment.
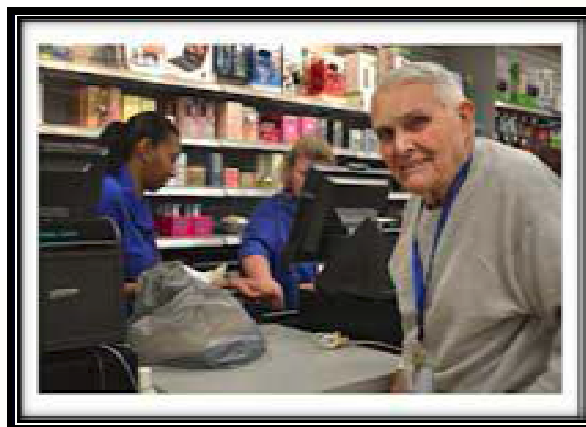
Sometimes decision of shopping any goods or item is made because of the layout and display of products but not because of planned shopping list. Many times these decisions are made by someone working in retail operations. The main **retail operations** include - Cash Handling, Safety and Security, Customer Service, Refunds and Returns,

Visual Merchandising and Inventory etc. If you are interested in a career in this field, it is required that you probably have to have good communication skills and the ability to handle difficult customers.

As a salesperson, you'll show items to customers and explain these items' benefits or features then complete the necessary financial transaction if the customer decides to make a purchase. Your duties would be greater if you worked in management. You could be responsible for ordering merchandise, pricing items, designing displays, completing inventories, creating financial reports and monitoring staff. As a manager, you might perform all these duties for more than one store, although if you needed assistance with any of these duties, you might delegate them to an assistant manager or store supervisor. In this unit the student will learn fundamentals of retail operations categorize the retailers, trends in retailing and retail selling skills.
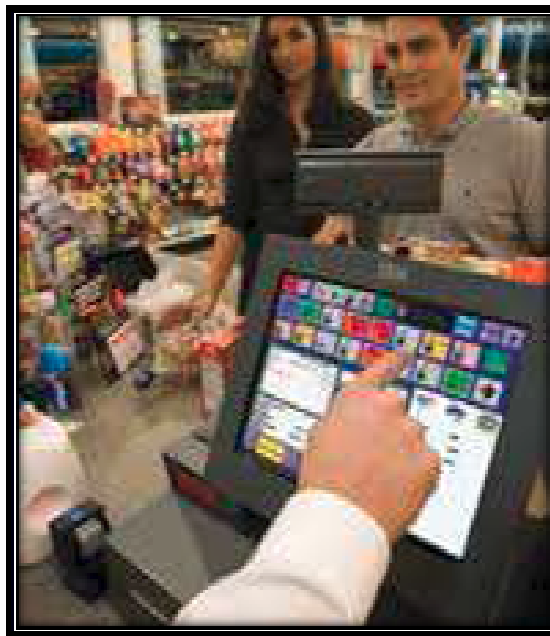
Session-1: Fundamentals of Retail Operations
Relevant Knowledge

Sometime in your life, you must have gone with your parents for buying grocery and shopping various items for meeting your daily needs from a retail store. Shopping generally refers to the act of buying products. Sometimes this is done to obtain necessities such as food and clothing; sometimes it is done as a recreational activity. Recreational shopping often involves window shopping (just looking, not buying) and browsing and does not always result in a purchase. Retailing is extremely important to everyone because without retailers we would not have access to everyday products that we need. Our lives would be very different if we could not 'pop to the shop' and buy virtually anything we could want.

Retailing is a distribution channel function where one organization buys products from supplying firms or manufactures the product themselves, and then sells these directly to consumers. A retailer is a reseller (i.e., obtains product from one party in order to sell to another) from which a consumer purchases products. In this unit, we will learn about what is retailing and how one can make a career in retailing. Retail comes from the old

4

French word *tailer* (compare modern French retailler), which means "to cut off, clip, pare, divide" in terms of tailoring. Retail is the sale of goods and services from individuals or businesses to the end-user. It is usually classified by type of products as follows:

1. Food products

2. Hard goods or durable goods ("hardline retailers") - appliances, electronics, furniture, sporting goods, etc. Goods that do not quickly wear out and provide utility over time.

3. Soft goods or consumables - clothing, apparel, and other fabrics. Goods that are consumed after one use or have a limited period (typically under three years) in which you may use them.

Importance of Retailing

Retailing has become such an intrinsic part of our everyday lives that it is often taken for granted. The nations that have enjoyed the greatest economic and social progress have been those with a strong retail sector. Why has retailing become such a popular method of conducting business? The answer lies in the benefits a vibrant retailing sector has to offer—an easier access to a variety of products, freedom of choice and higher levels of customer service.

Retailing is extremely important to everyone because without retailers we would not have access to everyday products that we need. Our lives would be very different if we could not 'pop to the shop' and buy virtually anything we could want. Retail has changed our lives and changed the way we live. We are an extremely materialistic society and this is partly due to retail. The clever advertising and marketing done by retailers has created a world of people who feel as though they need to have everything and buy goods to lead a happy and fulfilling life.

The fact that we can have virtually anything within minutes also emphasizes and encourages are materialism.

Types of Retail Outlets

Retail stores of different sizes face distinct challenges and their sales volume influences business opportunities, merchandise purchase policies, nature or promotion and expense control measures.

A market place: It is a location where goods and services are exchanged. The traditional market square is a where traders set up stalls and buyers browse the merchandise. This kind of market is very old, and countless such markets are still in operation around the whole world.

Small family run stores: In some parts of the world, the retail business is still dominated by small family-run stores, but this market is increasingly being taken over by large retail chains.

Department stores - very large stores offering a huge assortment of "soft" and "hard goods; often bear a resemblance to a collection of specialty stores. A retailer of such store carries variety of categories and has broad assortment at average price. They offer considerable customer service.
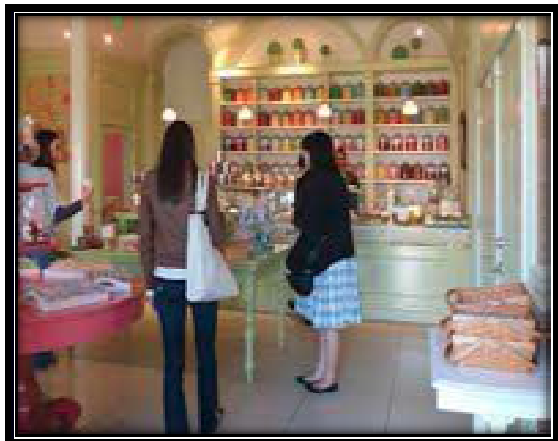
Discount stores - tend to offer a wide array of products and services, but they compete mainly on price offers extensive assortment of merchandise at affordable and cutrate prices. Normally retailers sell less fashion-oriented brands.

Warehouse stores - warehouses that offer low-cost, often high-quantity goods piled on pallets or steel shelves; warehouse clubs charge a membership fee;

Variety stores - these offer extremely low-cost goods, with limited selection;

Demographic - retailers that aim at one particular segment (e.g., high-end retailers focusing on wealthy individuals).

Mom-and-Pop - is a retail outlet that is owned and operated by individuals. The range of products are very selective and few in numbers. These stores are seen in local

community often are family-run businesses. The square feet area of the store depends on the store holder.

Specialty stores: A typical specialty store gives attention to a particular category and provides high level of service to the customers. A pet store that specializes in selling dog food would be regarded as a specialty store. However, branded stores also come under this format. For example if a customer visits a Reebok or Gap store then they find just Reebok and Gap products in the respective stores.

General store - a rural store that supplies the main needs for the local community;

Convenience stores: is essentially found in residential areas. They provide limited amount of merchandise at more than average prices with a speedy checkout. This store is ideal for emergency and immediate purchases.

✦ **Hypermarkets:** provides variety and huge volumes of exclusive merchandise at low margins. The operating cost is comparatively less than other retail formats.

✦ **Supermarkets:** is a self service store consisting mainly of grocery and limited products on non food items. They may adopt a Hi-Lo or an EDLP strategy for pricing. The supermarkets can be anywhere between 20,000 and 40,000 square feet (3,700 m^2).

✦ **Malls:** has a range of retail shops at a single outlet. They endow with products, food and entertainment under a roof.

✦ **Category killers or Category Specialist:** By supplying wide assortment in a single category for lower prices a retailer can "kill" that category for other retailers. For few categories, such as electronics, the products are displayed at the centre of the store and sales person will be available to address customer queries and give suggestions when required. Other retail format stores are forced to

reduce the prices if a category specialist retail store is present in the vicinity.

- ✦ **E-tailers:** The customer can shop and order through internet and the merchandise are dropped at the customer's doorstep. Here the retailers use drop shipping technique. They accept the payment for the product but the customer receives the product directly from the manufacturer or a wholesaler. This format is ideal for customers who do not want to travel to retail stores and are interested in home shopping. However it is important for the customer to be wary about defective products and non secure credit card transaction. Example: Amazon, Pennyful and eBay.

- ✦ **Vending Machines:** This is an automated piece of equipment wherein customers can drop in the money in machine and acquire the products.

- ✦ Some stores take a no frills approach, while others are "mid-range" or "high end", depending on what income level they target.

Other types of retail store include:

- ✦ Automated Retail stores are self service, robotic kiosks located in airports, malls and grocery stores. The stores accept credit cards and are usually open 24/7. Examples include Zoom Shops and Redbox.

- ✦ Big-box stores encompass larger department, discount, general merchandise, and warehouse stores.

- ✦ Convenience store - a small store often with extended hours, stocking everyday or roadside items;

- ✦ General store - a store which sells most goods needed, typically in a rural area;

Retailers can opt for a format as each provides different retail mix to its customers based on their customer demographics, lifestyle and purchase behaviour. A good format will lend a hand to display products well and entice the target customers to spawn sales.

Retail stores of different sizes face distinct challenges and their sales volume influences business opportunities, merchandise purchase policies, nature or promotion and expense control measures.

EXERCISE

1. Visit a retail organisation or an Industry, interact with the employer and employees of the organisation/industry and ask the following questions and write their reply in not more than 50 words:

Questions for Employer

(i) What are the formalities completed for establishment of retail organisation/industry?

_____

_____

_____

(ii) What kind of products sell in your retail organization and what type of display issued in your retail organisation?

_____

_____

_____

Questions for Employees

(iii) Are you happy with your salary? How much salary are you getting per month?

Employee A: Yes/No

Employee Salary Amount Rs……………………..

(iv) What is your job role? Please state the different roles in this organisation?

A. Fill in the blanks

1. Retailing is a _____ function where one organization buys products from supplying firms or manufactures the product themselves, and then sells these directly to_____.

2. Retail is the sale of _____and _____ from individuals or businesses to the end-user.

3. The nations that have enjoyed the greatest _____ and _____ progress have been those with a strong retail sector.

4. Retailing is extremely important to everyone because without- _____ we would not have access to everyday products that we need.

B. Multiple Choice Questions

Tick the correct answer

1. Retail is the sale of goods and services from individuals or businesses to the

   (a) End-user

   (b) Consumers

   (c) Ultimate user

   (d) All of the above

2. Retail has changed our lives and changed the

   (a) Way we without live

   (b) Way we not live

   (c) Way we live

   (d) None of the above

C. Short Answer Questions

1. What is retail?

2. What is the meaning and importance of retailing?

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

+ Differentiated between retailing and wholesaling.

+ Differentiated between consumers and manufacturers.

+ Explain the importance of retailing.

Part B

Discuss in class the following:

✦   What is retail?

✦   What is retailing?

✦   Why do we need the retailing?

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to explain the importance of retailing		
Able to identify the types of retail outlets		

Session-2: Types and Functions of Retailer
Relevant Knowledge

A retailer is a person, agent, agency, company, or organization which is instrumental in reaching the goods, merchandise, or services to the ultimate consumer. The main function of a retailer is to buy goods and sell them on to customers. Goods will be bought in bulk and sold at a profit. The retailer has to ensure that the goods they are buying are desirable to the customers or in demand. Retailers perform specific activities such as anticipating customer's wants, developing assortments of products, acquiring market information, and financing. Another challenge that retailers face is buying the correct quantities so they do not have too little or too much of the product.

As we all know, the ease of entry into retail business results in fierce competition and better value for customer. To enter retailing is elementary and to fail is even easier. Therefore, in order to survive in retailing, a firm must do a satisfactory job in its primary role i.e., catering to customers. Retailers' cost and profit vary depending on their type of operation and major product line.

Ways to Categorize Retailers

There are many ways retailers can be categorized depending on the characteristics being evaluated. For our purposes we will separate retailers based on six factors directly related to major marketing decisions:

✦ Target Markets Served

✦ Product Offerings

✦ Pricing Structure

✦ Promotional Emphasis

✦ Distribution Method

✦ Service Level

✦ One operational factor

✦ Ownership Structure

However, these groups are not meant to be mutually exclusive. In fact, as we will see in some way all retailers can be placed into each category.

Retail Categories: Target Markets Served

The first classification looks at the type of markets a retailer intends to target. These categories are identical to the classification scheme we saw in the Distribution Decisions tutorial when we discussed the levels of distribution coverage.

✦ **Mass Market** – Mass market retailers appeal to the largest market possible by selling products of interest to nearly all consumers. With such a large market from which to draw customers, the competition among these retailers is often fierce.

✦ **Specialty Market** – Retailers categorized as servicing the specialty market are likely to target buyers looking for products having certain features that go beyond mass marketed products, such as customers who require more advanced product options or higher level of customer service. While not as large as the mass market, the target market serviced by specialty retailers can be sizable.

✦ **Exclusive Market** – Appealing to this market means appealing to discriminating customers who are often willing to pay a premium for features found in very few products and for highly personalized services. Since this target market is small, the number of retailers addressing this market within a given geographic area may also be small.

Retail Categories: Product Offerings

Under this classification retailers are divided based on the width (i.e., number of different product lines) and depth (i.e., number of different products within a product line) of the products they carry.

✦ **General Merchandisers** – These retailers carry a wide range of product categories (i.e., broad width) though the number of different items within a particular product line is generally limited (i.e., shallow depth).

✦ **Multiple Lines Specialty Merchandisers** - Retailers classified in this category stock a limited number of product lines (i.e., narrow width) but within the categories they handle they often offer a greater selection (i.e., extended depth) than are offered by general merchandisers. For example, a consumer electronics retailer would fall into this category.

✦ **Single Line Specialty Merchandisers** – Some retailers limit their offerings to just one product line (i.e., very narrow width), and sometimes only one product (i.e., very shallow depth). This can be seen online where a relatively small website may sell a single product such as computer gaming software. Another example may be a small jewelry store that only handles watches.

Retail Categories: Pricing Strategy

Retailers can be classified based on their general pricing strategy. Retailers must decide whether their approach is to use price as a competitive advantage or to seek competitive advantage in non-price ways.

✦ **Discount Pricing** – Discount retailers are best known for selling low priced products that have a low profit margin (i.e., price minus cost). To make profits these retailers look to sell in high volume. Typically discount retailers operate with low overhead costs by vigorously controlling operational spending on such things as real estate, design issues (e.g., store layout, website presentation), and by offering fewer services to their customers.

✦ **Competitive Pricing** – The objective of some retailers is not to compete on price but alternatively not to be seen as charging the highest price. These retailers, who often operate in specialty markets, aggressively monitor the market to insure their pricing is competitive but they do not desire to get into price wars with discount retailers. Thus, other elements of the marketing mix (e.g., higher quality products, nicer store setting) are used to create higher value for which the customer will pay more.

- **Full Price Pricing** – Retailers targeting exclusive markets find such markets are far less price sensitive than mass or specialty markets. In these cases the additional value added through increased operational spending (e.g., expensive locations, more attractive design, more services) justify higher retail prices. While these retailers are likely to sell in lower volume than discount or competitive pricing retailers, the profit margins for each product are much higher.

Retail Categories: Promotional Focus

Retailers generate customer interest using a variety of promotional technique, yet some retailers rely on certain methods more than others as their principle promotional approach.

- **Advertising** – Many retailers find traditional mass promotional methods of advertising, such as through newspapers or television, continue to be their best means for creating customer interest. Retailers selling online rely mostly on Internet advertising as their promotional method of choice.

- **Direct Mail** – A particular form of advertising that many retailers use for the bulk of their promotion is direct mail – advertising through postal mail. Using direct mail for promotion is the primary way catalog retailers distribute their materials and is often utilized by smaller local companies who promote using postcard mailings.

- **Personal Selling** – Retailers selling expensive or high-end products find a considerable amount of their promotional effort is spent in person-to-person contact with customers. While many of these retailers use other promotional methods, in particular advertising, the consumer-salesperson relationship is key to persuading consumers to make purchase decisions.

Retail Categories: Distribution Method

Retailers sell in many different formats with some requiring consumers visit a physical location while others sell to customers in a virtual space. It should be noted that many retailers are not tied to a single distribution method but operate using multiple methods.

- **Store-Based Sellers** – By far the predominant method consumers use to obtain products is to acquire these by physically visiting retail outlets (a.k.a. brick and-mortar). Store outlets can be further divided into several categories. One key characteristic that distinguishes categories is whether retail outlets are physically connected to one or more other stores.

- ✦ **Stand-Alone** – These are retail outlets that do not have other retail outlet connect.

- ✦ **Strip-Shopping Center** – A retail arrangement with two or more outlets physically connected or that share physical resources (e.g., share parking lot).

- ✦ **Shopping Area** – A local center of retail operations containing many retail outlets that may or may not be physically connected but are in close proximity to each other such as a city shopping district.

- ✦ **Regional Shopping Mall** – Consists of a large self-contained shopping area with many connected outlets.

- ✦ **Non-Store Sellers** – A fast growing method used by retailers to sell products is through methods that do not have customers physically visiting a retail outlet. In fact, in many cases customers make their purchase from within their own homes.

- ✦ **Online Sellers** – The fastest growing retail distribution method allows consumer to purchase products via the Internet. In most cases delivery is then handled by a third-party shipping service.

- ✦ **Direct Marketers** – Retailers that are principally selling via direct methods may have a primary location that receives orders but does not host shopping visits. Rather, orders are received via mail or phone.

- ✦ **Vending** – While purchasing through vending machines does require the consumer to physically visit a location, this type of retailing is considered as non-store retailing as the vending operations are not located at the vending company's place of business.

Retail Categories: Service Level

Retailers attract customers not only with desirable products and affordable prices, but also by offering services that enhance the purchase experience. There are at least three levels of retail service:

- ✦ **Self-Service** – This service level allows consumers to perform most or all of the services associated with retail purchasing. For some consumers self-service is considered a benefit while others may view it as an inconvenience. Self-service can be seen with: 1) self-selection services, such as online purchasing and vending machine purchases, and 2) self-checkout services where the consumer may get help selecting the product but they use self-checkout stations to process the purchase including scanning and payment.

✦ **Assorted-Service** – The majority of retailers offer some level of service to consumers. Service includes handling the point-of-purchase transaction; product selection assistance; arrange payment plans; offer delivery; and many more.

✦ **Full-Service** – The full-service retailer attempts to handle nearly all aspects of the purchase to the point where all the consumer does is select the item they wish to purchase. Retailers that follow a full-price strategy often follow the full-service approach as a way of adding value to a customer's purchase.

Retail Categories: Ownership Structure

Finally, we can categorize retailers based on the ownership structure of the business.

✦ **Individually Owned and Operated** – Under this ownership structure an individual or corporate entity owns and operates one or a very small number of outlets. Single ownership of retail outlets most frequently occurs with small retail stores, though there are some cases, for instance in the automotive or furniture industries, where single ownership involves very large outlets.

✦ **Corporate Chain** – A retail chain consists of multiple retail outlets owned and operated by a single entity all performing similar retail activities. While the number of retail outlets required to be classified as a chain has never been specified, we will assume that anyone owning more than five retail locations would be considered a chain.

✦ **Corporate Structure** – This classification covers large retailers predominantly operating in the non-store retail arena such as online, catalog and vending.

✦ **Contractually Licensed and Individually Operated** – The contractual channel arrangement discussed in the Distribution Decisions tutorial has lead to a retail ownership structure in which operators of the retail outlet are not the out-right owners of the business. Instead, the arrangement often involves a legal agreement in which the owner of the retail concept allows the operator to run the owner's business concept in exchange for financial considerations such as a percentage of revenue. This structure is most often seen in retail franchising. Retailers are faced with many issues as they attempt to be successful. The key issues include:

  o **Customer Satisfaction** – Retailers know that satisfied customers are loyal customers. Consequently, retailers must develop strategies intended to build relationships that result in customers returning to make more purchases.

  o **Ability to Acquire the Right Products** – A customer will only be satisfied if they can purchase the right products to satisfy their needs. Since a large

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percentage of retailers do not manufacture their own products, they must seek suppliers who will supply products demanded by customers. Thus, an important objective for retailers is to identify the products customers will demand and negotiate with suppliers to obtain these products.

o **Product Presentation** – Once obtained products must be presented or merchandised to customers in a way that generates interest. Retail merchandising often requires hiring creative people who understand and can relate to the market.

o **Traffic Building** – Like any marketer, retailers must use promotional methods to build customer interest. For retailers a key measure of interest is the number of people visiting a retail location or website. Building "traffic" is accomplished with a variety of promotional techniques such as advertising, including local newspapers or Internet, and specialized promotional activities, such as coupons.

o **Layout** – For store-based retailers a store's physical layout is an important component in creating a retail experience that will attract customers. The physical layout is more than just deciding in what part of the store to locate products. For many retailers designing the right shopping atmosphere (e.g., objects, light, sound) can add to the appeal of a store. Layout is also important in the online world where site navigation and usability may be deciding factors in success of a website.

o **Location** – Where to physically locate a retail store may help or hinder store traffic. Well placed stores with high visibility and easy access, while possibly commanding higher land usage fees, may hold significantly more value than lower cost sites that yield less traffic. Understanding the trade-off between costs and benefits of locations is an important retail decision.

o **Keeping Pace With Technology** – Technology has invaded all areas of retailing including customer knowledge (e.g., customer relationship management software), product movement (e.g., use of RFID tags for tracking), point-of purchase (e.g., scanners, kiosks, self-serve checkout), web technologies (e.g., online shopping carts, purchase recommendations) and many more.

Now that we have presented ways in which retailers can be classified, we now use these categories to distinguish general formats or business models that best describes a retail operation. These categories are designed to identify the primary format a retailer

follows. In some cases, particularly with the advent of the Internet, a retailer will be involved in more than one format.

✦ **Mom-and-Pop –** Represent the small, individually owned and operated retail outlet. In many cases these are family-run businesses catering to the local community often with a high level of service but relatively small product selection.

✦ **Mass Discounters -** These retailers can be either general or specialty merchandisers but either way their main focus is on offering discount pricing. Compared to department stores, mass discounters offer fewer services and lower quality products.

✦ **Warehouse Stores –** This is a form of mass discounter that often provides even lower prices than traditional mass discounters. In addition, they often require buyers to make purchases in quantities that are greater than what can be purchased at mass discount stores. These retail outlets provide few services and product selection can be limited.

✦ **Category Killers –** Many major retail chains have taken what were previously narrowly focused, small specialty store concepts and have expanded them to create large specialty stores. These so-called "category killers" have been found in such specialty areas as electronic (e.g., Best Buy), office supplies (e.g., Staples) and sporting goods (e.g., Sport Authority).

✦ **Department Stores –** These retailers are general merchandisers offering mid-to high quality products and strong level of services, though in most cases these retailers would not fall into the full-service category. While department stores are classified as general merchandisers some carry a more selective product line. For instance, while Sears carries a wide range of products from hardware to cosmetics, Nordstrom focuses their products on clothing and personal care products.

✦ **Boutique –** This retail format is best represented by a small store carrying very specialized and often high-end merchandise. In many cases a boutique is a full service retailer following a full-pricing strategy.

✦ **Catalog Retailers –** Retailers such as Lands' End and LL Bean have built their business by having customers place orders after seeing products that appear in a mailed catalog. Orders are then delivered by a third-party shipper.

✦ **E-tailers -** Possibly the most publicized retail model to evolve in the last 50 years is the retailer that principally sells via the Internet. There are thousands of online-only retail sellers of which Amazon.com is the most famous. These retailers offer shopping convenience including being open for business all day, every day.

Electronic retailers or e-tailers also have the ability to offer a wide selection of product since all they really need in order to attract orders is a picture and description of the product. That is, they may not need to have the product on-hand the way physical stores do. Instead an e-tailer can wait until an order is received from their customers before placing their own order with their suppliers. This cuts down significantly on the cost of maintaining products in-stock.

✦ **Franchise –** As noted in the Distribution Decisions tutorial, a franchise is a form of contractual channel in which one party, the franchisor, controls the business activities of another party, the franchisee. Under these arrangements, an eligible franchisee agrees to pay for the right to use the franchisor's business methods and other important business aspects, such as the franchise name. For instance, McDonald's is a well-known franchisor that allows individuals to use the McDonald's name and methods to deliver food to consumers.

✦ **Convenience Store –** As the name implies these general merchandise retailers cater to offering customers an easy purchase experience. Convenience is offered in many ways including through easily accessible store locations, small store size that allows for quick shopping, and fast checkout. The product selection offered by these retailers is very limited and pricing can be high.

✦ **Vending –** Within this category are automated methods for allowing consumers to make purchases and quickly acquire products. While most consumers are well aware of vending machines allowing customers to purchase smaller items, such as beverages and snack food, newer devices are entering the market containing more expensive and bulkier products. These systems require the vending machine that have either Internet or telecommunications access to permit purchase using credit cards.

EXERCISE

1. Prepare a list on retail store and write down the category of the store under which it falls.

   1. _____

   2. _____

   3. _____

   4. _____

   5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

A. Answer the questions given below

1. Write down the ways to categorize retailer?

2. What are the functions of retailers and categorize them based on distribution method.

3. What are the ownership structure based retailers?

B. Fill in the blanks

1. _____ retailer are general merchandiser offering mid-to high quality products and strong level of services. (Department Store)

2. E-retailers often _____ being open for business all day, every day. (Shopping convenience)

3. Warehouse store are a form of _____ that often provides lower prices than _____ discounter. (mass discounter, traditional mass)

4. Vending category is _____ for allowing consumers to make purchases and quickly acquire products. (automated methods)

5. _____ is a form of contractual channel in which one party, the _____ controls the _____ of another party. (franchise, franchiser, business activities)

C. Multiple Choice Questions

1. Distribution methods includes –

   a) Assorted service

   b) Corporate chain

   c) Self service

   d) Both a and c

2. Retailer are separated into six factors directly retailed to major marketing and one operational factor which is –

   a) Pricing structure

   b) Ownership structure

   c) Distribution structure

   d) Service levels

CHECKLIST OF ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Differentiated between different categories of retailers.

✦ Find out the functions of each category of retailers.

Part B

Discussed in class the following:

✦ Categorize the retailers in the following ways based on Target Markets Servey:

   o Based on product offerings

   o Based on pricing strategy

   o Based on promotional focus

   o Based on distribution method

   o Based on service level

   o Based on ownership structure.

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance standards	Yes	No
Able to categorize the retailers		
Able to identify the functions of retailers in each category		

Session 3: Trends in Retailing
Relevant Knowledge

The retail stores are not a new entity, they have been in this world from the early 50's and in India they have been showing their presence in various forms like departmental stores, super markets, discount stores, hyper- mart, shopping malls etc.

Indian retailing is undergoing a process of evolution and is poised to undergo dramatic transformation. The traditional formats like hawkers, grocers and paan shops co-exist with modern formats like super- markets and non-store retailing channels such as multi level marketing and teleshopping. Modern stores trend to be large, carry more stock keeping units, and have a self-service format and an experiential ambience.

The modernization in retail formats is likely to happen quicker in categories like dry groceries, electronics, men's apparel and books. Some reshaping and adaptation may also happen in fresh groceries, fast food and personal care products. In recent years there has been a slow spread of retail chains in some formats like super markets, malls and discount stores.

Factors facilitating the spread of chains are the availability of quality products at lower prices, improved shopping standards, convenient shopping and display and blending of shopping with entertainment and the entry of Tata's into retailing.

Foreign direct investment in the retail sector in India, although not yet permitted by the Government is desirable, as it would improve productivity and increase competitiveness. New stores will introduce efficiency. The customers would also gain as prices in the new stores tend to be lower. The consequences of recent modernization in India may be somewhat different due to lower purchasing power and the new stores may cater to only branded products aimed at upper income.

Segments: The Indian retail environment has been witnessing several changes on the demand side due to increased per capita income, changing lifestyle and increased product availability. In developed markets, there has been a power shift with power moving from manufactures towards the retailers.

The strategies used by retailers to wrest power include the development of retailers own brands and the introduction of slotting allowances which necessitate payments by manufactures to retailers for providing shelf space for new products.

The recent increased power of retailers has led to the introduction of new tactics by manufactures such as everyday low pricing, partnership with retailers and increased use of direct marketing methods.
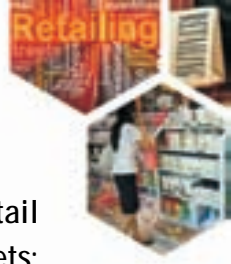
Rural bias: Nearly two thirds of the stores are located in rural areas. Rural retail industry has typically two forms: "Haats" and "Melas". Haats are the weekly markets: serve groups of 10-50 villages and sell day-to-day necessities. Melas are larger in size and more sophisticated in terms of the goods sold (like TVs).

Growth Drivers for Indian Retailing

The Indian Retail growth can be attributed to the several factors including:

✦ **Demography Dynamics:** Approximately 60 percent of Indian population is below 30 years of age.

✦ **Double Incomes:** Increasing instances of Double Incomes in most families coupled with the rise in spending power is another factor.

✦ **Plastic Revolution:** Increasing use of credit cards for categories relating to Apparel, Consumer Durable Goods, Food and Grocery etc.

✦ **Urbanization:** Increased urbanization has led to higher customer density areas thus enabling retailers to use lesser number of stores to target the same number of customers. Aggregation of demand that occurs due to urbanization helps a retailer in reaping the economies of scale.

✦ **Easy Availability of Transportation:** Covering distances has become easier with increased automobile penetration and an overall improvement in the transportation infrastructure. Now a customer can travel miles to reach a particular shop, if he or she sees value in shopping from a particular location.

✦ **Technology in Retail:** Over the years as the consumer demand increased and the retailers geared up to meet this increase, technology has evolved rapidly to support this growth.

Customer Interfacing Systems

✦ **Bar Coding and Scanners:** Point of sale systems use scanners and bar coding to identify an item using pre-stored data to calculate the cost and generate the total bill for a client. Tunnel Scanning is a new concept where the consumer pushes the full shopping cart through an electronic gate to the point of sale. In a matter of seconds, the items in the cart are hit with laser beams and scanned. All that the consumer has to do is to pay for the goods.

✦ **Payment:** Payment through credit cards has become quite widespread and this enables a fast and easy payment process. Electronic cheque conversion, a recent development in this area, processes a cheque electronically by transmitting

transaction information to the retailer and consumer's bank. Rather than manually process a cheque, the retailer voids it and hands it back to the consumer along with a receipt, having digitally captured and stored the image of the cheque, which makes the process very fast.

✦ **Internet:** Internet is also rapidly evolving as a customer interface, removing the need of a consumer physically visiting the store.

Operation Support Systems

✦ **ERP System:** Various ERP vendors have developed retail-specific systems which help in integrating all the functions from warehousing to distribution, front and back office store systems and merchandising. An integrated supply chain helps the retailer in maintaining his stocks, getting his supplies on time, preventing stock-outs and thus reducing his costs, while servicing the customer better.

✦ **CRM Systems:** The rise of loyalty programs, mail order and the Internet has provided retailers with real access to consumer data. Data warehousing & mining technologies offers retailers the tools they need to make sense of their consumer data and apply it to business. This, along with the various available CRM (Customer Relationship Management) Systems, allows the retailers to study the purchase behavior of consumers in detail and grow the value of individual consumers to their businesses.

Strategic Decision Support Systems

✦ **Store Site Location:** Demographics and buying patterns of residents of an area can be used to compare various possible sites for opening new stores. Today, software packages are helping retailers not only in their location decisions but in decisions regarding store sizing and floor-spaces as well.

✦ **Visual Merchandising:** The decision on how to place & stack items in a store is no more taken on the gut feel of the store manager. A larger number of visual merchandising tools are available to him to evaluate the impact of his stacking options.

Entry of Major Formats of In-Store Retailing

Format	Description	The Value Proposition
Branded Stores	Exclusive showrooms either owned or franchised out by a manufacturer.	Complete range available for a given brand,

		certified product quality
Specialty Stores	Focus on a specific consumer need, carry most of the brands available	Greater choice to the consumer, comparison between brands is possible
Department Stores	Large stores having a wide variety of products, organized into different departments such as clothing, house wares, furniture, appliances, toys, etc.	One stop shop catering to varied/consumer needs.
Supermarkets	Extremely large self-service retail outlets	One stop shop catering to varied consumer needs
Discount Stores	Stores offering discounts on the retail price through selling high volumes and reaping economies of scale	Low Prices
Hyper- mart	Larger than a supermarket, sometimes with a warehouse appearance, generally located in quieter parts of the city	Low prices, vast choice available including services such as cafeterias.
Convenience stores	Small self-service formats located in crowded urban areas.	Convenient location and extended operating hours.
Shopping Malls	An enclosure having different formats of in-store retailers, all under one roof.	Variety of shops available to each other.

Formats Adopted by Key Players in India

Retailer	Original formats	Later Formats
RPG Retail	Supermarket (Food world)	Hypermarket (Spencer's) Specialty Store (Health and Glow)
Piramal's	Department Store (Piramyd Megastore)	Discount Store (Tru Mart)
Pantaloon Retail	Small format outlets (Shoppe) Department Store (Pantaloon)	Supermarket (Food Bazaar) Hypermarket (Big Bazaar) Mall (Central)

K Raheja Group	Department Store (shopper's stop) Specialty Store (Crossword)	Supermarket (TBA) Hypermarket (TBA)
Tata/ Trent	Department Store (Westside)	Hypermarket (Star India Bazaar)
Landmark Group	Department Store (Lifestyle)	Hypermarket (TBA)
Others	Discount Store (Subhiksha, Margin Free, Apna Bazaar), Supermarket (Nilgiri's), Specialty (Electronics)	

Entry of Shopping Malls

A shopping mall is one or more buildings forming a complex of shops representing merchandisers, with interconnecting walkways enabling visitors to easily walk from unit to unit, along with a parking area - a modern, indoor version of the traditional marketplace.

Shopping malls have many stores altogether and it is very easy to shop around in a mall because there are many stores under one roof so many stores have different variety of items you need now. Rather than shopping, malls have many things to do like entertainment, fun games and many more so you see its not only fun its everything you get under one roof.

The main advantage of shopping mall is most likely there are good prices at some stores not all stores. The main disadvantage of shopping mall is that someone could steal your money but usually it doesn't happen often.

There are so many shops altogether so it is really easy to shop around because everything is so close. The customer save the time and purchase different products at one place.

Entry of Non-store Retailing

Non-store retailing is the selling of goods and services outside the confines of a retail facility. It is a generic term describing retailing taking place outside of shops and stores (that is, off the premises of fixed retail locations and of markets stands). The non-store distribution channel can be divided into direct selling (off premises sales) and distance selling, the latter including all forms of electronic commerce. Distance selling includes mail order, catalogue sales, telephone solicitations and automated vending. Electronic

commerce includes online shopping, Internet trading platforms, travel portals, global distribution systems and tale shopping. Direct selling includes party sales and all forms of selling in consumers' homes and offices, including even garage sales.

Non-store retailing, sometimes also labeled 'home shopping', is consistently achieving double-digit growth, and slowly taking a bigger share of overall retailing. In some product markets, however, such as travel and books & media, the share is much higher. In Germany in 2009, 29 per cent of the population was already using the Internet to book their holidays.

According to Eurostat, 38 per cent of European consumers consider the Internet as the most important source of information about travel and 42 per cent of consumers purchased travel services over the Internet in 2008.

Low entry thresholds mark the non-store distribution channel. Compared to store retailing that requires a retail outlet, inventory, cash flow to hire staff and advertising, non-store retail start-ups usually have to invest little to reach out to potential buyers of the goods and services they offer.

Non-store retailing is therefore not only used by established brick and mortar business retailers who develop an online bricks and clicks business model presence, but also by the individual pure play, often him or herself a consumer, to create an EShop or to run sales parties. The rise of social media helps to connect sellers to potential buyers.

The common thread that runs through all non-store retailing is the direct relationship between a retailer and a customer, without the use of retail store. Non-store retailing can broadly define into two categories:

✦ Direct Selling: It involves direct personal contact, which may include product demonstration by the salesman. It is also known as door-to-door selling.

✦ Direct Response Marketing: It does not involve direct contact, which may include catalogue retailing, direct mailing, TV retailing, e-retailing and vending machine. It uses a non-personal print or electronic medium to communicate with consumers.

EXERCISE

1. Prepare a checklist of the minimum facilities that should be set up at any store and specify type of store

    1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

11. _____

12. _____

Answer the following questions

1. Describe operation support system and customer interface system

2. What non-store retailing means?

3. Enlist major formats of retailing

A. True/false

a) Direct Selling does not include product demonstration by the salesman (F)

b) Direct Response Marketing does not include catalogue retailing, direct mailing, TV retailing, e-retailing and vending machine. (F)

c) A shopping mall is a modern, indoor version of the traditional marketplace. (T)

d) Demographics and buying patterns of residents of an area cannot be used to compare various possible sites for opening new stores. (F)

e) Aggregation of demand that occurs due to urbanization helps a retailer in reaping the economies of scale. (T)

f) Modern stores tend to be large, carry more stock keeping units, and have a self-service format and an experiential ambience. (T)

B. Fill in the blanks

a) Rural retail industry has typically two forms _____ and _____. (Haats, Melas)

b) _____ that is increased use of credit and debit cards.

c) _____ and _____ is used to identify an item use prestored data to calculate the cost and generate the total bill for a client. (scanners and bar coding)

d) ERP system helps in _____ all the _____ from warehousing to distribution, front and back office store systems and merchandising. (integrating, functions)

CHECKLIST OF ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Differentiated between different formats of retail store.

✦ Differentiate between Customer interface system and operating support systems

Part B

Discuss in class the following:

✦ Types of formats

✦ Retailing growth drivers

✦ Store and non-store retailing

✦ Customer interface system

✦ Operating support systems

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify different formats of retailing		
Enlist customer Interface systems		
Enlist operating support system		

Session 4: Retail Selling Skills
Relevant Knowledge

Customer Identification

Sometimes it is difficult to judge and/or identify the person based on his/her appearance. For example, who love to show off may be well dressed and want to create an impression which could be false Vis-a-versa people who .have a higher disposable income would not like to make their presence loud.

Broadly customers can be divided into four kinds:

1.   Loyal,

2.   Fickle,

3.   Renewing and

4.   New.

The Loyal Customer

Loyal customers are those who will always visit your store whenever they require anything. Many a times customer know that store might not have that product but would like to take opinion regarding the same from where do they buy what they require. Selling approach/method to the loyal customers should be;

1.   Continue offering them high value products and services.

2.   Communicate often with them to evaluate service effectiveness and their opinion.

The Fickle Customer

This type of customer usually asks for a price on a product and also all the offers attached to it. They may actually be loyal customers of one of the competitors, but will only shop around for the "best deal." Selling approach/method to the fickle customers should be;

1.   First, you need to identify what they like about their current/preferred vendor and what they don't like about that vendor.

2.   Then create a plan that will gain their trust and loyalty. In a positive way, show how you are better than their current vendor. Consider using testimonials from current clients to help push the scales your way.

The Renewing Customer

Customer who used to do a significant business with the store, but for some reason slipped away. Occasionally they come to check prices and in the process pick up some stuff just for name sake. Selling approach/method to the renewing customers should be;

1. Identify the root cause of their drifting away to the competition.

2. Then determine whether you can earn their loyalty again.

3. Next, make and execute a plan that will regain their confidence in you which could mean show them the value of buying from your store

The New Customer

These customers are the people whom you have been seeing for first time. They might also many times directly mention that they have recently shifted to this location. The more you know about these new customers, the better chance you have to convert them in to loyal customers. Selling approach/method to the loyal customers should be;

1. To add a new customer; identify the people as the new customers

2. Gather as much as information as possible about them.

3. Next you'll have to inform them of your capabilities and persuade them to offer your product or services.

Body Language

Gestures, body movements, facial expressions and other forms of non-verbal behaviour serves as a mirror to our inner thoughts. Body language can be categorized into following groups:

1. Posture

2. Limbs Movement

3. Eye contact

4. Facial Expression

After reading the body language the question arises is- what do we do next? To answer this there are three simple responses

1. Stop what you are saying or doing and ASK THEM A QUESTION.

2. Trial close. (Try to close the deal)

3. Offer empathy. "You look like you have a question?" You seem concerned" "You look. interested".

Grasping Customer's Attention

The attention could be grasped while the customer is passing by the entrance at the store. It could also be through a marketing or a promotional campaign which could vary from a simple hoarding or a pamphlet or a big budget advertisement aired during the prime time.

Some of the external factors which help in grasping customer's attentions are as follows:

1. Merchandise collections

2. Display's at the entrance

3. Promotion (i.e., discounts, freebies, display ads)

4. Lighting

5. Mannequins/fixtures (if any)

6. Sign board

7. Atmosphere and the environment' surrounding the store (e.g. cleanliness, tidiness, location; decor, etc.).

   The internal environment basically is formed of 3 important elements which are as follows:

   1. The customer

   2. The merchandise

   3. The people (employees, salespeople, etc.)

Customer Approach

At this stage after identifying the customer and grasping the customers attention the salesperson needs to approach the customer. But before approaching give a thought over the thought process in the customer's mind regarding you. The indicative thoughts of the customer are any of the following:

"I would like to be welcomed"

"I am important and would like to be acknowledged"

"Consider my needs and help me find what I am looking for:'

"How will you help me?"

Types of Approach

Approach have classified into six types which are as follows:

a)   Non-verbal

b)   Social Greeting/Conversational Approach

c)   Merchandise greeting

d)   Special feature approach

e)   Customer Benefit Approach

f)   Compliment Approach

Common Mistakes in Approaching

After looking at the various approaches, one should also know what kind of common mistakes a salesperson might unknowingly end up with. Some of the common mistakes made by the salesperson are as mentioned below:

1.   Too soon: not giving the customer enough time to settle

2.   No eye contact with customer

3.   Insincere and false compliments

4.   Making over-smart remarks

5.   Talking too softly, too loudly, or too much

6.   Not giving the other person your full attention

7.   No smile

EXERCISE

Make a team of five students, act perceiving you are in store identifying, observing, grasping attention and finally approaching to a customer of your store.

One will play a role of a customer and other will play sales person whereas another three will judge them and tell them mistakes while approaching a customer after an act over.

A.   Answer the following questions

1.   Write a note on different strategies to be used for different type of customers.

2.   Explain the different types of customer approach.

3.   List down some of the common mistakes while approaching the customer

B. Fill in the blanks

1. It is difficult to guide/identify the person based on his/her _____. (appearance)

2. The _____ will only shop around for the best deal. (Fickle customer)

3. The new customers are the people when you have seeing for _____. (First time)

4. Identifying the root cause of their drifting away to the competition is the selling approach to _____. (Renewing customer)

C. Multiple Choice Questions

1. Broadly customer can be divided into

   (a) five kinds

   (b) two kinds

   (c) four kinds

   (d) none of the above.

2. Body language can be categorize into

   (a) Posture

   (b) Gesture

   (c) Both of the above

   (d) None of the above.

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Explain the difference between a 'Loyal Customer' and 'Renewing Customer'.

Part B

Discussed in class the following:

✦ What facilities should be established for administering first aid at workplace?

✦ What are the advantages of a first aid room at the workplace?

✦ What are the contents of a first aid kit?

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify customer type		
Able to observe body language of the customer		
Can you grasp the customer attention		
Able to implement proper approach to the customer		
Identify mistakes in approaching		

Unit-2: Merchandise Planning

Unit Code: RS-202 NQ-2012	Unit Title: Merchandise Planning			
Location: Classrooms, Retail Shop or merchandise Store	**Duration: 15 hours**			
	Session – 1: Kinds of Merchandise			
	Learning Outcome	**Knowledge Evaluation**	**Performance Evaluation**	**Teaching and Training Method**
	1. Be acquainted with terms and concepts of Merchandise	1. Concept of Merchandise 2. The functions of merchandise 3. Planning of merchandising	1. Identify the steps in Merchandise and its planning 2. List out the functions of the merchandise 3. Make it clear the planning process of merchandising	**Interactive lecture:** Introduction to merchandise planning **Activity:** Visit to a retail shop or departmental store for identification of various types of merchandising and its planning
	2. List out the rights and guidelines of merchandising	1. Types of rights 2. Tips in merchandising	1. List out tips for better merchandising 2. Scrutinize the rights of merchandising	**Interactive lecture:** Merchandising rights and about their guidelines **Assignment:** Group discussion on various Acts and Laws regarding to merchandise and used various Reference Books.
	3. Identify the kinds of merchandising	1. Types of General Merchandise	1. Indentify various types of merchandising 2. Distinguish between different kinds of merchandising	**Interactive lecture:** Various merchandiser and tell the students to recognize the type of merchandise **Pragmatic work:** Assign the work to the students like make a project on any one type of merchandise. It's threats and opportunities.

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	Session – 2: Role and Functions of Junior Merchandiser			

	1. Identify the role and functions of junior merchandiser	1. The Role of junior Merchandiser and their general functions
		2. Describe the various merchandise presentations
			1. Analyze the role of the junior merchandiser
			2. Identify the general functions of junior merchandiser
			  a. Read product labels
			  b. Weigh goods for counter sales
			  c. record customer details
			  d. Place he goods in proper way
				Interactive lecture: Highlight the role and functions of junior merchandisers
				Activity: Visit to various merchandise stores and observe the role and their general functions of junior merchandisers.
				Group Discussion: On the role of junior merchandisers.

	2. Apply the functions of the junior merchandisers at different level	1. General functions of merchandiser 2. Functions of administration merchandiser 3. Basic duties of the merchandiser 4. Functions at different levels 5. Functions of Divisional merchandise manager	1. Enumerate the general functions of merchandiser 2. Elaborate administration functions of merchandiser 3. List out the basic duties of merchandiser 4. Scrutinize the functions of merchandiser at different level 5. Identify the functions of Divisional merchandise manager	**Interactive lecture:** Invite the Divisional merchandise manager to solve the queries of the students at practical base. **Activity:** Visit to merchandise stores and observe the functions of admin level and observe the work of Divisional merchandise manager **Role play:** Play act in the classroom as various merchandiser and tell the students to recognize the type of merchandiser.
	Session 3: Visual Merchandising and Display			
	1. Identify the basic aspects of visual merchandising	1. Meaning of visual Merchandising 2. Aspects of visual Merchandising 3. Elements of visual merchandising	1. Identify the elements of visual Merchandising 2. Find out the various aspects of visual Merchandising	**Interactive Lecture:** On visual Merchandising and PPT with interactive session **Activity:** Visit in various

				merchandise stores for observation of visual merchandise and find out the window display
	2. List out the functions, principles and techniques of visual merchandising	1. Functions of visual Merchandiser 2. Principles of visual Merchandising 3. Techniques of visual Merchandising 4. Types of visual Merchandising	1. Describe the functions of visual Merchandising 2. List out the principles of visual Merchandising 3. Identify the techniques of visual Merchandising 4. Spot out the types of visual Merchandising	**Interactive Lecture:** On visual merchandise **Activity:** Visit in various merchandise stores for observation and find out the functions of visual merchandiser at work-place
	3. Evaluate the impact of display of merchandise	1. Describe the factors (mannequins and alternatives fixtures, props displays & ignage, planograms and store views, etc.) responsible for better visual display of merchandise	1. Differentiate between the various elements of display 2. Design window displays and visual presentations with an understanding of target consumer	**Interactive lecture:** Evaluation of Impact of Display of Merchandise
				Activity: Visit to two retail stores to compare the display of merchandise
Session 4: Duties and Responsibilities of Junior Merchandiser				
	1. Describe the duties and responsibilities of Junior Merchandiser	1. Describe the various career opportunities within the retail industry 2. Describe the purpose of knowing job descriptions and responsibilities 3. Describe the employee and employer rights and responsibilities in retail industry 4. Describe the duties of Junior Merchandiser in a retail store	1. Demonstrate the knowledge of core competencies of a Junior Merchandiser	**Interactive lecture:** Role and Responsibility of Junior Merchandiser **Activity:** Visit to retail store to study the role and functions of Junior Merchandiser

		5. Describe the role of Junior Merchandiser in business promotion		
	2. Plan and prepare display of products	1. Describe the purpose of display of products 2. Describe the standards that the display should meet	1. Identify the equipment, materials, merchandise and props used for creating and installing the display 2. Demonstrate how to prepare the display area and put the display together in a way that causes the least inconvenience to customers 3. Demonstrate the knowledge of checking that the assembled display conforms to company's requirements and standards 4. Demonstrate the knowledge of keeping up-to-date record of displays.	**Interactive lecture:** Planning for merchandise display **Activity:** Visit to Retail Stores to understand how displays should conform to the company's requirements and standards.

Introduction

A product or merchandise is anything that can be offered to a market or to the customer that might satisfy a need or a want. The functions of procurement of merchandise are integral to the retail organisation and these functions revolve round planning and control. Planning is of great importance because it take time to buy merchandise have it delivered, record the delivery in the company's records and then, to send the merchandise to the right stores.

The person who is to take the buying decision for a retail organisation must be aware of the consumer need and wants. An understanding of the consumer buying process is necessary. Also a clear understanding is necessary of what products are actually selling and where. This information can be obtained from sales record.

The sales staff offers valuable information about why a particular product is selling and why it is not. External sources of information like surveys conducted, magazines and trade publication and association are other sources of information.

This information gathered is analyzed and is basis for sales forecast.

Merchandising is any practice which contributes to the sale of products to a retail consumer. At a retail in-store level, merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and attracts customers to make a purchase.

Merchandise Planning then is "A systematic approach. It is aimed at maximizing return on investment, through planning sales and inventory in order to increase profitability. It does this by maximizing sales potential and minimizing losses from mark - downs and stock - outs."

It means Merchandise Planning is useful to the organizer for attracting customers, increase sales, profit maximization and reducing expenses.

Session 1: Kinds of Merchandise
Relevant Knowledge

Every retail organization, regardless of its size, will have a merchandise reporting hierarchy. It is important for the organizational structure of the buying office of the company. It guides about the customers that whom to call on and how. At its middle to lower levels it enables in categorizing and grouping of products for effective store display of merchandise and comprehensive analysis of sales data.

A typical customer will locate the type of retailer they wish to shop at based on their specific social, cultural, economical and demographic characteristics. Discounter, Specialty Store, Supermarket, Hypermarket, etc.

Kinds of Merchandise

There are various types of Merchandise which can be purchase by the ultimate users for their daily needs.

It includes following types of products:

1.   Consumer products:

a) Staple: used for daily needs e.g. bread, milk, grocery etc.

b) Impulse: instant purchasing e.g. chocolates

c) Emergency: purchase on the needs e.g. Medicine

d) Convenient: conveniently purchased e.g. vegetables

e) Luxury: costly products e.g. Car, jewelry

f) Comforts: purchase for comforts e.g. sofa-set

2. Industrial: used by the industry e.g. Raw material, machines

✦ **DEPARTMENT** – At the entry point in the store, the customer will locate the specific department of merchandise desired. Men's, Women's, Junior Fashions, Food Court, Games Zone, Spa etc.

✦ **CLASS--** Within the specific area the customer looks for the class of merchandise desired. Blouses or Shirts, Pants, Dresses, etc.

✦ **SUBCLASS--** The next lower level that further segments merchandise types is subclass. This level will likely separate like kinds of merchandise based on the differing features each type has. E.g. Sports Designer shirts have a printed or appliqué logo on them, whereas Basic shirts have nothing.
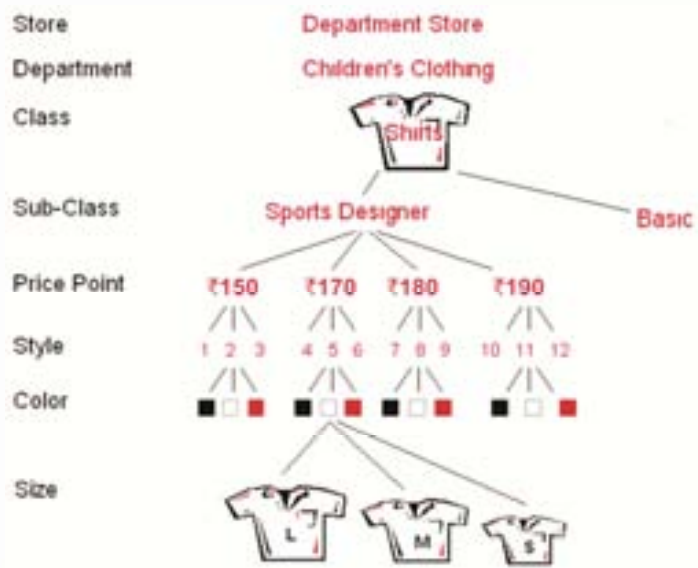
✦ **PRICE--** Within the subclass the customer will look further to find the price according to their economy class or that fits into their budget.

- **STYLE--** Once the appropriate price point has been chosen, the customer will find the style within that price point that will satisfy their need. For e.g. fashionable cloths, style of hair etc. This style will have been assigned a specific number by the retailer.

- **COLOR AND SIZE--** The lowest levels in the hierarchy are where this customer will ultimately find what they are looking for. These levels are defined at the color, shape and finally, the size of the products, the customer requires.

There are six types of rights of merchandising:

- Type
- Quality
- Price
- Quantity
- Time
- Place

The steps to determine right assortment of merchandise are

- Assessing the target market
- Collecting information
- Analysing the data
- Determining breadth and depth of merchandise offerings.

Merchandising Tips

- The merchandiser must source products according to the latest trends and season.

- The merchandise should be as per the age, sex and taste of the target market.

- Merchandise for children should be in line with cartoon characters (like Barbie, Pokemon etc) to excite them.

Select the proper types of General Merchandise Retailers

- Discount Stores
- Specialty Stores

- Category Specialists
- Home Improvement Centres
- Department Stores
- Drugstores
- Off-Price retailers
- Value Retailers

EXERCISE

Visit a mall and list out the various merchandise in a store and classify them into

1. Class
2. Subclass
3. Price
4. Size
5. Colour

ASSESSMENT

A. Fill in the blanks

1. _____ is important for the organizational structure of the buying office of the company. (Merchandise)

2. The display of the merchandise plays an important role in attracting the _____ (customers)

3. Every retail organization, regardless of its size, will have a merchandise reporting _____ (hierarchy)

4. _____ level will likely separate like kinds of merchandise based on the differing features. (Subclass)

5. The merchandiser must source products according to the latest _____ and _____ (trends, season)

B. Multiple Choice Questions

Tick the correct answer

1. Following is not a type of General Merchandise Retailers

    a) Discount Stores

b) Specialty Stores

c) Category Specialists

d) Public limited company

2. _____ is a type of rights of merchandising

a) Market

b) Environment

c) Quantity

d) Warehouse

3. In the men apparel the following subclass does not exist.

a) Skirts

b) Shirts, Pants

c) Pajama

d) Kurta

4. _____ is not factor of Merchandise Planning

a) Attracting customer

b) Increase sales

c) Profit maximization

d) Standardization

C. True or False

1. At the entry point in the store, the customer will locate the specific department of merchandise desired. (T)

2. Within the subclass the customer will look further to find the price according to their economy class or that fits into their budget. (T)

3. The merchandiser is responsible for particular lines of stocks. (F)

4. Merchandise Planning is useful to the customers for purchasing. (F)

CHECKLIST FOR ASSESSMENT ACTIVITY

(Use the following checklist to see if you've met all the requirements for Assessment Activity.)

Part A

✦   Define a) Merchandise b) Merchandise planning

✦   List out the rights of merchandising

✦   Give steps to determine right assortment of merchandise.

✦   Name the types of general merchandise retailers

✦   Mention the tips followed by merchandiser

✦   Explain the various types of merchandise

Part B

Discussed in class the following:

✦   Differentiate between the general merchandising and administrative merchandising

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to list out the rights of junior merchandiser		
Able to explain the steps to determine right assortment of merchandise.		

Session 2: Role and Functions of Junior Merchandiser
Relevant Knowledge

There are various types of Merchandisers included in the business world like junior merchandiser, senior merchandiser, executive functions of merchandising are to find, solicit, select, and develop products to be sold. Beyond this, it receives and tags samples, interacts

Senior Merchandiser

Junior Merchandiser

with vendors, finalizes relevant product information, develops item packaging, evaluates and approves each phase of creative production, forecasts inventory, and analyzes performance results by product and category.

The basic **functions** of merchandise planning are:

✦ Retail Merchandising refers to the various activities which contribute to the sale of products to the consumers for their end use.

✦ Every retail store has its own line of merchandise to offer to the customers.

✦ The display of the merchandise plays an import customers into the store and prompting them to purchase as well.

✦ Merchandising helps in the attractive display of the products at the store in order to increase their sale and generate revenues for the retail store.

✦ Merchandising helps in the sensible presentation of the products available for sale to entice the customers and make them a brand loyalist.

The merchandiser is responsible for particular lines of merchandise. For example, in a department store, there may be merchandisers for menswear, women's wear and children's wear etc. the basic duties of the merchandiser can be divided into four areas: planning, directing, coordinating and controlling

The main functions of admin junior merchandiser are:

✦ Managing site and location

✦ Managing the operative process at the stores

✦ Managing customer service

✦ Managing Cash and stock

✦ Managing store facilities

✦ Managing security

✦ Managing personnel

✦ Crisis management

✦ IT management

Functions

At suppliers level: Visits to suppliers or manufacturers of select goods, they negotiate a price, order the goods, agree on a delivery date, complete all the necessary paperwork, and keep in touch with suppliers to make sure that the goods arrive on time.

At visual display staff and department manager's level: To decide how goods should be displayed to best attract customers' attention. This might involve planning and setting up sales promotions and advertising campaign.

At finance level: Actually check the response to various items in the merchandise, to enjoy working as a merchandiser, it is essential that the individual has a mathematical ability to work out budgets and understand sales figures.

At Divisional Merchandise Manager's level: The person would be responsible for merchandising activities for particular liens of merchandise. For example, the children's wear DMM supervises those buyers who purchase merchandise such as baby clothes, clothes for new born, clothes for boys, clothes for girls and accessories.

Typically, the role of a Divisional Merchandise Manager, immaterial of the size of the retail organization, would involve the following functions:

1. Forecasting sales for the forthcoming budget period:

2. Translating the sales forecast into inventory levels in terms of rupees.

3. Inspiring commitment and performance on the part of the merchandisers and buyers.

4. Assessing not only the merchandise performance but also the buyer's performance in order to provide control and maintain high performance results.

EXERCISE

1. Visit to an any Mall to observe the functions of merchandisers at different levels

   a) At suppliers level

   _____

   _____

   _____

   b) At visual display staff and department manager's level

   _____

   _____

   _____

   c) At finance level

   _____

   _____

   _____

   d) At Divisional Merchandise Manager's level

   _____

   _____

   _____

A. Multiple choice questions

1. _____ is not a type of Merchandisers included in the business world

   a) Junior merchandiser

   b) Senior merchandiser

   c) Executive merchandiser

   d) Finance manager

2. The main function of admin merchandiser is:

   a) Managing site and location

   b) Assembling

c) Transportation

d) Leadership

3. The person would be responsible for merchandising activities for particular liens of merchandise.

a) Finance Manager

b) Production Manager

c) Personnel Manager

d) Divisional Merchandise Manager

4. At suppliers level merchandisers function_____ is not included

a) Visits to suppliers of select goods

b) Negotiate a price

c) Order the goods

d) Make payments

B. Fill in the blanks

1. Buying performance may be _____ on the basis of net sales (Evaluated)

2. _____ is very important function of merchandiser that he will guide and train buyers as and when the need arises. (Directing)

3. _____ is not only the merchandise performance, but also the buyer's performance as well as buying behaviour is part of the merchandise manager's job. (Assessing)

4. The basic duties of the merchandiser can be divided into four areas:

   _____, _____, _____, and _____ (planning, directing, co-coordinating and controlling)

CHECKLIST FOR ASSESSMENT ACTIVITY

(Use the following checklist to see if you've met all the requirements for Assessment Activity.)

Part A

1. Explain the general functions of merchandising.

2. Explain the functions of junior merchandiser at administrative level.

3. State basic duties of junior merchandiser.

4. What role is played by junior merchandising manager.

Part B

In the following table fill up the functions performed by Junior Merchandiser:

Tasks to be done before the store opens	Tasks to be done regularly through the day	Tasks to be done after the store closes

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to list out the administrative and general functions of junior merchandiser.		
Able to find out the main functions of the junior merchandiser.		

Session 3: Visual Merchandising and Display
Relevant Knowledge

Visual merchandising is the activity and profession of developing floor plans and two and three-dimensional displays in order to maximise sales. It is the creation of an attractive visual image to induce the customers to buy from a certain retail outlet. Sometimes, it is mistaken to be the same as window display, but in fact, window
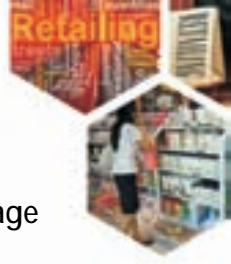
display is only a very small part of visual merchandising. It deals with the entire image presented by the retail outlet to the customer.

It includes several aspects such as

✦ the flooring and lighting used in the store,

✦ the colour co-ordination in the store,

✦ uniforms of the staff,

✦ the way in which the staff interacts with the customers,

✦ the design of the trial rooms

In short, everything that creates an image about the store in the mind of the customer. More and more retailers understand the importance of visual merchandising in augmenting sales and are indulging in it. Visual merchandising is being considered as an investment and not as an expense.

Visual merchandising is the art of displaying merchandise in a store to attract customers and increase sales. A passion for design and creativity are essential for becoming a visual merchandiser. The purpose of such visual merchandising is to attract, engage and motivate the customer towards making a purchase. Visual merchandising commonly occurs in retail spaces such as retail stores and trade shows.

Functions of the Visual Merchandiser

1. A Visual Merchandiser takes care of the window display representing a seasonal theme with mannequins the arrangement of merchandise according to concepts and stories.

2. He decorates the window display in such a way that the customer gets excited by the brand and increases the walk-ins.

3. A Visual Merchandiser also spends a lot of time training the store staff on how to place merchandise.

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4.   He also trains the staff to follow instruction manuals and advises them on what should go on the rack and be displayed on the floor,

5.   He sets the colour scheme of the floor.

6.   He takes a call on slow-moving merchandise and makes sure it gets prominence through better lighting and display.

Principles

The principles of visual merchandising are:

✦   Make it easier for the customer to locate the desired category and merchandise.

✦   Make it easier for the customer to self-select.

✦   Make it possible for the shopper to co-ordinate and accessorize.

✦   Recommend, highlight and demonstrate particular products at strategic locations.

✦   Educate the customer about the product in an effective & creative way.

✦   Make proper arrangements in such a way to increase the sale of unsought goods.

Techniques

Visual merchandising builds upon or augments the retail design of a store. It is one of the final stages in setting out a store in a way customers find attractive and appealing.

Many elements can be used by visual merchandisers in creating displays including color, lighting, space, product information, sensory inputs (such as smell, touch, and sound), as well as technologies such as digital displays and interactive installations.

A planogram allows visual merchandisers to plan the arrangement of merchandise by style, type, size, price or some other category. It also enables a chain of stores to have the same merchandise displayed in a coherent and similar manner across the chain.

Types of Visual Merchandising

Window Displays

Window displays can communicate style, content, and price. Display windows may also be used to advertise seasonal sales or inform passers-by of other current promotions.

Food Merchandising

Restaurants, grocery stores, and convenience stores use visual merchandising as a tool to differentiate themselves in a saturated market.

EXERCISE

1. Visit at least five malls and study the Visual Merchandising tools used by them and prepare a report.

A. Fill in the blanks

1. Visual merchandising is being considered as an _____ and not as an _____. (investment, expense)

2. Visual Merchandising deals with the entire image presented by the _____ to the customer. (retail outlet).

3. Visual merchandising commonly occurs in retail spaces such as _____ and _____. (retail stores, trade shows)

4. _____ make proper arrangements in such a way to increase the sale of unsought goods. (Visual Merchandiser)

5. A _____ allows visual merchandisers to plan the arrangement of merchandise by style, type, size, price or some other category. (planogram)

B. **Multiple choice questions----**

1. A Visual Merchandiser takes care of the _____ representing a seasonal theme.

   a) Window display

   b) Customers

   c) Suppliers

   d) Agents

2. Following element can be used by visual merchandisers in creating displays.

   a) Package

   b) Lighting

   c) Baskets

   d) Trolleys

3. Food merchandising does not consist of

   a) Restaurants,

   b) Grocery stores,

   c) Ice-cream Parlor

   d) Footwear

4. _____ may also be used to advertise seasonal sales or inform passers-by of other current promotions.

   a) Newspaper

   b) Radio

   c) Display windows

   d) Theater

CHECKLIST FOR ASSESSMENT ACTIVITY

(Use the following checklist to see if you've met all the requirements for Assessment Activity.)

Part A

1. What is visual Merchandising?

2. What is the difference between visual merchandising and window display?

3. What are the functions of Visual Merchandiser?

4. State the principles of Visual Merchandising

5. Describe the techniques of Visual Merchandising

Part B

Discuss in class the following:

✦ Differentiate between the visual merchandising and window display.

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to differentiate between the visual merchandising and window display.		
Able to list out the functions of visual Merchandiser.		
Able to identify the techniques of Visual Merchandising.		

Session 4: Duties and Responsibilities of Junior Merchandiser
Relevant Knowledge

The merchandiser is responsible for particular lines of merchandise. For example, in a department store, there may be merchandisers for menswear, women's wear, children's wear etc. The basic duties of the merchandiser can be divided into four areas: planning, directing, co-coordinating and controlling.

Planning

Though the merchandisers may not be directly involved in the actual purchase of merchandise, they formulate the policies for the areas in which they are responsible.

Directing

It is very important function of merchandiser that he will guide and train buyers as and when the need arises. Inspiring commitment and performance in the part of the buyers is necessary.

Coordinating

Usually, merchandise managers supervise the work of more than one buyer; hence they need to coordinate the buying effort in terms of how well it fits in with the store image and with the other products being bought by other buyers.

Controlling

Assessing not only the merchandise performance, but also the buyer's performance as well as buying behaviour is part of the merchandise manager's job. Buying performance may be evaluated on the basis of net sales maintained mark up percentages, mark down percentages, gross margin percentages and stock turn.

This is necessary to provide control and maintain high performance results.

STRATEGIC BUSINESS PLAN

Marketing strategy and sales forecast

Merchandising line planning

Production and capacity planning

Material Sourcing

Production Sourcing
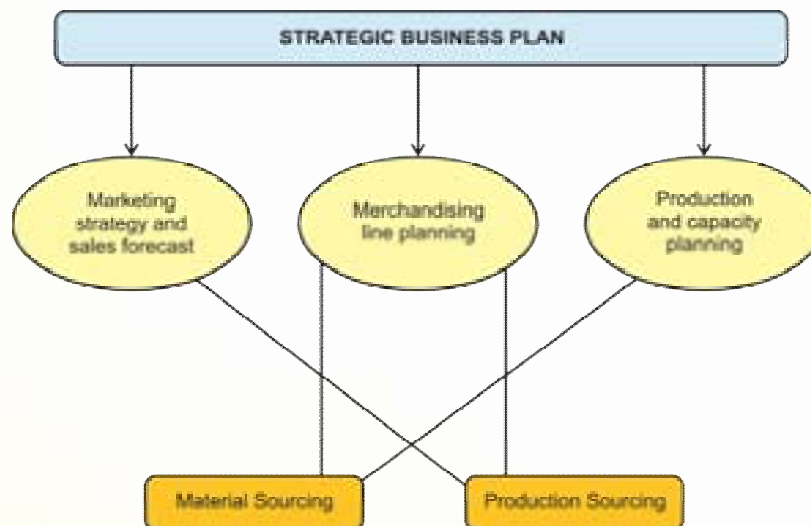
Whether you plan to design your stores yourself, or you just want to better understand how to evaluate the effectiveness of your shopping environment and experience, this session will give you the foundation you need to achieve the fundamental goal of any store design or visual merchandising effort – to increase sales.

There are many things that Visual Merchandisers must look after to take care of customers and their emotions and they should easily attract toward the shop and buy the products. Many merchandisers takes training for these aspects that what they have to do in the shop and what way they don't create trouble for the customers.

Responsibility to do the Things

✦ Do buy or borrow folding tables, or make some from sawhorses and plywood.

✦ Do group like items together. The goods look more abundant, and it makes for a better display. Customers shopping for a particular type of merchandise can find what they're looking for quickly, and they're more likely to buy multiple pieces.

✦ Do dust or wash your merchandise as needed before setting it out. If they've been in storage, such as draperies, curtains and upholstered furniture

✦ Do display valuable items close to your house or checkout area to keep an eye on them, especially if they're small or fragile.

✦ Do place breakables on tables that are out of the reach of children. Some shoppers let their children run wild, and those who do will resist paying for that broken collection of carnival glass.

✦ Do place desirable sale merchandise at the street end of your yard or driveway, especially seasonal items and large pieces, such as furniture. It makes the sale look bigger and better,

✦ Do display adult and larger children's clothing on hangers, and arrange it by size. It presents better, and the clothing is less likely to end up crumpled on the ground. If it's on a table, many customers won't refold it after digging through the stacks.

✦ Do displays baby clothing and young children's clothing on tables? Fold and stack it according to clothing type and size. It takes up less space, and the small pieces are easy to straighten and refold as needed.

Mannequins showcasing the dress collection are fully supported by merchandise found adjacent to it, sharing the same colour story and similar styles.

There was thousands of people downtown during the Pride Parade weekend. In keeping with this, the store showed their support while promoting their merchandise.

Engage your customers and deliver an experience.

These sale signs maintain perceived product values.

This nice and enticing display upfront! It is effective in getting passers-by to come in as well. It is the brightest stores tend to attract the most customers lighting the entrance, especially the main focal display is sure to grab attention.

Responsibility to Not to Do the Things

✦ Don't go overboard cleaning and prepping the merchandise. You won't make enough money to recoup the time investment.

✦ Don't place your tables and clothing racks so close together that shoppers can't get through. Spread out across the driveway and yard. It makes your sale look bigger anyway.

✦ Don't deliberately set out merchandise that's been damaged beyond repair or recalled, and don't lie about the condition.

✦ It's fine to sell a nonworking vintage radio to someone who wants to repair or display it, but be honest about the condition.

✦ Don't tell a shopper about functioning of the products, if it not.

✦ A feature display such as the one shown on the mannequin sets an expectation that items similar to it can be found in adjacent units.

However, in this case, the adjacent racks show casual T-shirts. Where can one find similar dresses?

In contrast, this store missed a great selling opportunity.

On the other hand, these signs greatly devalue the merchandise.

Who turned off the lights? Lighting the entrance is crucial not only in getting attention but also in defining the start of the store experience.

If you are an owner of a super market how will you assess yourself with the following points? Justify

If you want to engage with shopping experience of your brand. What do your stores say about you? Do they engage the customer? Do they excite the customer? Do they assist the customer in finding what they're looking for quickly and easily? Is your store environment your best salesperson?

_____

_____

_____

_____

_____

A.   Fill in the blanks

1.   Displays _____ and _____ clothing on tables. Fold and stack it according to clothing type and size. (baby clothing, young children's)

2.   _____ the entrance is crucial not only in getting attention but also in defining the start of the store experience. (Lighting)

3.   Clutter of the products in one rack, it signs greatly _____ the merchandise. (Devalue)

4.   Engage your _____ and _____ an experience. (customers, deliver) Do place sale _____ sale _____ at the street end of your yard. (desirable, merchandise)

B.   True or False

1.   Spread out across the driveway and yard. It makes your sale look bigger anyway. (T)

2.   Do group like items different from each other category. (F)

3.   Don't place your tables and clothing racks so close together that shoppers can't get through. (T)

4.   Tell a shopper about functioning of the products, if it not. (F)

5.   Mannequins showcasing the dress collection are fully supported by merchandise found adjacent to it. (T)

CHECKLIST FOR ASSESSMENT ACTIVITY

(Use the following checklist to see if you've met all the requirements for Assessment Activity.)

Part A

✦   Explain the duties of the Junior Merchandiser?

✦   What are the responsibilities to do the things?

✦   What are the responsibilities to not to do the things?

Part B

Discussed in class the following:

✦   Differentiate between the duties and responsibilities of Junior Merchandiser.

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to differentiate between the duties and responsibilities of Junior Merchandiser.		
Able to list out duties of the Junior Merchandiser.		
Able to identify the responsibilities to not to do the things.		

Unit-3: Store Operations

Unit Code: RS203- NQ2012	Unit Title: Store Operations			
Location: Classroom, Retail shop store operations	Duration: 15 hours			
	Session-1: Store Layout			
	Learning Outcome	**Knowledge Evaluation**	**Performance Evaluation**	**Teaching and Training Method**
	1. Competencies required for store operations in retail knowledge	1. State whether the site is nearer to target market. 2. Describe the store area. 3. Describe the sources of power and water available. 4. State the components of the store layout	1. Differentiate between store area and retail area. 2. Store site compatible with retail shopping. 3. Describe the store layout. 4. Design of store layout. 5. Differentiate between different types of store layout	**Interactive lecture:** Store Operations **Activity:** 1. Visit a retail mall and understand the job responsibility of how store layout are designed and formed. 2. Work in retail store with the responsibility and function as store assistant.
	2. Identify the Formalities required for store layout.	1. State the design and location of stores. 2. Steps involved in preparing store layout. 3. Steps involved in identification of store location.	1. Differentiate the store layout with business layout operation. 2. Evaluate the compatibility of the store layout with location of potential customer. 3. Identify the market in respect of store location.	**Interactive lecture:** Forming Store Layout and Design. **Activity:** 1. Visit retail store and learn how the store layout is drawn. 2. Design a small independent store layout for one product with reference to commercial operations in retail outlet. 3. Visit to a retail format & formalities.
	3. Describe the Location and proportion of space through numeric and	1. Planning a layout for the stores interior. 2. Describe the allocation of	1. Enlist the function of store space and planning of store layout.	**Interactive Lecture:** Store planning, designing layouts, forming stores, planning and

	visual space planning	space based on sales, margins, products and strategy.	2. Differentiate store planner, architect and interior designer. 3. Calculate proportion of space through numeric and visual space planning	organizing retail store layouts. **Activity:** 1. Work with retail store planner and learn the store layout designing. 2. Visit a store in more than three retail malls and note down the salient features of how store layout is formed.
	Session -2: Store Design			
	1. Describe the elements of store planning and design	1. Describe the elements (store design objectives, selling space, merchandise space, employee space, customer space, display areas, fixture arrangements, etc.)	1. Demonstrate the knowledge of the elements of store design 2. Differentiate between selling area, circulation area and back area	**Interactive lecture:** Store Design **Activity:** Visit to a retail store to study the store layout and design
	2. Identify the tips for Retail Store Design	1. Store frontage, signage, furniture, display, lighting, decoration. 2. Tips for retail Store design	1. Differentiate the functions of stores space with store decoration. 2. Identify the tips in valued in retail store design	**Interactive Lecture:** Store space creation, furniture arrangements, merchandising display. **Activity:** Work with retail store planner and learn the store layout designing.
	Session-3: Store Procedures			
	1. Describe the competencies of core areas in store procedures	1. Learn core areas like store exterior, store interior, customer service, merchandise management.	1. Identify the function of stores procedures, at the entry level. 2. Find out the responsibility of entry level store procedures followed.	**Interactive Lecture:** Competencies of core areas in store procedure **Activity:** On-the-job or internship in a store anagement job in the retail sector.
	2. Identify the competitive	1. Learn from advertising	1. List out the competitive	**Interactive Lecture:** Process of store

	analysis of store promotions.	agency, public relation firm, marketing specialist to promote the products through retail.	analysis of store promotions 2. Take responsibilities to handle promotions of a new product through advertising.	procedures and promotion of a product. **Activity:** Practically work in a retail store to understand the product promotions.
	3. Identify the opening & closing procedures in retail store	1. Opening procedures in retail store 2. Closing procedures in retail store	1. Identify the opening procedures in retail store 2. Explain the formalities required for closing the retail store	**Interactive Lecture:** Opening & closing procedures in retail store **Activity:** Practically work in a retail store to complete for open & close the retail store.
	Session-4: Store Maintenance			
	1. Managing the operations and maintenance of the retail stores.	1. Cleanliness of the store premises depend on the maintenance of the store still merchandising with the customer goes on.	1. Differentiate between maintenance and administration of store. 2. Operate simple product handling with merchandising by maintaining flow of stocks. 3. Determines the business hours and the target audience of the stores.	**Interactive Lecture:** Process of store maintenance. **Activity:** On-the-job in a super market store and learn the process of handling and maintenance.
	2. Manage the receipts of products issued from store.	1. Product procurement & issues of products.	1. Identify the product movements from the stores and purchase items by the customers. 2. Maintain the receipts of products issued from store	**Interactive Lecture:** On movement of products issued from stores to the retail section. **Activity:** On job orientation of receipts and issue of product from the stores.

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Introduction

In our daily life, we come across retail shops in the nearby residential areas or shopping malls. Retailing affects every facet of our life. Have you ever thought how many daily contacts we have with retailers when we eat meals furnish our home, have our car fixed, and buy clothing for a party? A **retail store** is a business that sells products and/or services to consumers for their personal or family use. If you look around, you will find different forms of retail stores such as departmental stores, discount stores, variety stores, speciality stores, convenience stores.

Retailers provide the goods and services you and I need—from food, auto parts, apparel, home furnishings, appliances, and electronics to advice, home improvement, and skilled labor. Let's take a look behind the scenes at the many facets of this exciting business.

A retail store is also classified by the type of products they sell, for example food products, durable goods (appliances, electronics, furniture, sporting goods, etc.) and soft goods or consumables (clothing, apparel, and fabrics). Often people think of retailing which are sold and bought in stores, but retailing also involves the sale of services: staying in a hotel while on vacations, a haircut saloon or a beauty parlour, a DVD rental, or a home-delivered pizza. Not all retailing is done in stores. Examples of non-store retailing include online selling or the direct sales of cosmetics by Amway.

Store operations is operating and overseeing all the functions of the store from setting up shop, deciding what type of products you want to sell, deciding on what type of customers you are trying to attract into your store, then ordering the products, hiring personnel, pricing the products, deciding on a location, taking an inventory, advertising the products, etc. Whatever form, the retail store enters into for buying and selling, every retailer rolls out a standard operation procedure (SOP) which includes all functions of operating relating to customer service, health safety and protection, maintenance and distribution.

In this Unit, the student will be learn about the basic principles of a store operations which includes the store layout, store design, store procedures and store maintenance.

Session 1: Store Layout
Relevant Knowledge

Store layout and design plays an important role in defining the store image. The store layout and design tell a customer what the store is all about. It is very strong tool to create store image in the minds of the consumers. It is defined as a physical location of various units of the stores that facilitate shoppers. It is a plan to make effective use of space. It takes into account the customer flow pattern, display of merchandise, permanent structures like aisles and fixtures.

Good Layout for a Retail Store

The success of a retail store is influenced by its layout design and the ambience (atmosphere) created by the retailers. You never get a second chance to make a first impression. This age old saying is especially true in relation to design and atmosphere of a retail store. The first impression given to the potential customer determines whether the retail store has gained or lost a buyer. The basic functional principle of a retail store is to show the products and sell the product. Both these activities require a space to accommodate products, services and people.

Space

The space needed for a retail store differs with the nature of the retail store. It could be a fixed location in a building, a more flexible location like a market tent often seen in fairs, or a mobile space like an ice cream cart or a street vendor.

Considerations for the Store Layout

A good store layout serves many purposes:

✦ **Store Atmosphere:** The physical characteristics and surrounding influence of a retail store creates an image in order to attract customers. The store must offer a positive ambience to the customers for them to enjoy their shopping and leave with a smile.

- o   The store should not give a cluttered look.

- o   The products should be properly arranged on the shelves according to their sizes and patterns. Make sure products do not fall off the shelves.

- o   There should be no foul smell in the store.

- o   The floor, ceiling, carpet, walls and even the mannequins should not have unwanted spots.

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- o Never dump unnecessary packing boxes, hangers or clothes in the dressing room. Keep it clean.

- o Make sure the customers are well attended.

- o Don't allow customers to carry eatables inside the store.

✦ **Enhance Sales**: The store layout should enable the customers to move around the store conveniently. This is done by preparing a circulation plan.

Circulation is an invisible force which revolves around the customers so that they cover the entire range of merchandise under display leading to maximize the purchase. Normally the destination category is kept in the last so that the customer is forced to walk up the entire store. In this way, the retail store owner tempt the customer to make impulsive buying. You must have noticed in a grocery shop that the popular items such as milk, curd are kept at the end. Why? Because they are necessary items and customers will certainly lay hands on them however far they are placed. If they are laid at the entry of the store, the customer will always remain foreign to the rest of the store. Ultimately, the aim is to make sales and earn profit.

✦ **Maximize Returns per Square Foot:** A well planned layout enhances the utilization of customer's time and best of the shopping experience. A good layout provides a balance between available space for display and the return on productivity. In this way, it becomes important to decide the alternative design types, allocating space for bulk stock selling and effective use of walls and windows. These provide opportunity to customers to move around and experience the products in a much better way.

✦ **Match the merchandise with the format:** retail stores are designed to target the specific kind's of customers. Have you visited the music stores like Planet M, Music World etc? What kind of ambience do you find? On the other hand, compare it with the designer boutique, jeweler shop or a home fashion store. Do you see any difference the ways store layout is treated? A music store focuses on youth so the fixtures are heavy filled by flashing lights and lively music. Whereas, the later categorized stores have lighter and organised serene ambience to capture the mood of customers. Therefore, different types of target groups by age, education, gender affect the store design, ambience and layout.

✦ **Assistance for differently abled women, children and safety of customers**

The layout for the store should provide convenience for variety of shopper's visiting it. Now, if you visit the retail stores, Kine Globus, shoppers stop,

pantaloons etc., we will observe the stores arrange for handicap access along with the rooms for mothers with babies and rest rooms for old people.

Care is taken that the furniture have no sharp edges and the flooring is not slippery. The main aisles are wide to avoid cramping during peak shopping seasons.

Hence, the importance of layout can be summarized in the following manner:

1. It guides the flow of customers to all parts of the store showcasing the best of merchandise offered on sale.

2. It provide for impulsive buying.

3. It permits the store to maximize the use of space in relation to non selling space in the store.

4. It aids the customer in selecting and comparing merchandise

5. It leads to maximize sales.

Steps for Designing Store Layout

Planning a store layout involves the following steps:

1. Determining the availability of space.

2. Determining 'space needs' for selling and non selling area.

3. Fitting 'space needs' for good customer flow and maximum sales per square foot.

4. Provision for self service

5. Types of merchandise presentation techniques.

Forms of Layout in Retail Store

The retailer must plan out each and everything well, the location of the shelves or racks to display the merchandise, the position of the mannequins or the cash counter and so on.

1. **Straight Floor Plan**

   The straight floor plan makes optimum use of the walls, and utilizes the space in
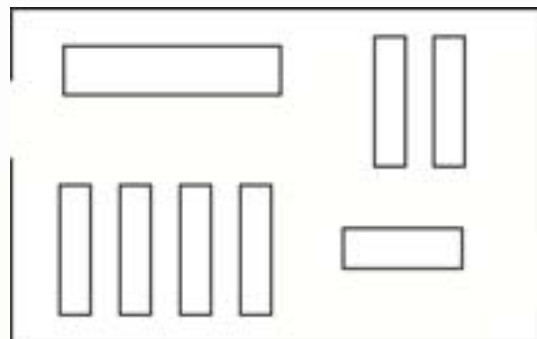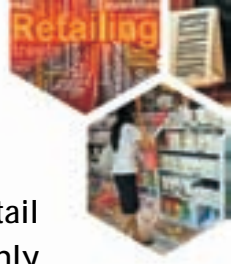
the most judicious manner. The straight floor plan creates spaces within the retail store for the customers to move and shop freely. It is one of the commonly implemented store designs. This type of design you find in Reebok and Nike.

Advantages

1. Motivates shoppers to spend time and explore the merchandise.

2. Maximizes sale through impulsive buying.

3. Appropriate for stores where selling approach is consultative and personal.

Disadvantages

1. Inefficient use of space resources.

2. As vision is blocked, the chances of shop lifting are higher.

2. **Diagonal Floor Plan**

According to the diagonal floor plan, the shelves or racks are kept diagonal to each other for the owner or the store manager to have a watch on the customers.
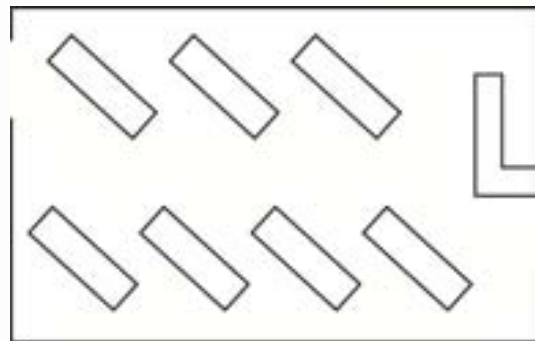
Diagonal floor plan works well in stores where customers have the liberty to walk in and pick up merchandise on their own. The major customer aisles begins at the entrance, loops through the store and returns the customer to the front of the store generally used in departmental stores. Examples are Ritu wears, Shopper's stop.

Advantages

1. Loops facilitate impulsive buying. The latest or fashion merchandise is prominently displayed on the main aisles.

2. Overhead directional signs and departmental graphics provide visual cues to the location of other departments helping shoppers while they shop.

Disadvantage

1. This layout is costlier to design, construct and maintain.

3. Angular Floor Plan

The fixtures and walls are given a curved look to add to the style of the store. Angular floor plan gives a more sophisticated look to the store. Such layouts are often seen in high end stores. You generally find it in grocery stores, drug stores.
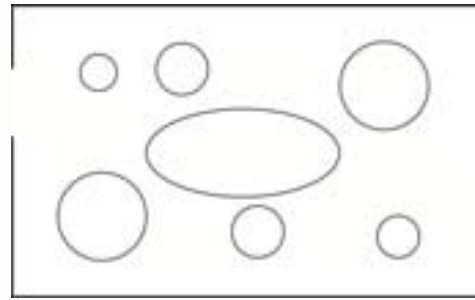
An example of such type of layout is Reliance Fresh.

Advantages

1. Methodological, efficient and convenient.
2. Visibility of merchandise is better.
3. Useful in self service.
4. Effective use of space and cost efficient.
5. Easy maintenance of selling area.

Disadvantages

1. Not very aesthetic, looks clumsy and the very principle of impulsive selling is not served.

4. Mixed Layout

This type of layout blends the advantages of straight floor and diagonal store layout thereby eliminating the disadvantages of both. In spine layout, the main aisle runs through front to the back of the store transporting the customers in both directions. On the either side of this spine, the merchandise departments use either the straight floor or diagonal layout which branches out towards the back aisle walls. You find this type of store layout in United Colors of Benetton.

EXERCISE

1. Visit a retail store, interact with the store owner/store personnel and customers and ask the following questions and write their reply in not more than 50 words:

   Questions for Store Owner/Store Personnel

   (i) How the types of fixtures, merchandise presentation methods and techniques are planned and help in sales floor.

_____

_____

_____

(ii)   How has store design led to the store's success.

_____

_____

_____

(iii) How has aesthetic ambience and visual communications increased the store productivity.

_____

_____

_____

Questions for the Customers

Testing the Store Image from Customers

(iv) Is the shopper able to determine:

   a)   Store's Name

   b)   Line of Trade

   c)   Price Position

   d)   Ambience and store environment

(v)   Do you visit the store again for shopping centre _____ y/n

   If yes, the most preferred point for return

_____

_____

_____

   If no, state why.

_____

_____

_____

A. Fill in the blanks

1. A retail store space is divided into _____ and _____.

2. Three important forms of store layout are_____, _____ and _____.

3. The primary objective of a retail store is to _____.

4. _____ is the key to success in a retail business.

5. _____ and _____ leads to the long term relation of customer with the retail store.

B. Multiple Choice Questions

Tick the correct answer

1. The purpose of effective store layout is

   (a) To earn profit

   (b) Better shopping experience to customers

   (c) Attract the target potential customers

   (d) All of the above

2. Ideally, a store design should include:

   (a) Adequate non selling space for the assorting the stocks

   (b) Big room for the stores manage

   (c) Maximum returns per square foot and flexibility in store design

   (d) None of the above

3. The blend of straight floor and diagonal floor layout is called

   (a) Free flow layout

   (b) Grid layout

   (c) Rack Layout

   (d) Spine layout

4. Nutritional imbalance and digestive disorder results in increased occurrence of

   (a) Obesity

   (b) Body strength

(c) Performance

(d) All of the above

5. The ISO specified Symbol for the First Aid Kit is

(a) Red Cross on a green background.

(b) White Cross on a green background.

(c) Red Cross on a white background.

(d) Green Cross on a white background.

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ What do you mean by the store layout?

✦ State the considerations for store layout?

✦ Explain the forms of retail store layout?

Part B

Discussed in class the following:

✦ Importance of store layout and design in a retail store

✦ Steps for designing retail store layout.

✦ Differentiate between the store design and store layout.

✦ Different forms of retail store layouts.

✦ Planning a retail store layout

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify the suitability of retail store layout as per the nature of business.		
Able to demonstrate the steps for designing retail store layout.		

Session 2: Store Design
Relevant Knowledge

Designing a store layout includes deciding the best methods of presenting goods to the customer. Goods are presented either on shelving units, hanging from something, on pegboard, stacked or placed on dump tables. The methods determined are designed to optimize sales volumes.

Objectives for a Store Design

(1)   Implement the retailer's strategy,

(2)   Influence customer buying behavior,

(3)   Provide flexibility,

(4)   Control design and maintenance costs, and

(5)   Meet legal requirements.

Typically, a store design cannot achieve all of these objectives, so managers make trade-offs among objectives, such as providing convenience versus encouraging exploration.

Elements of Store Design

The basic elements in a design that guide customers through the store are the layout, signage, and feature areas. A good store layout helps customers to find and purchase merchandise. Several types of layouts commonly used by retailers are the grid, race track, and free-form. The grid design is best for stores in which customers are expected to explore the entire store, such as grocery stores and drugstores. Racetrack designs are more common in large upscale stores like department stores. Free-form designs are usually found in small specialty stores and within large stores' departments.

Signage and graphics help customers locate specific products and departments, provide product information, and suggest items or special purchases. In addition, graphics, such as photo panels, can enhance the store environment and the store's image. Digital signage has several advantages over traditional printed signage, but the initial fixed costs have made the adoption of this technology slow. Feature areas are areas within a store designed to get the customer's attention. They include freestanding displays, end caps, promotional aisles or areas, windows, cash wraps or point-of-sale areas, and walls.

Space management involves two decisions: (1) the allocation of store space to merchandise categories and brands and (2) the location of departments or merchandise

categories in the store. Some factors that retailers consider when deciding how much floor or shelf space to allocate to merchandise categories and brands are (1) the productivity of the allocated space, (2) the merchandise's inventory turnover, (3) impact on store sales, and (4) the display needs for the merchandise. When evaluating the productivity of retail space, retailers generally use sales per square foot or sales per linear foot.

The location of merchandise categories also plays a role in how customers navigate through the store. By strategically placing impulse and demand/destination merchandise throughout the store, retailers can increase the chances that customers will shop the entire store and that their attention will be focused on the merchandise that the retailer is most interested in selling. In locating merchandise categories, retailers need to consider typical consumer shopping patterns.

Retailers utilize various forms of atmospherics—lighting, colors, music, and scent— to influence shopping behavior. The use of these atmospherics can create a calming environment for task-oriented shoppers or an exciting environment for recreational shoppers.

The goal of any retail location is to draw customers into the store and then persuade them to make a purchase. Good advertising and promotion work to bring customers in, but what happens once customers get into a store largely depends on the layout and design of the store. Both play a huge role in how customers rate their experiences and whether they decide to buy, and if they return or recommend the store to others.

Opening a retail store can reap many rewards. Retail stores must offer a unique environment that set them apart from others. Well-planned retail store design ideas concerning layout should allow a retailer to maximize sales for each foot of the allocated selling space within the store. By utilizing a grid wall, for example, a retail store can accommodate almost any product. Every inch of every available space must be efficiently planned for maximum display advantage. Nothing is an accident when it comes to retail store design ideas.

A retailer should study successful floor plans and retail store design ideas. One of the secrets to successful sales is to create the right atmosphere. Selling is a seduction of sorts and setting the mood is part of the equation. Lighting is very important; it should be bright enough to enable customers to easily see products but not too harsh. Spotlights can call attention to specific items. It is very important to select and care for store fixtures, as well as using special lighting techniques to accent your products.

Tips for Store Design and Layout

The signage displaying the name and logo of the store must be installed at a place where it is visible to all, even from a distance. Don't add too much information.

✦ The store must offer a positive ambience to the customers. The customers must leave the store with a smile.

✦ Make sure the mannequins are according to the target market and display the latest trends. The clothes should look fitted on the dummies without using unnecessary pins. The position of the dummies must be changed from time to time to avoid monotony.

✦ The trial rooms should have mirrors and must be kept clean. Do not dump unnecessary boxes or hangers in the dressing room.

✦ The retailer must choose the right colour for the walls to set the mood of the customers. Prefer light and subtle shades.

✦ The fixtures or furniture should not act as an object of obstacle. Don't unnecessary add too many types of furniture at your store.

✦ The merchandise should be well arranged and organized on the racks assigned for them. The shelves must carry necessary labels for the customers to easily locate the products they need. Make sure the products do not fall off the shelves.

✦ Never play loud music at the store.

✦ The store should be adequately lit so that the products are easily visible to the customers. Replace burned out lights immediately.

✦ The floor tiles, ceilings, carpet and the racks should be kept clean and stain free.

✦ There should be no bad odor at the store as it irritates the customers.

✦ Do not stock anything at the entrance or exit of the store to block the way of the customers. The customers should be able to move freely in the store.

The retailer must plan his store in a way which minimizes theft or shop lifting.

(i) Merchandise should never be displayed at the entrance or exit of the store.

(ii) Expensive products like watches, jeweler, precious stones, mobile handsets and so on must be kept in locked cabinets.

(iii) Install cameras, CCTVs to have a closed look on the customers.

(iv) Instruct the store manager or the sales representatives to try and assist all the customers who come for shopping.

(v) Ask the customers to deposit their carry bags at the entrance itself.

(vi) Do not allow the customers to carry more than three dresses at one time to the trial room.

EXERCISE

(i) What are the objectives of store design?

_____

_____

(ii) State the elements of store design?

_____

_____

(iii) Explain the tips for store design and layout?

_____

_____

(iv) What precautions are taken to minimizes theft/ shop lifting?

_____

_____

A. Fill in the blanks

1. The store should be adequately lit so that the products are easily visible to the _____. (customers)

2. The trial rooms should have the _____ and must be kept clean. (mirrors)

B. True or false

1. Free-form designs are usually found in small specialty stores and within large stores' departments. (T)

2. A good store layout does not help customers to find and purchase merchandise. (F)

3. The goal of retail location is to draw customers into the store and then persuade them to make a purchase. (T)

4. Merchandise should be always displayed at the entrance or exit of the store. (F)

5. Signage and graphics help customers to locate specific products and departments, provide product information, and suggest items or special purchases. (T)

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ State the elements of store design?

✦ What are the objectives of store design?

✦ Explain the tips for store design and layout?

✦ What precautions are taken to minimizes theft/ shop lifting?

Part B

✦ Differentiate between the store layout and design.

✦ Explain the tips for store design and layout.

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify the objectives of store design.		
Able to find out the tips for store design and layout.		

Session 3: Store Procedures
Relevant Knowledge

Store operation resources and daily procedures creating internal controls for establishing retailing functions of the retail stores. The best time to establish policies and procedures for your retail business is during the planning stages. By anticipating problems before you open your doors, you can strategize how you'll handle special situations, as well as the normal day to day operations. This helps avoid making mistakes once you're faced with customers.

Standard Operating Procedures in Retail

Standard Operating Procedure (SOP) is a set of written instructions that document a routine or repetitive activity followed by an organization. Operational procedures are vital to the business of running a retail store. Procedures typically cover all activities in the store, from sales transactions to customer support to inventory. The development and use of SOP has various advantages for the organization. Following standard operating procedures increases sales, boosts worker productivity and enhances a store's image.

Standardization

An SOP minimizes the variation and promotes standardization through consistent implementation of a process or procedure within the organization.

Technology

Retail stores use some type of business software or point-of-sale system to track sales. This allows managers to determine what products are selling well and helps them track inventory. Retailers often use this electronic information to generate product orders when replenishing stock levels.

Inventory Management

Inventory management procedures pertain to the handling of products in a store. These procedures include receipt of inventory by verifying that each product is in the order as quoted; regular counting of inventory; and installing cameras or mirrors to limit or prohibit theft.

Marketing

Retailers use marketing strategies to draw customers into the store and entice them to purchase goods or services. Marketing tools include radio, newspaper and television advertisements; special pricing; in-store promotions; and signs outside the store to attract buyers.

Labor Practices

Employees are typically a large expense for retailers. Companies often devise schedules to ensure enough workers are available to cover the business' needs without increasing operating costs. Retailers sometimes hire younger people willing to work for lower wages to save the company money.

Store Procedures in regard to Exchanges and Returns

Depending on the size of the retailer, other transactions may take place at the point-of-sale. Small retailers commonly deal with lay-by, returns and exchanges at the point of sale area, whereas larger retailers may have a dedicated section dealing with these other transactions. The necessary documentation must be completed accurately and efficiently to facilitate the transaction.

Common Transactions Include:

✦ Lay-by – allows goods to be purchased by installments. The goods remain the property of the retailer until they are paid for in full. The procedure for laybys varies according to the retailer's policy and procedures; however there are strict guidelines that all retailers must adhere to.

✦ Refund or exchange of goods – certain conditions must be met for retailers to refund money for goods returned or exchange items. Refunds are governed by law under the NSW Fair Trading Act 1987, and the Trade Practices Act 1974. The Australian Competition & Consumer Corporation (ACCC) is charged with enforcing statutory rights under the Act.

In a retail environment, opening and closing times present unique security risks. At these times, employees are particularly vulnerable to robbery. The following policy can be modified for any retail business that stores cash and valuables such as banks and jewellery stores.

This procedure assumes that the store has an alarm system designed to arm/disarm the premise alarms (motion detectors, door and window contacts, etc.) and burglar alarms (safes, vaults and other storage containers) separately. The policy can easily be modified to accommodate other alarm system configurations.

Opening Procedure

At least two employees must be present to open the facility. One employee will enter the facility, while the other waits outside in a locked vehicle with access to a mobile phone. The outside employee will maintain a clear view of the facility and wait for the predetermined all clear signal from his/her associate.

If the outside employee notices anything suspicious, or does not see the all clear signal in a reasonable period of time, he/she will immediately call police and then call the company's security department.

Upon entering the facility, the inside employee will relock the front door and disarm the premise alarm system. If the employee is threatened while disarming the system, he/she will enter a duress code into the alarm system keypad.

After disarming the premise alarm system, the employee will walk around premise to look of signs of intruders or forced entry. The employee will pay special attention to rest rooms, offices, and other areas where an intruder may hide. If an intruder is suspected, or a sign of forced entry is noticed, the employee will immediately leave the facility and call police and then call the company's security department.

After checking the interior of the facility the inside employee will post the predetermined all clear signal. The signal must remain visible until all scheduled employees have reported for the day.

Safe and vaults should be disarmed at the latest practical time. If an employee is threatened while disarming the vault he/she will enter a duress code into the alarm system keypad.

The front door will remain locked until opening time.

Before opening for business, all camera views will be checked to make sure cameras are aimed properly. The DVR will also be checked to verify that it is recording. Any problems with the cameras or DVR will be reported to the security department immediately.

Closing Procedure

At closing time, one employee will lock the customer entry door(s) from inside. An employee will be stationed at the front door to let any customers remaining in the facility out one at a time.

Employees should take special notice of any customers that seem to be loitering or intentionally trying to be last in line. Anyone who seems to be intentionally loitering should be reported to the manager.

No customers will be admitted after the doors have been locked. Any employees attempting to gain entrance must show proper identification. No vendors or service technicians will be allowed access unless they have been given prior authorization.

After the final customer has left, and the front door has been locked, one employee will conduct an initial walk-through of the area. Special attention will be paid to restrooms, closets, employee lounge, storage rooms and any areas where individuals may be hiding.

One employee will be designated to conduct a final walk through of the premises before final closing. At this time, the employee will confirm that all cash, negotiable items and valuables have been properly stored and that all safes and cabinets have been locked. The alarm system controlling the safes and vaults will be armed at this time.

Prior to leaving, all lights should be turned off, except for those lights which will allow the lobby to remain visible from the street after hours.

Two or more employees will remain in the facility until final closing. Before leaving, one employee shall arm the premise alarm system and verify that the employee exit door is locked from outside.

EXERCISE

Visit a store (Hyper market/discount store/specialty store) and observe the store procedures and understand their modus operandi then write down their operation procedures, it pros & cons and suggest how it can be more effective.

A. **Fill in the blanks.**

1. Standard operating procedure is a set of _____ that document a routine or repetitive activity followed by an organization. (written instructions)

2. _____ minimize the variation and promotes _____ through consistent _____ of a process or procedures within the organisation. (standard operating system, standardization, implementation)

3. Inventory management procedure pertain to the _____ in a store. (Handling of products)

4. _____ allows goods to be purchased by instalments. (lay-by)

5. Retailers use _____ to draw customers into the store and entice them to purchase goods and services. (marketing strategy)

B. **True/False**

1. Standard operating procedure typically cover all activities in the store. (T)

2. A standard operating procedure does not minimize the variation. (F)

3. Inventory management procedures pertain to handling of product. (F)

4. Employees are never a large expense for retailers. (F)

5. In a retail environment opening and closing times present unique security risks. (T)

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you have met all the requirements for Assessment Activity.

Part A

✦ What is standard operating procedures.

✦ Discuss opening and closing procedure.

Part B

✦ Describe standard operating procedures.

✦ Discuss store procedures in regard to exchange and return.

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify store's standard operating procedure.		
Able to follow store's exchange and return procedure.		

Session 4: Store Maintenance

Relevant Knowledge

With customers changing needs and growing demand for retail outlet and chains, maintenance is becoming important issue for retailers. The retailers can check the products entered into the retail store and arrange products in an appropriate place. Categorize the products into different segments and put the products as per nature. Then the retailer maintain the proper sale of products and billing and bagging of products.

Main Points for Maintenance of Stores

✦ Retail store maintenance management that helps in keeping facilities maintenance and repair cost on track.

✦ Emergency services should be available 24 hours a day, 365 days a year.

✦ Store history should be identify problem areas is part of preventive maintenance software.

- Store maintenance reporting solutions customized to meet customer's needs.

- Fixture installations and National roll outs on time.

- Cost effective preventive maintenance programs, fire extinguishers and yearly inspection tracking should be programmed.

- Open invoicing; its open procedures for vendors to insure that they are getting an honest price.

- Have access to qualified facilitators for retail store maintenance.

- The ability to resolve maintenance problem through communications, your locations and our contractors.

Store Maintenance provides all of the management services & maintenance trades that is needed in a retail environment. Retail maintenance is a very specialized field. To maintain a store is not a one man task. For this, retailer requires help of maintenance company.

Following working process of maintenance management solution:

- 100% Web-Based Application requiring no installation on client machines

- The Service Requester allows members to request maintenance using their web browser

- Technicians can be paged and assigned work

- Work History is stored and recorded for each location and asset

- Easy to set up Preventive Maintenance schedules

- Open architecture with easy integration to other applications

- Built using standard Microsoft Web Technologies

Maintenance connection provides a full-featured maintenance management solution that runs entirely inside your Internet browser. This allows you to get up and running quickly – without having to install anything on client machines. You can focus on what you do best rather than having to maintain maintenance software. Employees, contractors, requesters and management can access Maintenance Connection from wherever they are using an Internet browser. Organizations with multiple sites can easily keep their maintenance records in one place.

With the growing demand for retail outlets and chains, the maintenance management system of these buildings is becoming increasingly important. In order to maintain a clean street appeal and a 100% operational facility, it is important to have software to

help manage maintenance. As your chain of stores grows, you can expand the asset hierarchy and develop reports of how much was spent on any given store or group of stores over a period of time. Use the Service Requester to allow those working within stores to request maintenance at their location. The software can store an unlimited number of service vendors that you can then search for and contact to resolve maintenance issues.

Using Maintenance provider service is simple, easy-to-use web-based application can help to retail chain track maintenance costs, prevent and predict equipment failures, improve labor productivity, reduce costly downtimes, minimize investments in inventory, and lower the total cost of maintenance.

Retail stores can set up maintenance management system complete with preventive maintenance schedules for facilities and equipment such as the following:

Multiple Locations (chains)	HVAC Units	Signs
Flooring	Pipes	Elevators
Ceiling Fans	Computers	POS Machines
Windows and Glass	Carpet	Wood Flooring
Ceramic	Tile Lighting	Exterior Finish

EXERCISE

Visit a store (Discount/Speciality/Super market). Observe the methods or procedures of store maintenance and what are the main points to be considered while maintaining a store. Write about store maintenance procedures or method of two stores and compare between two (either similar nature store or different).

Compile your report by exploring pros and cons in their procedures and suggest the practical approach in maintaining store.

A. Fill in the blanks

1. Grainger delivers thousands of items to _____ quickly and reliably. (multiple locations)

2. Store _____ reporting solutions customised to meet needs of the customers. (maintenance)

3. The ability to resolve maintenance problem through _____. (communication)

B. **True/False**

1. Open invoicing is a open procedure for vendors to ensure that they are getting honest price. (T)

2. Store history to identify problem area is a part of preventive maintenance software. (T)

3. Work history is stored and recorded not for each location and asset. (F)

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A

✦ Discuss store maintenance.

✦ Describe points to be considered while maintaining store.

Part B

✦ Discuss store maintenance procedure followed by different store types.

✦ Discuss their main focus points in store maintenance.

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify major points in store maintenance.		

Unit-4: Billing, Transport and Delivery

Unit Code: RS204- NQ2012	Unit Title: Billing, Transport and Delivery			
Location: **Classroom,** **Retail shop store** **operations**	**Duration: 15 hours**			
	Session-1: Billing Procedures			
	Learning Outcome	**Knowledge Evaluation**	**Performance Evaluation**	**Teaching and Training Method**
	1. Describes the Basic Understanding & Competencies for Billing Personnel	1. State various types of Billing and Accounting Heads 2. Understanding basic accounting Terminologies related with Billing & Accounting Procedures. Example: Service Tax, Sales Tax, VAT, Other Duties etc.	1. Calculate the Routine Accounting and Billing Transactions 2. Explain the various taxes and duties related with Billing to Customer	**Interactive lecture:** Understanding Basic Accounting and Billing Procedures. **Activity:** Role Plays and Activities based on Billing and Accounting Procedures.
	2. Handle the various Modes of Payments during Billing Process	1. Describe various Modes of Payment. 2. State the precaution to be taken while handling the modes of Payments 3. Understanding uses of Various Equipments used in Payment Process	1. Differentiate between various modes of Payments 2. Collect and Operate various Payment Modes 3. Operational Knowledge of Various Equipments in Payment Process	**Interactive Lecture:** Based on Modes of Payment **Activity:** On-the-job to handle payments in retail organization.
	Session 2: Elements of Transportation			
	1. Describe the various modes of transportation	1. Common modes of retail transportation 2. Factors affecting modes of transportation	1. Differentiate between various modes of transportation 2. Identify the factors determining combination of mode of transportation	**Interactive lecture:** Modes of transportation and their cost benefit analysis **Activity:** Make a small report on cost effective modes of retail transportation
	2. Identify objectives	1. Describe the	1. Enlist various	**Interactive lecture:**

	of loading and unloading	objectives of loading & unloading 2. Discuss the significance of loading & unloading	objectives of loading & unloading 2. Practice each and every objective	Functions and objectives of loading & unloading **Activity:** Discuss with your instructor the significance of loading & unloading and make a brief report
	3. Identify the problems associated with retail transport	1. Types of problems faced during transportation in retail 2. Solutions to overcome problems in retail transportation	1. Analyze the various issues with retail transportation 2. Suggest solutions overcome for problems in retail transport	**Interactive lecture**: Problems in retail transport **Activity:** Hold a group discussion to find solutions to the problems of retail transportation
**Session 3: Delivery Procedures**
	1. Understand the various Delivery Procedures for delivery of items	1. Describe various Delivery Procedures for delivery of Goods used in Malls, Grocery Shops and Web Based Service	1. Differentiate between Various Delivery Procedures	**Interactive Lecture:** Delivery procedure in retail stores **Activity:** Delivery process of Departmental Stores & Malls
	2. State the Delivery Process of Departmental Store/Malls	1. Identify the methods for packing, bagging and arranging for delivery in departmental stores & malls	1. Demonstrate Procedures of Packing, Labeling, Marking and arranging for delivery in departmental stores and malls	**Interactive Lecture:** Delivery procedure in retail stores **Activity:** Delivery process of Departmental Stores & Malls
	3. Identify the Delivery Process of Grocery/Small Shops	1. State the methods for packing Labeling, Marking and arranging for delivery 2. Process of Home Delivery	1. Demonstrate Procedures of Packing, Labeling, Marking and arranging for delivery of grocery/small shops 2. Demonstrate the process of Home Delivery	**Interactive Lecture:** Delivery process of grocery/small shops **Activity:** Role Play on Customer Handling, Packing, bagging and Delivery of goods.
**Session 4: Laws in Record Maintenance**
	1. Identify the various records &	1. State the various Records &	1. Demonstrate the posting entries in	**Interactive Lecture:** Maintenance of

	maintenance followed in Retail	Maintenance used in organized Retail Sector	Registers. 2. Identify the methods of maintenance in organized retail.	Records in Organised Retail **Activity:** Visit to retails organization and observe the recording maintenance system.
	2. Understand the laws of various record & maintenance	1. Laws for Record & maintenance methods used in small shops/ Grocery Shops/ Small Scale Industry	1. State the posting entries in Registers by small shops/Grocery Shops/Small Scale Industry 2. Find out the laws of maintenance in small shops/grocery shops/small scale industries	**Interactive Lecture:** Laws for maintenance of record in small shops/grocery shops/small scale industry. **Activity:** Visit to small shops/grocery shops/small scale industry observe the laws followed in recording maintenance system.

Introduction

Marketing is regarded as crucial element for the success of any enterprise. Over the last decade, the retail marketing in India has grown significantly. We have witnessed the launch of a large number of retailers entering into retail industry.

Retail is the final stage of any economic activity. By virtue of this fact, retail occupies an important place in the world economy. Retailing refers to all activities involved in selling goods or services to the final consumers for personal, non business use. A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing. Put simply, any firm that sells products to the final consumer is performing the function of retailing.

Retail market refers to place where a group of consumers with similar needs and a group of retailers meet using a similar retail format to satisfy those consumer needs.

The supply chain distribution logistics encompasses all activities and exchanges involved in extracting, processing, manufacturing and distributing goods and services from raw material through to the end consumer. It requires retailers to take a complete view of these activities and adopt innovative approaches to meet customer's needs with

great efficiency. Keeping in view the importance of logistics the billing, transport and delivery aspects are very much required for running the retail business. In this module we covered the retail aspects like billing procedure in retailing, elements of transportation and delivery system in retail business.

Session 1: Billing Procedures
Relevant Knowledge

The maximum number of customer interaction that one faces in a retail store is the cash counter. Hence it becomes very important to keep the cash counter very efficient and manned at all times. An effective and neat cash counter is a sign of a very professionally managed store.

It's the responsibility of the cash counter in-charge or the head cashier to see to it that each and every cash counter is managed properly. At start of the trading it's important that the cashier assigned to a specific cash counter needs to look into the following points:

✦ The cash counter is neat and tidy

✦ To ensure the cash till/POS machine is working

✦ To check all telephone lines and EDC machines are working

✦ To ensure stationery is available

✦ To ensure returns are sent back

Cashiers should ensure that Q-managers are in place in front of the cash counter to avoid crowding of customers in front of the cash desk.

The head cashier should ensure this is practiced religiously every day.

Usually a head cashier is expected to generate a report which shows the total number of transactions done in all the cash counters, a detail SKU wise report, a detail tender wise report and a detail report in all individual cash counters which will reflect all the cancellations done, refunds made, and any other specific transaction made apart from the billings made. Based on these reports the head cashier has to submit his daily submission report to the store manager. Also all investigations are done based on these reports. Some software also has the efficiency to generate report period wise, apart from date wise, and also time wise, i.e. between a specific time periods in a day, individually in all cash counters. The more the reports are detailed the easier it becomes for a head cashier to investigate a case.

This highly loaded POS is capable of integrating with all types of POS accessories.

Users reduce the waiting time of their customers at billing counters. They also prevent shrinkage loss at the front end of the store by eliminating chances for malpractices & mistakes. The Key Features retail billing is as under:

+ Provisions to capture additional information in invoice helps better tracking in cases of home delivery

+ Easy to use Product search interface helps in quick & efficient product search based on different parameters like product code, name, product alias & barcode

+ Supports EAN, UPC, GTIN, QR and custom designed bar code scan

+ Hold bill is great feature to hold a particular bill & resume it after some time

+ Facility to maintain scanned copies of important documents in the software for parcel entry tracking

+ Supports Exchange feature which allows setting of multiple exchange prices for the same product

+ Supports Exchange scheme in billing. Multiple exchange price can be defined for the same product based on condition

+ Supports retail & tax invoice

+ Quotation/Proforma/Sales Order/DN to Sales Bill conversion

+ Fix price of the product depending on purchase price or as per demand. This results in fixing optimum selling price if same product is purchased at different rates

+ Swipe card readers interface to reduce credit/debit card tender time

+ Supports all types of payment modes like Cash, Card, Coupon, Gift voucher, mixed payment tender type such as part cash, part credit card, etc

+ Auto recovery & Offline billing possible if connection with server is disturbed

+ Supports Till Management which facilitates recording of all sales, purchase details & cashing up

+ Supports exchange dues

+ Due bill payment feature allows processing of unsettled bills

+ Facility to maintain manufacturer, supplier & your own product code

Solution Highlights

Easy, Fast & Robust Billing

Enhance billing through the integration of barcode scanners and weighing scale to the POS. The cashier just needs to scan the products & print the bill. In some cases, they can even hold a bill and recall the same thereby serving the long queue of customers faster.

Re-order based on Sales/Stock

Our comprehensive re-order features help you plan replenishment wisely based on previous PO, purchased quantity and item sold quantity for a particular period. You can also generate supplier-wise PO by analyzing last 'N' day, weekly, monthly & yearly sales details.

Purchase Formula & Price Level

Simplify purchase entry for each one of your supplier using our PURCHASE FORMULA with discounts, taxes, freight, etc. It takes one time configuration that helps you to do inward process entry easily without any mistakes & effortlessly.

Effective Day-end Process

You need to have control over the billing counter staff to prevent pilferage. Achieve this by using snapshot, session management, till management & cash hand over features in your POS. In-fact, day-end report will reflect counter-wise excess or shortage of cash accurately.

Repacking, Split & Kit items

Inventory of grocery items which are purchased in bulk quantity and later repacked in small quantities are manageable. Items can also be bundled as a KIT item like gift pack.

Home Delivery & Due Bill

Orders which need to be delivered at the doorstep can be billed as Due bill. Type of payment by customer can be captured later with delivery status.

Credit Card & Coupon Tracking

Entire cycle of debit or credit card and coupon transactions are trackable in detail. Apart from that, you can also trace coupons collection, deposit and reimbursement details.

Swipe Card Reader Interface

By integrating swipe card readers, the job of cashier becomes much more easy. Card payments get captured directly without manual entry and ensures accuracy.

Check Actual & Analyze Status on the go to Support Decision Making

Go-Frugal's report tool is very flexible, easy to use, fully customizable. It provides MIS reports that help decision making, analyzing the trends & competition. This helps you to know the current status of the stores, keeping track of various transactions, etc. This reporting tool includes more than 350 pre-defined reports & designed to take care of all reporting needs of any business. Go-Frugal's Webreporter, an add on product gives you the ability to see reports on the Internet via browser from remote locations. The Key Features of this Webreporter is as follows:

✦ Report personalization allows you to configure the reports i.e. grouping fields in a report, customizing columns display order, related reports can be grouped/mapped & report filters can be customized.

✦ Reports can be added to "Myreport" for frequently viewed reports.

✦ All reports can be exported to Excel, HTML, PDF & mail formats.

✦ Comprehensive stock, sales & purchase analysis based on product, distributor, manufacturer, category & returned transaction.

✦ Supports generation of Inventory Analysis reports such as age analysis, product margin, category-wise stock & excess stock.

✦ Master data analysis like newly created customers list for a given period.

✦ Salesman commission analysis based on total value of sales, sales return, commission slab based or product age based.

✦ Generates list of Top N customer for month, non-regular customers, fast & slow moving products, dead stocks/non-billed products, inventory transaction, etc.

✦ Supports report scheduler & report security (reports can be configured by each user).

✦ Supports Day end report for filtering the records on a given date for given bill types & choose the bill to edit (in Bill Entry Screen).

✦ Generates other reports like Sales & Purchase tax, Price level, Price drop, repack, current stock, stock re-ordered, stock ledger, stock movement, etc.

✦ Users can create customized report templates by defining & selecting fields.

Telecom Retail Billing

When we talk about telecom billing then by default it is about retail billing. As defined earlier telecom retail billing is defined as follows:

Telecom Billing is a process of collecting usage, aggregating it, applying required usage and rental charges and finally generating invoices for the customers.

Telecom billing process also includes receiving and recording payments from the customers.

Retail billing deals directly with the end customer and comes with lot of challenges to meet end customer expectations and regulatory obligations. A billing is assumed to be successful as long as it is fulfilling following criteria:

✦ **Timely Billing:** End customer's invoice is being generating on time i.e. nominal date. There may be some circumstances when end customer does not get their invoices on time because of some logistic issues. But it is IT's responsibility to generate all the due bills on due date.

✦ **Billing Accuracy:** This is most important factor for the customer satisfaction and from regulatory obligation point of view. If billing system is not generating accurate bills then it can lead to serious business issue from legality point of view as well as leaving a customer in unhappy state.

Retail Vs Wholesale Billing

Retail billing deals with end customer and billing an individual customer where as wholesale billing dealing with billing to the following entities depending on situation and nature of business:

✦ Billing resellers associated with a telecom operator.

✦ Billing interconnects partners for providing interconnection to make calls to other operators' customers.

✦ Billing roaming partners for providing services to their customers when they roamed in an operator's coverage area.

Wholesale billing is easy in comparison of retail billing and allows a big level of threshold of tolerance where as retail billing always needs to be 100% accurate. Wholesale billing can never if 100% accurate because of various reasons like difference in prices configured in two operators systems or difference in number of calls rated because some of the calls may got missed at any network element.

There are specialized billing systems which are being used to handle retail billing like Convergys and Amdocs Billing systems are famous for retail billing where as ASCADE and INTEC billing systems are famous for wholesale billing.

Wholesale billing can also be settled using retail billing systems by using simple reports because they do not deal with to many discounts and promotion types where as retail billing needs all these complications and can not be handled using wholesale billing systems.

All the concepts discussed so far in this tutorial was related to retail billing and subsequent chapters will discuss about interconnect billing, roaming billing and other billing types.

EXERCISE

Visit two malls or stores of your nearest area observe the billing procedure and write your report comparing of two stores for billing procedure and summarize with suggestions to improve billing in the store.

Note: For this assignment you can gather to 10-20 customers of each store, suggestions on billing procedure of each store.

A.   Fill in the Blanks

1.   It's the responsibility of _____ to see that every cash counter is managed properly. (cash counter in-charge/head cashier).

2.   _____ features which allows setting of multiple exchange prices for the same product. (support exchange).

3.   Auto recovery and _____ is possible is connection with server is distributed. (offline billing)

4.   Telecom billing process includes _____ and _____ payments from the customers. (receiving, recording)

5.   Wholesale billing can also be settled using _____ (retail billing system)

B.   Multiple Choice Questions

1.   Placed cashier is expected to generate report which shows that –

     (a)   Total number of transaction done

     (b)   Detail SKU wise report

(c)   Detail tender wise report

(d)   All the above

2.   Billing accuracy s most important factor for –

(a)   Customer satisfaction

(b)   Reseller satisfaction

(c)   Purchase satisfaction

(d)   None of the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A

✦   Describe billing procedures.

✦   Responsibilities of billing in-charge.

Part B

✦   What is the billing procedure?

✦   What are the responsibilities of billing in-charge?

✦   What are the key factories of retail billing?

✦   Effective billing solutions.

✦   Wholesale and telecom billing.

Part C

Performance Standards

The performance standard covered by the assessment includes the following, but not limited to:

Performance Standards	Yes	No
Able to identify billing procedure in retail.		
Able to identify key features of retail billing.		
Able to identify responsibility of billing in-charge.		

Session 2: Elements of Transportation
Relevant Knowledge

In general the modes of transportation in marketing management are (1) Road (2) Water (3) Air. These modes or a combination of it is used to transfer raw material to working spot or factory, finished goods to whole seller, further to retailer and lastly to consumer. In this module let us discuss about transportation of goods from retailer up to handing over to consumer.

Modes of Retail Transportation

As said in the above paragraph that transportation can be done in any of the three modes - road, water, air. But in retail marketing there are two important types - store and non-store retailing. In non-store retailing and in e - retailing in most of the cases all three modes may be adopted. Here postal department services or courier services are adopted. Both postal department and courier services use various methods/use various modes with main objectives to deliver goods at a shortest time and low cost. Normally a combination of different modes of services is adopted to obtain best result. This combination is usually decided by origin and destination points.

Some of the points which decide about modes are:

✦ Distance between two points is small: if distance is small and well connected by road, then, normally water and air modes are not considered.

✦ Distance between two points is too high and weight of the goods is small: A combination of road and air can be used.

✦ Distance between two points is too high and weight of the goods is high: A combination of road and water (ship) can be used.

✦ A combination of water and road is used when road connection is not good and boat is a mode of transportation.

✦ A combination of road and train is used depending upon facility available for the same.

In case of store retailing normally different modes of road transportation is adopted depending upon the situation. Here delivery of the goods is of two types (1) delivery of the goods from store to customer example: hardware materials, tails etc. or (2) from showroom to customer example: normal grocery items in kirana store. In the above two, method adopted depends on easiness of loading and unloading process.

In general retail transport can be treated as movement of goods from store or showroom of retailer to handing over it to the consumer.

Objectives of Retail Transport

+ To deliver the goods to the customer in a short time.
+ To deliver the goods at a lease cost.
+ To reduce loading and unloading as much as possible.
+ To improve safety measures during transporting.
+ To adopt all legal requirement towards transportation.

Loading and Unloading of Merchandise

Loading and unloading of the goods is a very important activity in retail management. This activity is associated with cost, time, wastage, handling of material, safety of employees and others.

Factor Affected by loading and unloading:

+ Cost
+ Time of delivery
+ Wastage of material
+ Safety of employees
+ Government rules

Objectives of Loading and Unloading

When the finished goods is received from factory or wholesale dealer the retailer must receive these goods in his store/showroom. For doing this job he has to unload the material from the transport device. In the same way when the customer purchases the material from the retailer, he has to load the purchased material into the transportation vehicle. These activities are called as loading and unloading of the materials. There are various good practices of loading and unloading, some of them are:

1. When a bulk order is obtained, send the delivery of the material directly from factory/whole sale dealer to customer.

2. Load the materials for delivery to the customer, as early as possible which helps in reduction in stock storage space, early realization of selling price, avoiding obsolesce and minimization of safety cost.

3. Protect the material from fire, rain water, theft etc.

4. Delicate materials must be handled carefully.

5. While handling hazardous material extra safety measures must be taken while loading and unloading.

6. While loading and unloading government rules must be followed towards safety.

7. Some materials cannot be stores for longer duration and it has to be handled with care. Example: vegetable etc.

Problems associated with Retail Transport

1. Maintaining supply chain efficiency in face of increasing risk and unpredictability.

2. Infrastructure congestion exacerbated by unforeseen or uncontrollable events.
   (a) Natural disasters
   (b) Labour strike and shortages
   (c) Terrorism

3. Heightened supply chain security.

4. Increasing costs
   (a) Inventory just-in-time to just-in-case.
   (b) Congestion e.g. demurrage, fuel, traffic, mitigation fees, container fees.
   (c) Security.

5. Using retail transport for cross border is very complex, time consuming and costly, for example, retail companies needs at least 12 different permissions issued by different authorities.

6. For import and export of goods needed customer clearances before sending to distribution centers.

7. It is needed to translate all information into national or regional language trigger additional handling and logical efforts regarding the separation and specific treatment of merchandise for different countries. Merchandise has to be logistically separated and relabeled to continue to final destination.

EXERCISE

1. Visit a retail outlet or a mall located in your area, interact with the owner and employees and ask the following questions and write their replies in not more than 50 words.

2. Visit a Retail organization, nearby your area, interact with the owner and employees and ask the following questions and write their replies in not more than 50 words.

A. **Questions to Employee/owner**

1. What are the modes of retail transportation?

2. Is there is any analysis done to improve retail transportation in terms of cost, time, quality of delivery etc.?

3. Are you using door delivery system as one of the method to attract customer?

4. What are the problems faced by you in loading and unloading of a product?

5. What action taken to solve above problems?

B. **Question to Employees**

1. What are the innovative methods suggested by them in handling the products?

A. **Fill in the Blanks**

1. Distance between two points is too high and weight of the goods is small then a Combination of _____ and _____ can be used in retail transportation.

2. Distance between two points is too small and weight of the goods is small then ___ can be used in retail transportation.

3. If the distance is high and weight of goods is also high, then _____ and _____ can be used for retail transportation.

4. While loading and unloading extra care must be taken for material.

5. For perishable items loading and unloading is an important factor.

B. **Multiple Choice Questions**

Tick the correct answer

1. Most important mode of retail transportation is -
   a) Rail
   b) Air
   c) Road
   d) Water

2. Objective of retail transportation is -

   a) improve quality of goods

   b) reduce production wastage

   c) increase in sales

   d) timely delivery to customer

3. This is not one of the mode of retail transportation -

   a) e-mail

   b) road

   c) air

   d) water

4. Loading and unloading must be -

   a) reduced

   b) increased

   c) maintained

   d) none of above

5. Hazardous material must be loaded and unloaded

   a) quickly

   b) carefully

   c) do not handle

   d) both a and c

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A

Use the following checklist to see if you have met all the requirements for Assessment Activity.

1. Various methods of store and non-store retail transport.

2. E-commerce retail transporting.

3. Objectives of retail transporting.

4. Definition of retail transportation.

5. Identify the factors affecting loading and unloading.

6. Determine objectives of loading and unloading.

7. Differentiate the various methods of loading and unloading.

Part B

Discuss the following in Class Room:

1. Define retail transportation.

2. What are the modes of transportation in e-commerce?

3. Explain all types of transportation.

4. What are the objectives of retail transportation?

5. What is Retail loading and unloading?

6. What factors influence Retail loading and unloading?

7. What are the objectives of Retail loading and unloading?

Part C

Performance Standards

The performance standard covered by the assessment includes the following, but not limited to:

Performance Standards	Yes	No
Able to identify the difference between various types of transportation.		
Able to understand the objectives of the retail.		
Able to learn e-commerce transportation.		
Able to differentiate the various methods of loading and unloading.		

Session 3: Delivery Procedures
Relevant Knowledge

Retail Delivery Process

Fitting out a major retail scheme owes a lot to effective retail delivery management. We know retailers value flexibility. The ability to delay decision-making until the last minute is very important – enabling the latest trends to be incorporated into a store's design, or units to be let at short notice.

Retail developments, by contrast, rely on tight control and effective management to achieve trading dates. The retail delivery manager provides a single point of contact

that balances the needs of retailers with the discipline required to meet the opening date. We know this can't be undertaken as part of another role. We use a dedicated resource to ensure that and we understand what the stakeholders need before they come on board.

Bringing together the centre management, existing tenants, new tenants and the construction team, we align all the stakeholders by communicating the design vision, practical constraints and risks face to face.

We make sure that agreements for lease, contract documents and warranties all contain the necessary safeguards and deliverables for a successful fit-out on site, driving out problems that may otherwise only become apparent the day a tenant arrives on site.

Once on site, we manage the process and interface between stakeholders. Everyone is kept on the same page and aligned with the commercial goals of the project.

We have used our insight and experience to develop a dedicated method. This framework provides a clear view of the process from inception to close out, so that each member of the project team knows what they are doing and when. In turn, this allows our clients to concentrate on structuring deals in the knowledge that everything will dovetail together on site.

The Retail Delivery is the management process designed to help guide our tenants from the design stages through to the successful opening and trading of a store within a Westfield centre. Fitting out so many stores at once can put tremendous pressure on supply chains and specialized resources as there are a huge number of developments completing during the same timeframe. Plan ahead and don't be afraid to ask one of the Retail Delivery team for assistance if you need to. The main stages in the Retail Delivery process are set out below:

1. **Tenant's Briefing**

    ✦   The Retail Design Manager (RDM) introduces the vision for Westfield Stratford City and presents the Design Guidelines to your design team. The RDM outlines the design approvals process and all design-related queries can be tables at this meeting.

    ✦   Westfield's Retail Project Manager (RPM) will answer your queries on any technical aspects of the project, discuss a programme of works and outline the process ahead. During (or shortly after) the Retailer Briefing Meeting, you will be issued with a Detailed Tenancy Pack which will contain all the information required for you to start designing your store.

2. **Design Approval**

✦ The Tenant will submit the concept design to the RDM at this stage. The RDM will review the concept design and issue comments and approval.

✦ The Tenant will submit a more detailed concept design to the RDM. The RDM will review the concept design and issue comments and approval.

3. **Fit-out**

✦ At this stage, the Tenant appoints its Fit-Out Contractor and the premises is inspected by the Tenant for access. Westfield conducts the Pre-start

✦ Induction and the Tenant submits pre-start information to the RPM and H&S for review.

✦ The RPM and RDM issue comments. Access to the premises is granted and the Tenant's fit-out work commences. The RPM and RDM monitor the fit-out.

✦ This includes the Tenant's Commissioning, Consent to Trade, Merchandising and Store Opening. Necessary steps are: tenant commissioning and landlord interface; tenant completed snagging; tenant issuance of H&S file (O&Ms), as-built drawings and statutory certificates to RPM; RPM Consent to Trade issued.

4. **Completion Stage**

✦ During the close out stage, the Tenant Snagging Remedial occurs and the Tenant issues as-built drawings. The RDM issues the Documentation of Works and the Developer releases the Deposit and Deductions.

Retail Delivery Services through different Agencies

Show Me Moving and Home Delivery

We specialize in delivering the items from your warehouse to your customer's homes. Your customer has made the purchasing decision, paid for the item, and now you need a reliable, trusted partner who knows the importance of an on time, damage free delivery.

Whether you need professional, insured delivery service three times a week, once a month or a variation in between; whether you need threshold delivery or white glove service; whether you have your own program you'd like us to follow or you'd like us to customize a service to create efficiencies and maximize your profits; Show Me Moving and Home Delivery will deliver a hassle free experience to you and your customer.

With over 75 years of management experience, our team is dedicated to delivering a service that is developed to eliminate the obstacles that keep you from growing your business.

Interested in learning more about our services? Call our corporate office at 314.567.6060 and ask for Carrie, she wants to meet you from the beginning.

Tapping customers to deliver goods would put the world's largest retailer squarely in middle of a new phenomenon sometimes known as "crowd-sourcing," or the "sharing economy."

A plethora of start-ups now help people make money by renting out a spare room, a car, or even a cocktail dress, and Wal-Mart would in effect be inviting people to rent out space in their vehicle and their willingness to deliver packages to others.

Such an effort would, however, face numerous legal, regulatory and privacy obstacles, and Wal-Mart executives said it was at an early planning stage.

Wal-Mart is making a big push to ship online orders directly from stores, hoping to cut transportation costs and gain an edge over Amazon and other online retailers, which have no physical store locations. Wal-Mart does this at 25 stores currently, but plans to double that to 50 this year and could expand the program to hundreds of stores in the future.

Wal-Mart currently uses carriers like FedEx Corp for delivery from stores - or, in the case of a same-day delivery service called Walmart To Go that is being tested in five metro areas, its own delivery trucks.

Retail Delivery by CKDC

As an expert on retail delivery, CKDC will work with landlords to ensure they have best practice processes and procedures implemented within their business so that it operates with better efficiency to more expediently open shops, provide improved landlord-tenant relationships and enhance the landlord's retail brand and reputation.

CKDC can assist with:

✦ Assessing and critiquing current retail delivery processes

✦ Assessing current documentation and procedures

✦ Analyzing current personnel, consultants and resources and the operational framework they work within

- ✦ Recommending improved processes and procedures

- ✦ Preparing relevant documentation – Fit Out Guide, Site Constraints documents etc

- ✦ Implementing improved procedures

- ✦ Assisting with the procurement of additional specialized staff and consultants

- ✦ Training personnel on and rolling out new processes

Retail Delivery Services Dynamex

Through years of experience, Dynamex has developed industry-specific transportation and logistics solutions. Have a unique shipping need? Require logistics services support? Dynamex offers a variety of support services for all types of specialized delivery and logistical needs, including our retail logistics services.

Retail Distribution

Distribution and delivery across a global supply chain is becoming increasingly sophisticated and complex. Customer-focused enterprises are under increasing pressure to satisfy customers while reducing costs and streamlining operations. At the same time, they must comply with regulations from every region.

Wherever your goods must be moved or stored, Dynamex can develop the most efficient and effective way to meet your requirements in the US and Canada. Our proven retail distribution services make Dynamex the single, trusted resource for warehousing, third party logistics, and retail goods distribution. Flexibility and outstanding service ensures that your shipments make it to your stores complete and on-time.

When you need immediate delivery, both you and your customers can rely on Dynamex. Flexibility and outstanding courier service ensures that your shipments make it to your house complete and on-time.

Dynamex knows the sale cannot wait. Retail fulfillment is deadline sensitive and requires the goods be delivered at exactly the right place, at the right time, and in the right way. There is no margin for error.

We offer
- ✦ Product distribution management
- ✦ Inventory management and warehousing
- ✦ Electronic data interchange (EDI)

With Dynamex, you can be assured of having your products available, in the store, and on the shelf so your store staff can focus on customers and making a sale.

Dynamex offers a transportation and logistics solution designed just for your specific needs. We work with you to optimize your service levels and vehicle mix to provide the most cost-effective routing, handling, and delivery available.

Home Delivery Courier

Home delivery across a global supply chain is becoming increasingly sophisticated and complex. Customer-focused enterprises are under increasing pressure to satisfy customers while reducing costs and streamlining operations. Dynamex is your long term solution for a seamless home delivery program. We are a leading network courier company serving a wide range of retailers and manufacturers including consumer electronics, appliances, home improvement, office supplies, and furniture companies throughout the United States. We specialize in all sizes and weights, white glove service, and weekend/holiday delivery.

Our success is due to extensive experience and expertise in managing numerous national and regional shipping programs. We provide extraordinary customer service and use state-of-the-art technology to provide you with the most efficient and cost-effective home delivery solutions in the retail and e-commerce industry.

Through years of transportation and logistics experience we have learned tried and true methods for successfully implementing and executing simple to complex programs. Dynamex has been operating in the market for many years, working in partnership with a range of leading manufacturers and retailers, providing services from order placement to final delivery.

E-Commerce Courier

If your customers have to wait on the phone for every delivery, they may quickly turn into someone else's customers. With the time demands of e-mail and the Internet changing everyone's perceptions of speedy response, dxNow® brings an online advantage to your same-day shipping fulfillment needs. dxNow® is your online gateway to e-commerce.

Customers can remain ahead of the curve with our online courier solution for fulfilling all of your same-day delivery needs. With secure order entry, real-time tracking, and account management reporting, you have access to every aspect of the shipping process 24 hours a day, 365 days a year.

With Dynamex's e-commerce shipping solutions, order entry is quick and easy with your personalized address book and smart code referencing. Every order you place at dxNow® appears directly on Dynamex dispatch screens for seamless transmission to the appropriate driver with the right vehicle to handle your order immediately.

And, with online waybills and shipping labels ready to print, one click of your mouse has your package ready for pick-up.

During the shipping process, you can log on to your account to view real-time status updates, or choose to have pickup and delivery updates sent straight to your email, or your customer's email. Then, use our instant reporting system to generate customized management reports for online viewing or download. From start to finish, you are in control of your time-critical deliveries.

EXERCISE

Interact with delivery department head of the store and write down the procedure followed by that store and problems encountered by the store in delivery procedures with practical solution of that problem by you.

A.   Fill in the Blanks

1.   The retail delivery manager provides a single point of contact then balances the needs of _____ with the _____ required to meet the _____ date. (retailers, discipline, opening)

2.   Retail delivery is the _____ process. (management)

B.   Multiple Choice Questions

1.   Wallmart same day delivery called Wallmart To GO that to being listed in –

   a)   Five metros

   b)   Two metros

   c)   Three metros

   d)   None of the above

2.   Retail fulfillment is require the goods be delivered at –

   a)   Right place

   b)   Right time

   c)   Right way

   d)   All the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A

Use the following checklist to see if you have met all the requirements for Assessment Activity.

✦ Identify delivery procedure in retail store.

Part B

Discuss the following in Class Room:

✦ Discuss delivery procedures.

✦ Discuss web based delivery process.

✦ Discuss different agencies providing delivery services.

Part C

Performance Standards

The performance standard covered by the assessment includes the following, but not limited to:

Performance Standards	Yes	No
Able to identify delivery procedures.		
Able to identify agencies providing delivery services.		

Session 4: Laws in Record Maintenance
Relevant Knowledge

Maintenance and Access to Retail Sales Records

(1) The retail sales records required under WAC 246-889-095 are confidential and accessible by the board of pharmacy and law enforcement agencies. Law enforcement may access the retail sales records for criminal investigations when, at a minimum, there is an articulated individualized suspicion of criminal activity.

(2) Each law enforcement agency's administrator, chief, sheriff, or other chief executive officer shall ensure:

    (a) Only authorized employees have access to the data bases;

    (b) Each employee use his or her unique password or access code to access the data bases;

(c)   Each employee adheres to all state and federal laws regarding confidentiality; and

(d)   As employees change, new passwords or access codes are assigned to new employees and passwords of ex-employees or transferred employees are removed.

(3)   Retail sales records of restricted products, electronic or written, must be kept for a minimum of two years.

(4)   Retail sales records must be destroyed in a manner that leaves the record unidentifiable and non-retrievable.

Maintenance of Records and Inventories

A.   Except as provided in paragraphs (a)(1) and (a)(2) of this section1304.04, every inventory and other records required to be kept under this part must be kept by the registrant and be available, for at least 2 years from the date of such inventory or records, for inspection and copying by authorized employees of the Administration.

1.   Financial and shipping records (such as invoices and packing slips but not executed order forms subject to Sections 1305.17 and 1305.27 of this chapter) may be kept at a central location, rather than at the registered location, if the registrant has notified the Administration of his intention to keep central records. Written notification must be submitted by registered or certified mail, return receipt requested, in triplicate, to the Special Agent in Charge of the Administration in the area in which the registrant is located. Unless the registrant is informed by the Special Agent in Charge that permission to keep central records is denied, the registrant may maintain central records commencing 14 days after receipt of his notification by the Special Agent in Charge. All notifications must include the following:

✦ The nature of the records to be kept centrally.

✦ The exact location where the records will be kept.

✦ The name, address, DEA registration number and type of DEA registration of the registrant whose records are being maintained centrally.

✦ Whether central records will be maintained in a manual, or computer readable, form.

2. A registered retail pharmacy that possesses additional registrations for automated dispensing systems at long term care facilities may keep all records required by this part for those additional registered sites at the retail pharmacy or other approved central location.

B. All registrants that are authorized to maintain a central recordkeeping system under paragraph (a) of this section shall be subject to the following conditions:

✦ The records to be maintained at the central record location shall not include executed order forms and inventories, which shall be maintained at each registered location.

✦ If the records are kept on microfilm, computer media or in any form requiring special equipment to render the records easily readable, the registrant shall provide access to such equipment with the records. If any code system is used (other than pricing information), a key to the code shall be provided to make the records understandable.

✦ The registrant agrees to deliver all or any part of such records to the registered location within two business days upon receipt of a written request from the Administration for such records, and if the Administration chooses to do so in lieu of requiring delivery of such records to the registered location, to allow authorized employees of the Administration to inspect such records at the central location upon request by such employees without a warrant of any kind.

✦ In the event that a registrant fails to comply with these conditions, the Special Agent in Charge may cancel such central recordkeeping authorization, and all other central recordkeeping authorizations held by the registrant without a hearing or other procedures. In the event of a cancellation of central recordkeeping authorizations under this paragraph the registrant shall, within the time specified by the Special Agent in. Charge, comply with the requirements of this section that all records be kept at the registered location.

C. Registrants need not notify the Special Agent in Charge or obtain central recordkeeping approval in order to maintain records on an in-house computer system.

D. ARCOS participants who desire authorization to report from other than their registered locations must obtain a separate central reporting identifier. Request for

central reporting identifiers will be submitted to the ARCOS Unit. See the Table of DEA Mailing Addresses in Sec. 1321.01 of this chapter for the current mailing address.

E.   All central recordkeeping permits previously issued by the Administration expired September 30, 1980.

F.   Each registered manufacturer, distributor, importer, exporter, narcotic treatment program and compounder for narcotic treatment program shall maintain inventories and records of controlled substances as follows:

✦   Inventories and records of controlled substances listed in Schedules I and II shall be maintained separately from all of the records of the registrant; and

✦   Inventories and records of controlled substances listed in Schedules III, IV, and V shall be maintained either separately from all other records of the registrant or in such form that the information required is readily retrievable from the ordinary business records of the registrant.

G.   Each registered individual practitioner required to keep records and institutional practitioner shall maintain inventories and records of controlled substances in the manner prescribed in **paragraph (f)** of this section.

H.   Each registered pharmacy shall maintain the inventories and records of controlled substances as follows:

✦   Inventories and records of all controlled substances listed in Schedule I and II shall be maintained separately from all other records of the pharmacy.

✦   Paper prescriptions for Schedule II controlled substances shall be maintained at the registered location in a separate prescription file.

✦   Inventories and records of Schedules III, IV, and V controlled substances shall be maintained either separately from all other records of the pharmacy or in such form that the information required is readily retrievable from ordinary business records of the pharmacy.

✦   Paper prescriptions for Schedules III, IV, and V controlled substances shall be maintained at the registered location either in a separate prescription file for Schedules III, IV, and V controlled substances only or in such form that they are readily retrievable from the other prescription records of the pharmacy. Prescriptions will be deemed readily retrievable if, at the time they are

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initially filed, the face of the prescription is stamped in red ink in the lower right corner with the letter "C" no less than 1 inch high and filed either in the prescription file for controlled substances listed in Schedules I and II or in the usual consecutively numbered prescription file for non controlled substances. However, if a pharmacy employs a computer application for prescriptions that permits identification by prescription number and retrieval of original documents by prescriber name, patient's name, drug dispensed, and date filled, then the requirement to mark the hard copy prescription with a red "C" is waived.

✦ Records of electronic prescriptions for controlled substances shall be maintained in an application that meets the requirements of part 1311 of this chapter. The computers on which the records are maintained may be located at another location, but the records must be readily retrievable at the registered location if requested by the Administration or other law enforcement agent. The electronic application must be capable of printing out or transferring the records in a format that is readily understandable to an Administration or other law enforcement agent at the registered location. Electronic copies of prescription records must be sortable by prescriber name, patient name, drug dispensed, and date filled.

Maintenance and Retention of Records

Wholesale dealer shall maintain copies of invoices or equivalent documentation for each of its facilities for every transaction in which the wholesale dealer is the seller, purchaser, consignor, consignee or recipient of cigarettes. The invoices or documentation must indicate the name and address of the consignor, seller, purchaser or consignee, and the quantity by brand and style of the cigarettes involved in the transaction.

Retail dealer shall maintain copies of invoices or equivalent documentation for every transaction in which the retail dealer receives or purchases cigarettes at each of its facilities. The invoices or documentation must indicate the name and address of the wholesale dealer from whom, or the address of another facility of the same retail dealer from which, the cigarettes were received, and the quantity of each brand and style of the cigarettes received in the transaction.

Manufacturer shall maintain copies of invoices or equivalent documentation for each of its facilities for every transaction in which the manufacturer is the seller, purchaser,

consignor, consignee or recipient of cigarettes. The invoices or documentation must indicate the name and address of the consignor, seller, purchaser or consignee, and the quantity by brand and style of the cigarettes involved in the transaction.

The records required above must be preserved on the premises described in the license of the manufacturer, wholesale dealer or retail dealer in such a manner as to ensure permanency and accessibility for inspection at reasonable hours by authorized personnel of the Department. With the permission of the Department, manufacturers, wholesale dealers and retail dealers with multiple places of business may retain centralized records, but shall transmit duplicates of the invoices or the equivalent documentation to each place of business within 24 hours after the request of the Executive Director or his or her designee.

The records required by this section must be retained for not less than 3 years after the date of the transaction unless the Department authorizes, in writing, their earlier removal or destruction.

EXERCISE

Write down the Record Maintenance Procedures of one retail store.

A.   Fill in the Blanks

1.   The retail sales records required under WAC 246-889-095 are _____ and accessible by the low enforcement agencies. (confidential)

2.   Only _____ employees have access to the data base. (authorized)

3.   Retail dealer shall maintain copies of _____ or equivalent documentation for every _____. (invoices, transactions)

B.   Multiple Choice Questions

1.   Retail sales records of restricted procedures, electronic or written must be kept for a minimum of –

   a)   Two years

   b)   Three years

   c)   Four years

   d)   Five years

2.   The invoice or documentation must indicate –

   a)   Name and address of consignor/ seller

   b)   Quantity by brand

   c)   Both of the above

   d)   None of the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A

Use the following checklist to see if you have met all the requirements for Assessment Activity.

✦   Describe record maintenance procedure.

Part B

Discuss the following in Class Room:

✦   Discuss legal procedures of record maintenance in retail environment.

Part C

Performance Standards

The performance standard covered by the assessment includes the following, but not limited to:

Performance Standards	Yes	No
Able to identify laws of maintaining records.		

Unit-5: Security Operations & Housekeeping in Retail

Unit Code: RS205-NQ2012	Unit Title: Security Operation & Housekeeping in Retail			
Location: Classrooms, Retail Shop or Departmental Store, Malls, Super Market	**Duration: 15 hours**			
	Session -1: Security Points in Retail Store			
	Learning Outcome	**Knowledge Evaluation**	**Performance Evaluation**	**Teaching and Training Method**
	1. Identify the various security points.	1. Purpose of security points in retail store. 2. State the locations of security points in retail store.	1. Enlist the various security points. 2. Identify the locations of the security points in retail stores. 3. Analyse the multi utility of security points in retail stores	**Interactive lecture:** Introduction of security points. **Activity:** 1. Visit a retail store and make the list of security check points. 2. Develop a block model of retail store. 3. Role play at security points.
	Session-2: Role and Functions of Security Personnel			
	1. Identify the role and functions of security/ personnel.	1. Role of security in retail store. 2. Functions of security in retail store.	1. Analyse the role of security in each department of retail store. 2. Analyse the functions of security in each department of retail store. 3. Differentiate the role and functions of security in different departments of retail store.	**Interactive lecture:** Knowing the role and function of security. **Activity:** Group discussion on advancement in security functions in retail store.
	Session-3: Material Handling in House Keeping			
	1. Describe the competencies required for Material Handling in Housekeeping	1. Describe the competencies and skills required for Housekeeping	1. Measuring the Performance in Respect of Knowledge, Duties, Responsibilities and Accountability. 2. Identify suitable Competencies required for material	**Interactive lecture:** 1. Interaction and Exposure in Retail Housekeeping. 2. Teach the Practical Methods of Material Handling. 3. Practical Teaching of Advantages of Team

			handling in housekeeping.	Work, Policies and procedures of health and safety. **Activity:** 1. Visit a Mall or working place where housekeeping materials are handled in the Retail store & learn from the experience of expert. 1. Visit Retail Organization and interact regarding handling of housekeeping Materials, potential health hazards, handling of safety equipments.
	2. Examine the process of Material Handling	1. Procedure to handle the material used in Retail Housekeeping	1. Measure the Outcome of How successfully the Material have been handled	**Interactive lecture:** Process of Material handling in Housekeeping. **Activity:** Role plan on cleaning the store.
	3. Identify and Operate housekeeping equipment in retail departmental stores	1. The materials and equipments. 2. Techniques of Housekeeping practices and protection of materials.	1. Measure the outcome or result after using the material. 2. For cleanliness, safety, hygiene, hazardous and assess whether it is as per standards and procedures set by the retail industry 3. Identify the equipment 4. Operate the housekeeping equipment.	**Interactive lectures:** Use of housekeeping equipments in retail industry. **Activity:** 1. Role play on responsibilities of housekeep-ping work. 2. Visit a Retail Mall and practically learn to operate housekeeping equipments.
	Session – 4: Procedure in Housekeeping			
	1. Identify the Competencies required for housekeeping in retail operations	1. To describe housekeeping in retail outlets, retail stores and retail malls. 2. Competencies	1. Identify the responsibilities taken, involvement in housekeeping and measure the cleanliness and waste	**Interactive Lecture:** 1. Competencies required for housekeeping in retail sector 2. To learn in the class

		required for housekeeping	recycling. 2. Identify the competencies 3. Operate the housekeeping activity with required competency	room the procedures and job opportunities in retail sector. **Activity:** 1. By role play the responsibilities and the functions of the housekeeping work in retail store. 2. To visit and experience the housekeeping method in the work place of retail sector .
	2. Applying Housekeeping in the area of cleanliness, hygiene, safety, disposal of waste	1. Competencies required in cleanliness, hygiene, waste disposal, safety, health hazards.	1. Evaluate the roles, responsibilities and effectiveness of jobs and housekeeping. 2. Identify the methods for applying housekeeping work.	**Interactive Lecture:** On the job opportunities in retail housekeeping. **Activity:** Visit to a retail store and observe what kind of methods applying for housekeeping of retail store.

Introduction

Private Security Agencies offer a wide range of services that include providing security to businessmen, industrialist and celebrities, accompanying consignments and cash, monitoring the movement of visitors at shopping malls, construction sites, etc. and helping the police. The person who was still very recently called a Watchman has evolved as a Private Security Guard or Private Security Officer. A Private Security Guard has to perform several functions, which include observing and monitoring people, access control, responding to security threat or emergency, and using appropriate methods to control illegal or unauthorized entry.

Security industry in India took the steep rise in early 90's when globalization took place in India. The Corporate sector and Multinational Companies created a huge demand of

security services. The private security sector in India is growing at the compound average growth rate of 25 per cent annually and generates more than 12 lakh jobs per annum.

Housekeeping refers to the set of activities that are intended for cleaning the house by cleaning dirty surfaces, dusting, disposing of rubbish, vacuuming, etc. Hoover the floor, change the sheets, and clean the windows. All of these activities come under the umbrella term 'housekeeping' and are what most people do a little of from time to time.

Housekeeping involves usage of various tools including brooms, sponges, vacuum cleaners, mops; along with cleaning products like bleaching agent, detergents, and disinfectants. The housekeeping is done not only to make the home look clean but also to make it more hygienic and safer to live in comfortably. A proper housekeeping prevents the growth of mould in wet areas, building of lime scales on taps, toilets stinking, accumulation of cobwebs and bacterial growth on garbage.

In this Unit, you will learn about the security points in retail store, role and functions of security personnel, material handling in housekeeping and procedures adopted in housekeeping in retail.

Session 1: Security Points in Retail Store
Relevant Knowledge

Private security generally covers security of Personnel, Property and Information. The primary aim of private security is to provide a safe and secure environment to the company and its personnel to carry out their duties. While the expectations of the people for security are immense, it is not practically feasible for the government to meet all the requirements. Also all security issues do not require police intervention and can be managed by private citizens if they are cognizable offences and crimes. The offences under the Indian Penal Code are classified as cognizable (a police officer may arrest without warrant) and non-cognizable offence (a police officer shall not arrest without warrant). Section 43 of the Criminal Procedure Code of India bestowed power of arrest to the common citizen if a cognizable and non-bailable offence is committed in his or her presence. The section 43 of IPC states "any private person may arrest or cause to be
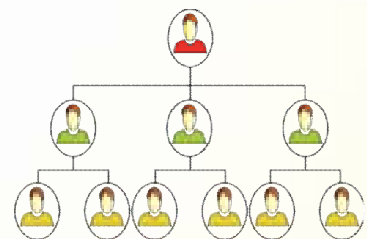
arrested any person who in his presence commits a non-bailable and cognizable offence, or any proclaimed offender, and, without unnecessary delay, shall make over or cause to be made over any person so arrested to a police officer, or, in the absence of a police officer, take such person or cause him to be taken in custody to the nearest police station".

Security Points

The scope of private security in India does not include policing and law enforcement and is limited to ensuring protection and loss prevention through the following means:

+ **Prevention:** Starting from a simple lock, to boundary walls, gates and the security guards, they are all means of preventing loss and damage to personnel, property and information.

+ **Detection:** An intruder may overcome protective barriers but may still be thwarted in his/her plans by a detection and warning system that can alert the whole security apparatus.

+ **Interference:** Once an intrusion or breach is detected, immediate action is taken to interfere with the designs of the intruder and prevent him/her from executing his/her designs.

+ **Delay:** The stronger the security system, the greater is the delay caused to an intruder, thereby increasing the chances of detection.

Once the assets requiring protection and threats are known, a security plan is worked out. A successful security programme will rely on the honesty, integrity, and loyalty of the persons implementing the security system as well as its employees' responsiveness to the laid down procedures and systems.

Job Roles and Duties

Security personnel protect the buildings, grounds, assets and occupants, including visitors assigned to them. The main job roles within the Private Security Organisation are Security Guard (Various Types), Security Supervisor, Security Officer, and Manager. A security guard is required to perform the following duties:

Reception Duties

At the reception, the security guard has to perform the following duties:

✦ Ensure that all equipments are operational at the beginning of duty.

✦ Ensure that all visitors enter their particulars in the visitor book.

✦ Ensure that the badges and visitor slips are issued after checking with the visiting officer, if prior information is not available.

✦ Ensure that all documentation is available at the start of duty.

✦ Ensure that the documents are complete.

✦ Ensure that all visitors comply with the company rules and policies with regard to the use of the following:

    a) Mobile telephone

    b) Arms and ammunition

    c) Laptop/pen drive

    d) Cameras

Gate Duties

A security guard on duty at the entrance to premises is the first point of contact for company, staff and visitors. The gate duties include the following:

✦ Ensure that all equipment is operational at start of duty.

✦ Ensure that all documentation is available at start of duty.

✦ Stop vehicles entering and exiting.

✦ Stop personnel entering and exiting.

✦ Search vehicles entering and exiting.

✦ Search personnel entering and exiting.

✦ Record all incidents of stop and search.

✦ Ensure that all documentation is completed as soon as possible.

Material Handling

A security guard on duty at the in/out material handling in the organization has to perform the following duties:

✦ Ensure that all equipment is operational at start of duty.

✦ Ensure that all documentation is available at start of duty.

✦ Stop personnel and vehicles entering and exiting.

✦ Record all incidents of stop and search.

✦ Ensure that the materials are as per the purchase order and challan/invoice.

✦ Outgoing material is allowed only after authentication of the authorized signatory.

✦ Ensure that all documentation pertaining to incoming/outgoing material is completed as soon as practicable.

✦ Maintain separate registers for returnable material.

✦ When conducting searches of vehicles or bags get the driver or owner to conduct the physical aspects of the actual search.

Patrolling

The patrolling of premises is one of the most important duties performed by the security personnel. The security patrol falls into two main groups:

✦ Mobile Patrol

✦ Static Assignment Patrol

Mobile Patrols

✦ The security personnel on patrol is one of the most important elements of any security system.

✦ Mobile patrol visits are carried out on a client's property at irregular intervals.

✦ The patrol may entail a check of the perimeter of premises or may require a comprehensive internal investigation.

✦ The number of visits per shift may have to be agreed with the client.

Static Assignment Patrol

✦ Patrols on a static site are usually undertaken on a constant basis, checking both internally and externally.

✦ Alertness, interest and thoroughness are some of the essential qualities of an effective static security guard.

Control Room Duties

A Control Room is a room serving as an operations centre where a facility or service can be monitored and controlled. A definition or description of a control room for security would be "a facility for the provision or procurement of assistance or advice for guarding, mobile patrol and mobile supervisory staff in routine and emergency situations". The function and duties of a controller therefore would be to provide for the following:

✦ Effective monitoring of guards, patrolmen and mobile supervisory staff by strict observance of rules for proper documentation, telephone, radio or other communication procedures.

✦ Recording of all appropriate routine and emergency matters to enable management to deal quickly and efficiently with the company's contractual responsibilities.

✦ Maintaining a register of all keys held in the facility.

✦ Ensure proper surveillance through CCTV.

A copy of security manual or Standard Operating Procedures (SOPs) and assignment instructions must be available within the control room at all times. Records of all incidents reported should contain the following details:

✦ Date, time and place of the incident.

✦ Date and time of reporting and by whom it was reported.

✦ Nature of the incident.

✦ Action taken, including onward reporting.

✦ Action to be taken.

✦ Names and addresses of all relevant persons present.

Assignment Instructions

An important aspect in the execution of the security tasks is that every individual must be aware of his/her duties for which written instructions must exist. They indicate what the security personnel should do on the assignment, where to go, how to respond to different situations, patrol routes and timings, lines of communication, comprehensive

details of the assignment, precise instruction in respect of responsibility and accountability, working hours and handing/taking over procedures.

Assignment instructions are the duties and responsibilities of the security staff as agreed with assignment management and will also include the following:

✦ **Internal Organization Chart**: It will give the security guard necessary information as to who is who in the organization. It also gives information in respect of the location of their offices so that when patrolling the premises, adequate attention can be paid to them as required. An internal telephone directory should also be included.

✦ **Company's Safety Statement**: The statement ensures that the security staff is aware of all hazards in respect of safety, health and welfare at work and the management plans for dealing with various types of hazards. The safety statement is also beneficial to contractors and other persons working on the premises. They should be aware of the hazards at workplace and the procedures to overcome them.

✦ **Standing Instructions**: These include day-to-day working and procedural requirements.

✦ **Emergency Plan:** The plan describes the action to be taken in the event of a serious incident such as fire or a disaster, a bomb threat, evacuation of the building, armed robbery or other serious threats to the assignment.

✦ **Evacuation Instructions:** These are the instructions that indicate action to be taken in the event of emergencies. Location of assembly points, name and location of fire warden, list of members of emergency response team and other persons.

✦ **Name and Address of Key Personnel**: It includes the details of the senior personnel so that in the event of an operational incident or a major incident they can be contacted and informed as to the extent of the incident. In such events they may either advise the security personnel on what action to take or opt for attending the incident personally. Telephone numbers of these personnel, including their home phone number, mobile telephone numbers and any other numbers necessary to contact them.

In addition to the assignment instructions, most security supervisors issue post instructions to the guards that are specific to the post assigned to the individual. The Security Guards carry these post instructions in their shirt pockets at all times.

Responding to Emergencies

Security personnel are expected to react to emergency situations and to reduce the impact caused by an emergency event at a worksite. The training of security personnel should include the following:

✦ Monitoring alarm systems and assessing need for response and follow-up.

✦ Responding to an emergency alarm.

✦ Communicating details of incident.

✦ Emergency scene isolation.

✦ Managing emergency situations.

Go to any mall, office, factory or institution, and the first thing that catches your eye are the Security Guards. They stand out because of their uniform and also sheer numbers. Security is attaining greater importance day-by-day because of the increase in the value of the assets and the threats to them. As the size of buildings and complexes increase, security operations become more complex and technology oriented.

EXERCISE

Visit a Security Company and study the organizational structure and the various documents maintained by the company. Also record the role and functions of the key officials of the company.

A. Fill in the Blanks

1. Private security generally covers security of _____, Property and Information.

2. The primary aim of private security is to provide a _____and secure environment.

3. Section _____ of the Criminal Procedure Code of India bestowed power of arrest to the common citizen if a cognizable offence is committed in his/her presence.

4. The security patrol falls into two main groups i.e. _____ patrol and static assignment patrol.

5. CCTV stands for _____ _____ Television.

6. Instructions related to day-to-day working and procedural requirements are known as _____ Instructions.

7. The plan that describes the action to be taken in the event of a serious incident such as fire or a disaster is known as _____ plan.

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you have met all the requirements for assessment activity.

Part A

✦ Differentiated between role and functions of private security guards.

Part B

Discussed in class the following:

✦ What is the scope of private security in India?

✦ What are the role and responsibilities of private security guard?

Part C

Performance standards

The performance standards may include, but not limited to:

Performance Standards	Yes	No
Demonstrated the knowledge of security industry.		
Identify the role and functions of private security guard.		

Session 2: Role and Functions of Security Personnel
Relevant Knowledge

Security Guard

A Security Guard is defined as any person providing private security with or without arms to another person or property or both and includes a supervisor (PSARA Act, 2005). He/she works under the supervision of Security Supervisor. He/she should always maintain a professional appearance, behaviour and exhibit positive attitude.

The job of a Security Guard varies, so it is extremely important for the Security Guard to know exactly what the employer specifically expects of them. The Standard Operating Procedures (SOPs) for a security guard varies with the type of job that the guard is doing. He/she is required to perform the following general role and functions:

✦ Wear neat and tidy uniform.

- Maintain hygiene and proper grooming.

- Obey and pass on to other Security Guards all orders and instructions received from Supervisor.

- Talk politely with students, staff, and visitors and assist them to provide any necessary information of the Institute.

- Prevention or detection of intrusion, unauthorized entry or activity, vandalism or trespass on private property.

- Be watchful while on night patrol and check all suspicious persons, and allow no one to pass the security gate without proper authorization.

- Work as a team with other security personnel to ensure optimal safety of the person/organization and communicate frequently with each other.

- Make proper entry in the visitor log and collect vendor/visitor Photo ID card.

- Prevent or detect theft, loss, embezzlement, misappropriation or concealment of merchandise, money, valuables, documents or papers.

- Leave his post only after giving charge to the other Security Guard.

- Adhere to and enforce established company rules, regulations, policies and practices.

- Report incidents as per the procedure.

Eligibility for Security Guard

A person shall be eligible for employment as Security Guard if he fulfills the standards of physical fitness as specified in the PSARA Act (2005). The specifications are as follows:

(a) **Height**: 160 cms for male and 150 cms for female.

(b) **Weight:** According to standard table of height and weight, chest 80 cms with an expansion of 4 cms (for females no minimum requirement for chest measurement).

(c) **Eyesight:** Far sight vision 6/6, near vision 0.6/0.6 with or without correction, free from colour blindness. He/she should be able to identify and distinguish color display in security equipment.

(d) Read and understand displays in English alphabets and Arabic numerals.

(e) Free from knock knee and flat foot. He/she should be able to run one kilometer in six minutes.

(f) **Hearing:** Free from hearing defects. He/she should be able to hear and respond to the spoken voice and the alarms generated by security equipments.

(g) The candidate should have dexterity and strength to perform searches, handle objects and use force for restraining the individuals.

(h) A candidate should be free from evidence of any contagious or infectious disease.

He should not be suffering from any disease which is likely to be aggravated by service or is likely to render him unfit for service or endanger the health of the public.

Types of Security Guard

1. **Personal Security Guards:** They are appointed for the purpose of providing physical security to their employers. They are also known as black cats or bouncers and accompany their employers everywhere.

2. **Residential Security Guards:** They are employed in residential colonies, apartments, aged homes, and other residential areas for providing security to their clients.

3. **Corporate Security Guards:** They are employed for internal and external security of the business assets. Corporate security includes protection of corporate buildings, shopping malls, private organization, hospitals, etc.

4. **Private Security Guards:** They are employed by businessmen and entrepreneurs for private security services.

5. **Mobile Security Guards:** The mobile security guards keep moving around the perimeter and observe and monitor people for suspicious behaviour or actions.

6. **Static Security Guards:** Unlike mobile security guards, they stay at one place and monitor the movement of the people and materials. They may also use electronic surveillance system to perform the job.

Security Supervisor/Head Guard

Supervisor is a person in the first-line management who monitors and regulates employees for their performance with regard to assigned or delegated tasks. Normally a security supervisor is placed on 15 security personnel deployed at a site. However, one person with experience and capability is appointed as 'Head Guard' to perform the duties of a supervisor in a shift involving less than 10 persons.

The role and responsibilities of Security Supervisor include the following:

✦ Supervise the security staff as per the company's policies and rules.

✦ Educate the security staff on the various procedures and systems approved by the management.

✦ Conduct training activities for the security staff.

✦ Maintain security equipment and gadgets.

✦ Deploy security personnel for optimum use so as to ensure total security of the institute/organization/residential colony.

✦ Ensure the maintenance of entry and exit log.

✦ Update and sign all Daily Security Report.

✦ Monitor inward and outward loading of goods, provision and other materials.

✦ Report all violation of Institute's rules and regulations and special orders to the Head of Security/Management.

Field Officers/Inspectors

These are the persons responsible to the management of the security company to enforce and implement the policies.

Assignment Officer

He in general terms a person who monitors and regulates employees for their performance of assigned or delegated tasks.

Assistant Security Officer

Assistant security officer is on the pay roll of the security company deployed at the site to monitor and regulate employees for their performance of assigned or delegated tasks. Normally ASO is placed when the deployment exceeds 15 persons or more in each shift. He coordinates and liaises with the principal employer and the security company and performs a customer care role.

Carry Home Emoluments and Benefits in the Private Security Industry

Pay and Allowances: In the security sector, your pay depends on the level of the position and the company. In general, the pay is governed by the Minimum Wages Act of the State.

Provident Fund (PF): An employee saves 12% of the basic wages and equal amount is contributed by the employer (8.33% towards pension fund & 3.67% towards contribution of Provident Fund). On completion of 10 years contribution to the fund all employees are entitled to pension on attaining the superannuation age of 58 years.

Pension depends on the total subscription made in the fund. Some of the benefits accrued are as follows:

(a)   Lump sum payment of accretion with interest on retirement ∕ leaving the job.

(b)   Partial withdrawal during job for specified purposes.

(c)   Provision of taking early pension but not before attaining the age of 50 years.

(d)   Deposit Linked Insurance Scheme: Upon death while in service, an additional payment in lump sum equal to average P.F. accretion subject to maximum of Rs. 60,000 is given.

(e)   Employees' Pension Scheme: Pension to member on retirement/invalidity.

(f)   Pension to Family members on member's death.

Employees State Insurance Scheme (ESIC) Coverage: Under the scheme employee's contributory insurance cover is available at a marginal contribution of 1.75% of basic wages. The following benefits are available:

Medical Benefit: Medical care is provided to the Insured person and his family members from the day he/she enters insurable employment. There is no ceiling on expenditure on the treatment of an Insured Person or his family member. Medical care is also provided on payment of a token annual premium of Rs.120/- to the retired and permanently disabled insured persons and their spouses.

Sickness Benefit (SB): Cash compensation at the rate of 70 per cent of wages is payable to insured workers during the periods of certified sickness for a maximum of 91 days in a year. In order to qualify for sickness benefit the insured worker is required to contribute for 78 days in a contribution period of 6 months.

(a)   **Extended Sickness Benefit (ESB):** ESB extendable up to two years in the case of 34 malignant and long-term diseases at an enhanced rate of 80 per cent of wages.

(b)   **Enhanced Sickness Benefit:** Enhanced Sickness Benefit equal to full wage is payable to insured persons undergoing sterilization for 7 days and 14 days for male and female workers, respectively.

Maternity Benefit (MB): Maternity Benefit for confinement/pregnancy is payable for three months, which is extendable by further one month on medical advice at the rate of full wage subject to contribution for 70 days in the preceding year.

Disablement Benefit

(a) **Temporary disablement benefit (TDB):** This benefit is available from day one of entering insurable employment and irrespective of having paid any contribution in case of employment injury. Temporary Disablement Benefit at the rate of 90% of wage is payable so long as disability continues.

(b) **Permanent disablement benefit (PDB):** The benefit is paid at the rate of 90% of wage in the form of monthly payment depending upon the extent of loss of earning capacity as certified by a Medical Board.

Dependants' Benefit (DB): It is paid at the rate of 90% of wage in the form of monthly payment to the dependants of a deceased Insured person in cases where death occurs due to employment injury or occupational hazards.

Other Benefits

Funeral Expenses: An amount of Rs.10,000/- is payable to the dependents or to the person who performs last rites from day one of entering insurable employment.

Confinement Expenses: An insured woman and an insured person in respect of his wife shall be paid a sum of rupees one thousand per case as "confinement expenses" (earlier termed as medical bonus), provided that the confinement occurs at a place where necessary medical facilities under the ESI scheme are not available. i.e., where facility for confinement is not available in the ESI institution. Also confinement expenses shall be payable for two confinements only.

Rajiv Gandhi *Shramik Kalyan Yojana* 2005: An Insured Person who become unemployed after being insured three or more years, due to closure of factory/establishment, retrenchment or permanent invalidity are entitled to:

1. Unemployment Allowance equal to 50% of wage for a maximum period of up to one year.

2. Medical care for self and family from ESI Hospitals/Dispensaries during the period IP receives unemployment allowance.

3. Vocational Training provided for upgrading skills - Expenditure on fee/travelling allowance borne by ESIC.

Workman Compensation: In case a personal injury is caused to a workman by accident arising out of and in the course of his employment, his employer is liable to pay compensation in accordance with the provision of the Act within 30 days from the date when it fell due otherwise he would also be liable to pay interest and penalty.

Bonus Payment: Any employee on a salary or wage not exceeding [three thousand and five hundred rupees] per month in any industry to do any skilled or unskilled manual, supervisory, managerial, administrative, technical or clerical work for hire or reward, whether the terms of employment be express or implied is eligible for bonus up to a maximum of "ten thousand rupees"

Leave: All employees are governed by the company policy and the labor laws prevalent in the states.

EXERCISE

Prepare a comparative chart on the role and functions of private security professionals in the following places:

1. Malls

2. Hospitals

3. Construction sites

4. Supermarkets

5. Manufacturing plants

6. Private home alarm maintenance

A. Short Answer Questions

    1. Explain the career opportunities available in private security

       _____

       _____

       _____

       _____

       _____

       _____

       _____

2. Write short note on the following:

   (a) Control room

   _____

   _____

   _____

   _____

   (b) Patrolling

   _____

   _____

   _____

   _____

   (c) Access control system

   _____

   _____

   _____

   _____

B. Fill in the blanks

1. In Rajiv Gandhi Shramik Kalyan Yojana 2005 the bonus payment amount is up to max. _____. (ten thousand rupees)

2. Maturity benefits for confinement/pregnancy is payable for _____ which is extendable by further _____ month on _____ advice. (three months, one, medical)

3. Employees State Insurance Scheme (ESIC) coverage is available at a marginal contribution of 1.75% of _____. (basic wages)

4. Under sickness benefits cash compensation at the rate of _____ % of wages is payable to insured workers. (70)

5. On completion of _____ years contribution to the fund all employees are entitled to _____ on attaining the superannuation of ____ years. (10, pension, 58)

C. Multiple Choice Questions

Tick the correct answer

1. Personal security guards are also called

    a) Black Cats

    b) Bouncers

    c) Both a and b

    d) None of the above

2. Bouncers are

    a) Move around

    b) Private security

    c) For external and internal business

    d) Personal security

3. Security guards stay at one place and may use electronic surveillance system to monitor people

    a) Static people

    b) Personal security

    c) Private security

    d) Corporate security

4. Employee State Insurance Scheme does not covers

    a) Medical benefits

    b) Workman compensation

    c) Sickness benefits

    d) Confinement expenses

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you have met all the requirements for assessment activity.

Part A

(a) Differentiated between the types of security guard.

Part B

Discussed in class the following:

(a) What are the eligibility criteria for appointment to the post of security guard in India?

(b) What are the basic emoluments and benefits that a security guard gets during the service?

Part C

Performance Standards

The performance standards may include, but not limited to:

Performance Standards	Yes	No
Identify the role and functions of security personnel in retail environment.		

Session 3: Material Handling in Housekeeping
Relevant Knowledge

Effective housekeeping can eliminate some workplace hazards and help get a job done safely and properly. Poor housekeeping can frequently contribute to accidents by hiding hazards that cause injuries. If the sight of paper, debris, clutter and spills is accepted as normal, then other more serious health and safety hazards may be taken for granted.

There are many different types of household chemicals used for disinfection, removing the dust and dirt and maintaining surface. The products are available in various forms such as powder, liquid or spray form. Depending on the type of cleaning tasks, the basic ingredients of various household chemicals may differ. Some of commonly used applications of household chemicals are polishing furniture, oven cleaning, lime scale removal and drain clearing.

Housekeeping is also a word used in retailing to indicate that the floors have indeed been polished, the carpets swept and the displays are kept looking shipshape. It is a broad term that is used for both indoor cleaning as well as outdoor chores like washing windows and sweeping doormats. Store cleanliness is an important part of retail. Customers want to shop in a clean, well-lighted store so they have confidence that the merchandise

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purchased there is also clean and of good quality. Dirt and trash have no place on the sales floor, and grimy windows and grubby walls and counters detract from this perception. Housekeeping is an ongoing task.

Housekeeping includes keeping work areas neat and orderly; maintaining halls and floors free of slip and trip hazards; and removing of waste materials (e.g., paper, cardboard) and other fire hazards from work areas. It also requires paying attention to important details such as the layout of the whole workplace, aisle marking, the adequacy of storage facilities, and maintenance. Good housekeeping is also a basic part of accident and fire prevention.

Good safety housekeeping can significantly reduce accidents and injuries in any type of work environment. By developing good safety habits, and by being aware of their work environment and any hazards associated with it, employees can help to create a much safer workplace.

Effective housekeeping results in:

✦ Reduced handling to ease the flow of materials.

✦ Fewer tripping and slipping accidents in clutter free and spill-free work areas

✦ Decreased fire hazards

✦ Lower worker exposures to hazardous substances

✦ (e.g. dusts, vapours) Better control of tools and materials, including inventory and supplies

✦ More efficient equipment cleanup and maintenance

✦ Better hygienic conditions leading to improved health

✦ More effective use of space

✦ Reduced property damage by improving preventive maintenance

✦ Less janitorial work

✦ Iimproved morale

✦ Iimproved productivity (tools and materials will be easy to find)

Housekeeping tasks can be grouped into a number of areas, including:

✦ Occupational Health and Security

✦ Safety Cleanliness (sanitation) controls

✦ Damage avoidance

✦ Fire prevention and protection

✦ Safe, secure storage systems

✦ Regular inspections

✦ Stock control

✦ Personal hygiene and appearance

✦ Maintenance and storage of housekeeping equipment
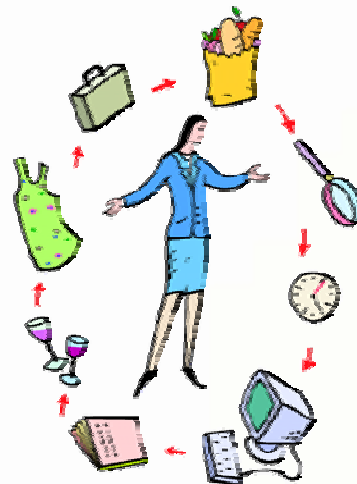
Common housekeeping tasks are:

✦ Vacuum cleaning

✦ Painting

✦ Weeding

✦ Maintenance

✦ Waste removal

Material Handling

Material handling is any transporting or supporting of a load by one or more workers. It includes the lifting, holding, putting down, pushing, pulling, carrying or moving of a load.

While handling the material one should ensure that the material is stacked securely, blocked or interlocked. All storage areas are marked. All workers understand material storage and handling procedure. Materials are stored in areas that do not interfere with workers or the flow of materials. Hazardous materials are stored in approved containers and away from ignition sources.

A person has to see that equipment is in good working order, with all necessary guards or safety features operational or in place. All the tools and machinery are inspected regularly for wear and leaks. These machines and tools are cleaned regularly.

Maintaining the work area in a tidy, clean and safe way reflects a positive store image and helps create an environment that is pleasant for all customers and conducive to sales.

Retail stores vary considerably from large department stores to much smaller specialty stores, therefore the housekeeping policies and procedures can also vary considerably. Team members must be familiar with their store's policies and procedures and occupational health and safety requirements as this will ensure the store looks its best and the correct image is being projected to customers.

There are many areas in a store that need to be considered, including:
✦ point of sale area
✦ counters
✦ walkways/aisles
✦ merchandise
✦ fittings and fixtures
✦ storerooms
✦ fitting rooms
✦ receiving docks

Housekeeping Materials

Maintenance of Housekeeping Equipment

All housekeeping equipment must be stored safely and securely and according to the manufacturer's instructions where appropriate. This will ensure a safe environment for staff, customers and any other visitors to the store. Cleaning equipment varies from store to store. However, some equipment is used in all retail outlets. Common equipment includes:

Mops	Window Cleaner
Buckets	Cleaning Chemicals
Brooms	Floor Polishers
Cloths	Hazard Warning Signs
Dusters	Dust Pans and Brushes
Bins	Ladders
Blades	Trolleys
Spray	Cleaner Vacuums

Cleaning chemicals often are hazardous and can be identified as such from the label. Many tools or items of equipment requiring cleaning are equipped with guards to protect the operator.

Equipment should never be operated without the guard in place and the manufacturer's guidelines must be followed to ensure safe use of equipment.

EXERCISE

1. Visit an Mall or Supermarket or an Industry, interact with the employer and employees of the organisation/industry and ask the following questions and write their reply in not more than 50 words:

    Questions for Employers

    (i)   What should your employees know before handling and storing materials?

    _____

    _____

    _____

(ii)   What are the potential hazards for workers in retail?

_____

_____

_____

(iii) What kinds of equipments are needed for store?

_____

_____

_____

(iv) Prepare a checklist of the housekeeping equipment that is generally used in retail store for housekeeping activities.

_____

_____

_____

(v)   Visit Mall or departmental store and use the checklist prepared by you, check the housekeeping equipments that exist in the mall/departmental store for housekeeping in retail.

_____

_____

_____

(vi) List any 5 equipments that are used for routine housekeeping.

_____

_____

_____

Questions for Employees

(i)   Are you happy with the provisions made for taking care of your physical and safety requirements at the workplace?

Employee A: Yes/No

Employee B: Yes/No

Employee C: Yes/No

Employee D: Yes/No

Employee E: Yes/No

(ii) Which are the hazardous chemicals that the employees think are affecting their physical well being at the workplace?

_____

_____

_____

_____

_____

_____

_____

(iii) What are the safety requirements for material handling?

_____

_____

_____

_____

_____

(iv) What experience do you have using different machines/types of equipment? List are those you most familiar with.

_____

_____

_____

(v) What types of items or equipment have you been required to keep clean?

_____

_____

_____

(vi) What types of items have you handled in your job? Were any of these items dangerous?

_____

_____

_____

_____

_____

(vii) Name 5 key points to consider when applying housekeeping procedures to your counter area.

_____

_____

_____

_____

A.   Fill in the blanks

1.   Housekeeping is an _____ task.

2.   Effective _____ can eliminate some workplace hazards.

3.   _____ materials are stored in approved containers and away from ignition sources.

4.   Good safety housekeeping can significantly reduce _____ and _____.

5.   A material is hazardous if it can _____ a person's health, either long or short term.

B.   Multiple Choice Questions

Tick the correct answer

1.   The short distance movement of material between two or more points refers to:

a)   Warehousing

b)   Transportation

c)   Material Handling

d)   Materials management
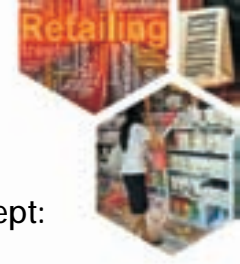
2. Each of the following is a question associated with materials handling, except:

    a) How will the product be handled?

    b) What kind of equipment is needed to handle the material?

    c) In what form will the product be?

    d) How much is the product worth?

3. Which of the following activity comes under housekeeping?

    a) School admission

    b) Hoover the floor

    c) Purchase of material

    d) Sale of flat

4. Which of the following would you check to see if a material is considered 'hazardous'?

    a) The product label

    b) Purchasing record

    c) Material safety data sheet

    d) Hazardous material inventory

C. True or false

1. Materials handling deals with the short distance movement of the material between two or more points. (T)

2. Equipment should not be placed where it could easily fall or be pulled off the counter. (T)

3. The quick and easy jobs such as mopping and scrubbing to be done before the shop opens or end of day. (T)

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Differentiated between different types of materials.

✦ Differentiated between hazardous and non-hazardous materials.

✦ Differentiated between different types of hazards and chemicals.

Part B

Discussed in class the following:

✦ What is housekeeping?

✦ What is the importance of effective housekeeping?

✦ Why do we need to exercise daily for housekeeping?

✦ What is material handling?

✦ What are the different types of hazardous materials?

Part C

Performance Standards

The performance standards may include, but not limited to:

Performance standards	Yes	No
Able to identify the various types of housekeeping materials & equipment.		

Session 4: Procedure in Housekeeping
Relevant Knowledge

A clean place to work is necessary for safety. Good housekeeping is a part of your job. In order to have a pleasant and safe work place, everyone must do his/her part to keep the plant orderly and clean. Good housekeeping will protect you and your fellow employees against slipping, tripping and other hazards.

1. Immediately clean up any paint, grease, oil, water, etc. that has spilled on the floor. Someone could slip causing serious injury.

2. Pick up any banding, scrap metal or other metal debris and put in scrap metal bins.

3. Pick up any scrap lumber, saw dust etc. and put into scrap lumber bins.

4. Put any scrap papers, boxes, etc., into the proper garbage containers or recycling bins.

5. Put cans into bins marked for cans.

6. Clean up debris and organize tables and work stations that you have been using, so that the next person can start with a clean work area.

7. Clean any machine and surrounding area after use.

8. Return all hand tools to their proper places after use or at end of your shift.

9. Keep all walkways, aisles, roadways, and areas in front of fire extinguishers, electrical panel boxes free of obstruction.

10. Keep your rest rooms and lunchrooms as clean and neat as possible. Put all garbage into garbage cans, not beside them. Do not put paper towels in the toilets.

11. Keep your forklift cab area clean and do not transport or store items in cab.

12. Immediately sweep up any Blast Machine shot that you notice on the floor. Shot on the floor is very dangerous, as it is a slipping hazard.

13. Never leave hooks or hangers on the floor always put them in their proper place.

14. Before end of shift, empty garbage cans into the garbage bins and haul the bin outside and dump into the "Loraas" bin.

15. Always put all brooms and shovels back to their proper areas and places after use.

16. Keep the office and the surrounding area clean and clear of parts, junk, etc.

17. Clean the computers at least once a week by wiping them with computer cleaning fluid.

18. Stack pallets, boxes, baskets, etc. neatly to avoid them falling over.

19. Organize your work station as neatly and efficient as possible. Avoid over clutter.

20. Keep stairway and platforms clear of obstruction.

21. Keep storage areas neat and organized.

22. Clean up any air lines, extension cords, etc. after use.

23. Keep area clear around safety eye wash fountains and showers, safety spill kit, emergency switches, etc.

24. Keep you locker and change area clean and neat.

25. Keep walk through doors and overhead doors clear and free of snow etc.

26. Keep desks and filing cabinets clean and well organized.

27. Clean office, computer and printer areas at the end of every shift.

28. Clean as you go. (Continually clean your work area as you work.)

29. Remember, A Safe Shop is a Clean Shop!

When applying housekeeping procedures to your counter area, five key points must be considered.

1. Clean

2. Safe

3. Uncluttered

4. Well organized

5. Customer friendly

Keeping these five key points in mind at all times will ensure that your counter area contributes to the overall professional and positive image that your store presents.

Waste Removal and Disposal

In a busy retail environment it is common to accumulate general waste materials. General materials might include:

✦ Packaging materials

✦ Rubbish

✦ Broken or damaged merchandise

✦ Paper

✦ Glass

✦ Plastic

If the retailer deals with food, other food or liquid waste materials might include:

✦ Food substances

✦ Fats

✦ Oils.
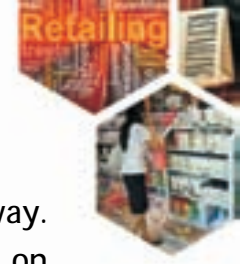
All waste must be removed safely and disposed of in an environmentally friendly way. Policies on waste removal and disposal will vary from store to store depending on current housekeeping policies and procedures. The Environment Protection Authority in NSW can work with retailers to assist them in designing and implementing appropriate waste disposal strategies.

When removing general waste it is important to:

✦ Use correct lifting techniques

✦ Wear gloves or other personal protective equipment as required move steadily – don't rush

✦ Remove waste from customers' sight

✦ Separate waste in accordance with store policies and procedures to ensure effective recycling.

Another important consideration is the environment - naturally, you want to ensure that you are following "environmentally-friendly" waste disposal procedures.

Most waste ends up in land-fill areas around the country. These areas occupy a lot of space, and in some cases the waste pollutes the ground so that the whole area cannot be used for many years.

It is estimated that over 50% of the waste currently occupying space in land-fill areas could have been recycled or reused, if people had followed responsible waste removal and disposal procedures.

EXERCISE

1. What is the cleaning procedure should carry out in shopping arcade?

    _____

    _____

    _____

2. What should be worn when picking up broken glass?

    _____

    _____

    _____

3. Name 8 types of general waste.

_____

_____

_____

_____

_____

_____

_____

4. List at least 6 different machines that you may come into contact with in the Retail Industry.

_____

_____

_____

_____

_____

5. Decide whether the tasks in the list below should be carried out daily, weekly or monthly.

Cleaning any glass	Cleaning counters
Cleaning displays	Cleaning EFTPOS equipment
Cleaning point of sale area	Cleaning the fridge
Cleaning windows	Clearing walkways
Washing walls	Dusting displays
Polishing	Removing waste
Stock returns	Sweeping
Tidying shelves	Tidying storeroom
Vaccuming	Washing fixtures & fittings

Daily	Weekly	Monthly

A. Fill in the blanks

1. Good housekeeping efforts are a part of the retail _____ prevention and _____ prevention program.

2. Slips, trips and falls are _____ accidents in the retail workplace and they often lead to serious injury.

B. True or false

1. All housekeeping tasks must be performed to the standard outlined in the store policy and procedure manual

2. Whilst undertaking housekeeping duties, team members must not ensure the safety of themselves and customers

3. It is not important that all employees perform their tasks in accordance with store policy and procedures, ensuring minimum disruption to customers and other business activities. Standards are the same in every retail store.

4. It is the employer's responsibility, as far as possible, to provide a safe working environment.

5. Safe work procedures should be prepared by employers with the help of employees to care for the special needs of young and inexperienced workers.

C. Short Answer Questions

1. What should you do if the floor is left wet?

2. Good housekeeping includes good sanitation. What sanitary facilities are we required having in the store?

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Described the procedure in housekeeping.

✦ Differentiated waste removal and disposal.

Part B

✦ Discussed in class the following:

✦ What is procedure in housekeeping?

✦ What is good housekeeping?

✦ What are the common factors that involve in procedure in housekeeping?

Part C

Performance Standards

The performance standards may include, but not limited to:

Performance Standards	Yes	No
Able to demonstrate standard procedure in housekeeping.		

Unit-6: Communication at Workplace

Unit Code: RS206- NQ2012	Unit Title: Communication at Work Place			
Location: **Classroom and** **Retail or** **Departmental** **Store Super** **Market**	**Duration: 15 hours**			
	Session 1: Verbal and Non-verbal Communication			
	Learning Outcome	**Knowledge Evaluation**	**Performance Evaluation**	**Teaching and Training Method**
	1. Demonstrate effective use of verbal and nonverbal communication skills	1. Describe the various modes of communication 2. Describe the various sources of Information (media, industry associations, industry publications, internet, information services, personal contacts, colleagues, supervisors and managers, etc.) 3. State seven C's of communication 4. Describe the role of sender and receiver in communication 5. Describe the barriers in communication	1. Differentiate between internal and external communication 2. Demonstrate the knowledge of collecting and processing information from different sources	**Interactive lecture:** Communication Process **Activity:** Practice sessions on effective use of verbal and non-verbal communication skills.
	2. Identify the practices in verbal and non-verbal communication	1. Describe the verbal & nonverbal communication 2. Importance of verbal & nonverbal communication 3. Practices in verbal & non-verbal communication	1. Differentiate between verbal and nonverbal communication. 2. Identify the practices in verbal and non-verbal communication	**Interactive lecture:** The practices in verbal and non-verbal communication **Activity:** Practice sessions on effective use of verbal and non-verbal communication skills.

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	Session 2:Forms of Communication		
1. Identify the forms of communication	1. Describe the meaning of Formal Communication 2. Describe the meaning of Informal Communication or grapevine communication	1. Differentiate between upward, downward and Horizontal communication. 2. Differentiate between verbal and nonverbal communication. 3. Enlist various static and dynamic features of non-verbal communication	**Interactive lecture:** Types of Communication **Activity:** Role play to demonstrate various feature of verbal and nonverbal communication
2. Find out the advantages and disadvantages of different forms of communication	1. Describe the advantage of different forms of communication 2. Describe the disadvantage of different forms of communication	1. Identify the advantage of different forms of communication 2. Find out the disadvantage of different forms of communication	**Interactive lecture:** Advantages and disadvantages of different forms of communication **Activity:** Visit to the retail outlet and asked to note down the advantages and disadvantages of different forms of communication
	Session 3: Communication Media and Equipments		
1. Operate the communication media and equipments properly	1. Describe various communication equipments 2. Describe precaution followed to use the telephone etiquette.	1. Demonstrate functions of electronic device and electronic media 2. Enlist various equipments used for oral communication and written communication	**Interactive lecture:** Communication media and equipments **Activity:** 1. Role play to demonstrate the usage of various communication equipments 2. Role play to demonstrate communication etiquette
2. Evaluate the communication media	1. Describe the methods of evaluate the communication media	1. Identify the methods of evaluate the communication media	**Interactive lecture:** 1. Evaluate the communication media **Activity:**

				Visit to the retail outlet and asked to note down how to evaluate the communication media
	Session 4: Barriers in Communication			
	1. Identify the barriers in communication	1. Describe the factors that act as communication barrier 2. Differentiate between various types of barrier to Effective communication	1. Compile a list of barriers to effective communication at workplace	**Interactive lecture:** Barriers in communication **Activity:** Visit to the retail outlet and identify the barriers in communication.
	2. Select the Strategies to Overcome barriers in communication	1. Describe the ways to overcome barriers in effective communication	1. Select strategies to overcome barriers in communication	**Interactive lecture:** Barriers to effective communication and ways to overcome them **Activity**: Visit to the retail outlet and find out the strategies for overcome barriers in communication.

Introduction

Communication is an integral part of the retailers marketing strategy. Communication is used to inform the customers about the retailers, merchandise and the services.

Communication is certainly essential in business, in government, military organizations, hospital, schools, communities, homes or anywhere where people deal with one another.

"Any act by which one person gives to or receives from person information about that person's needs, desires, perceptions, knowledge, or affective states. Communication may be intentional or unintentional; it may involve conventional or unconventional signals, may take linguistic or non-linguistic forms, and may occur through spoken or other modes."

Communication is a dialogue, not a monologue. In fact, communication is more concerned with a dual listening process. For communication to be effective, the message must mean the same thing to both the sender and the receiver.

Communication in retail organizations is very much needed. Retail jobs exist in many functional areas, including information systems, human resources, finance and accounting. However, when retail job skills are discussed, the conversation typically centers on skills specific to in-store retail sales and service associate positions. These are the employees who interact at the store level directly with customers. Retail job skills include a combination of soft skills and technical talents.

Learning communication is important and it is essential in the retail business process. In the retail business you have to communicate with in your firm with your team members, fellow workers, higher authorities and subordinates. You also communicate with your external participants like customers, suppliers, competitors and service providers outside of your retail firm.

In this unit, you will learn the forms of communication, communication media and equipments and barriers in communication which are relevant in the workplace of retail workers, employees and employers.

Session 1: Verbal and Non-Verbal Communication
Relevant Knowledge

The medium of communication determines the type of communication. Based on the medium used for communicating, the process of communication can be broadly classified as **verbal communication** and **non-verbal communication**.

Verbal communication includes **written** and **oral communication,** whereas non-verbal communication includes **body language, facial expressions and pictures.** Thus, the various types of communication are verbal communication (oral and written), nonverbal communication (including body language, pictorial communication, symbolic communication). Each of these is elaborated below.

Verbal Communication

Verbal communication uses words as the medium of communication. An effective verbal communication is a two-way process – speaking and listening must occur. Usually verbal communication is in the one-to-one mode or one-to-one interaction.

Non-verbal Communication

Communication that uses physical parts of the body is known as non-verbal communication. It includes facial expressions, tone of voice, sense of touch, sense of smell, and body movements.

Written Communication

Written communication skill is the ability of an individual to communicate in writing. It is done in a one-to-one mode or in a one-to-many mode. Important skills in effective written communication are:

✦ Write clearly and legibly, giving all the essential information needed

✦ Use approved styles and formats for written communication

✦ Prepare and maintain various type of documents

Thus, effective writing involves careful choice of words, their organization in correct order in sentences and preparing a comprehensive composition of sentences.

Braille is another form of writing system which enables blind and partially sighted people to read and write through touch. It was invented by Louis Braille, who was blind and became a teacher of the blind. It consists of patterns of raised dots arranged in cells of up to six dots in a 3 x 2 configuration. Each cell represents a letter, numeral or punctuation mark. Some frequently used words and letter combinations also have their own single cell patterns. People with hearing impairments use lip reading and sign language to communicate. Sign language systems include finger spelling (dactylography), sign language and *Makaton*.

Importance of Verbal Communication

Verbal communication help the individual in different ways i.e., to build and maintain relationship in our society, to lead in professional career and it is most important for business people.

For example, while you communicate with family member or friend, you interact with them with a lot of self – confidence. When it comes to business, it is totally different situation because you may deal with a variety of people throughout the day. i.e., you may deal with people from different cultures, ages and with different levels of

experience. You may have to deal different background and have lot of experience in their field or activity. Proper verbal communication skill will help you in dealing with different people.

Communicative Practices

Communication practice will help the student to speak English language quickly and effectively. Here are some rules:

Subject Verb Agreement

Rule -1: If two or more singular noun and pronoun are joined with the word 'and' the verb used will be plural.

Example

1. My brother and I are good friend.

2. Ramesh, his friend and I were playing football.

Rule-2: If two singular nouns/pronouns are joined by and point out the same thing the verb used must be singular.

Example

1. Bread and butter are my regular breakfast.

2. Rice and curry is the favorite Indian food.

3. The Collector and Distract Magistrate is away.

Rule-3: If two subjects are joined by "as well as" the verb aggress with the first subject.

Example

1. Rita as wells her children is playing.

2. Ram as well as his friends is going to market.

3. Children as well as their mother are eating.

Rule-4: If two subjects are joined with either-or, neither-nor, the verbs agree with the subject near it.

Example

1. Either my brother or I am to do this work.

2. Either you or your friends have returned my book.

3. Neither Ram more his sister is accused.

Rule-5 If two subjects are joined by with or together with in addition to etc., the verb aggresses with the first subject. Example

1.   The boy with his parents has arrived in London.

2.   Maths in addition to other science subject are tough.

Rule-6: When two subject are joined by not only – but also verb must agree with the second subject.

Example

1.   Krishna or her friend was not there.

2.   Mohan or Sohan is responsible for all this.

Rule -7: Some noun Plural in form and singular in meaning takes a singular verb.

Example

1.   The news was broadcast from All India Radio yesterday.

2.   The Jeans pant is expensive today.

Rule-8: Some nouns are singular in form but plural in number take a plural verb.

Example

1.   The people are shouting.

2.   The cattle are grazing.

Rule-9: When a plural noun denotes some particular quantity or amount consider a singular verb.

Example

1.   Five hundred rupees is not a big amount.

2.   Hundred miles is a long distance.

3.   20 meters is a long distance for long jump.

4.   Waiting 10 minutes on the road is a big issue for a girl.

Importance of Non-verbal Communication

The most important thing in communication is to listen what is being said It is noticed that there is only 7 to 35% of the spoken language is used in total communication. The rest of the part is through our feelings and intentions in any situation are sent through nonverbal communication. Nonverbal communications included the gestures, body language, facial expressions and postures; etc. Non verbal communication helps the person to
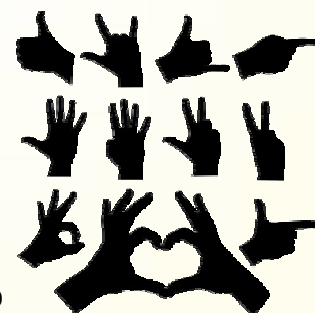
understand when verbal messages are unclear or ambiguous. For example if you are not able to speak the foreign language, you can still communicate with people of another region or country by using body language and facial expressions. In business communication it is important and effective to use your body language. You can improve your business standards by using good business communication skills and body language.

By understanding the important aspects of non-verbal communication or body language, you can learn to read people more easily. Argyle and his associates have been studying the features of non-verbal communication that convey information. The following summarizes their findings:

Basics of Non-verbal Communication

Eye Contact

There is a saying in English, action speaks louder than the word, so eye contact is most important part in non verbal communication. Different eye contact can be interpreted as follows:

✦ Most of the listeners look directly at the speaker between 30% and 60% of the time while looking more than that shows the person has great interest on the speaker.

✦ Once you maintain eye contact with the audience then you will feel a positive frame of confidence. Once you gain that confidence the people will take more seriously what you are speaking.

✦ In case the listener is not focused on you, you should make your point clear and then maintain eye contact with him, in this way the listener will feel pressure.

Body Language and Lying

Signs of lying have to be avoided to send wrong signal to the person in front of you. Some of them are listed below:

✦ Less eye contact will sign that the person is lying and he is guilty.

✦ Hands touch their face, throat, nose, mouth or ear.

✦ Physical expression will be stiff and limited.

✦ If a person takes up less space with their hand, arm and leg movement facing towards their own body then it shows the person is lying.

The Eyebrows

Change in the position of the eye brow can interpret as follows:

+ If the eyebrows of a person are lowered that shows the person is usually frowning.

+ This shows a sign of worry, criticism or disagreement.

+ This also shows the person is searching the supporting evidence to make up the huddle.

+ The frown may simply mean lack of concentration or confusion.

+ Raised eyebrows can indicate shock or distrust.

+ One raised eyebrow implies an element of doubt or challenge.

+ Raising the eyebrows show a sign of surprise. The people raise their eyebrows to look better. But it can also mean that somebody is looking at you and that he likes you.

The Mouth

+ If somebody chews the lower lip that shows the sign of fear, insecurity and worry.

+ If somebody tightened his or her lips that indicate he is in defensive mode.

The Head

+ If the head is straight up that shows the sign of neutral position i.e., listening carefully and evaluating.

+ A small nod of head indicates that the information is being received.

+ Tilting the head shows the sign of developing interest.

+ If the head of the speaker is downward direction that shows the sign of nervousness and there may be some problem.

The Smile

+ We always correlate a smile with happiness 'but there are different kinds of smile'.

+ Sometimes artificial smile comes in the speaker's face when he/she is not actually agreed but he can't deny directly i.e. called coy smile.

+ Sometimes the speaker is internally sad but he/she does not want to show to the audience at that time he or she can show artificial smile.

Some of the body gestures which will help you understand the mental frame of a person are a follows:

- *Brisk walk : Confidence*

- *Standing with hands on hips: Readiness, aggression*

- *Sitting with legs crossed, foot kicking slightly : Boredom*

- *Sitting, legs away from each other: Open, relaxed*

- *Arms crossed on chest: Defensiveness*

- *Walking with hands in pockets, shoulders bent: Unhappiness*

- *Hand to cheek: assessment & thinking*

- *Touching, slightly rubbing nose: refusal, hesitation, doubt & lying*

- *Rubbing the eye: Doubt, disbelief*

- *Hands clasped behind back: Anger, irritation, uneasiness and anxiety*

- *Locked ankles: Worry*

- *Head resting in hand, eyes downcast: Monotony*

- *Rubbing hands: Hope, eagerness*

- *Sitting with hands clasped behind head, legs crossed: Confidence, superiority, Power*

- *Open palm: Genuineness, honesty, innocence*

- *Pinching bridge of nose, eyes closed: Negative evaluation*

- *Steeping fingers: Commanding*

- *Tilted head: Attention, Interest*

- *Looking down, face turned away : Disbelief, distrust*

- *Biting nails: Lack of confidence, insecurity, nervousness*

- *Dropping eyeglasses onto the lower bridge of the nose and peering over them: Causes negative reactions in others*

- *Slowly and intentionally taking off glasses and carefully cleaning the lens: That shows the person wants to take time to think before opposition asking for clarification.*

- *Breath faster: Nervous or angry.*

- *Inhaling loudly and shortly: Wants to interrupt a speaking person.*

- *Loud sigh: Understand the thing that is being told.*

- *Twisting the feet continuously: A person is nervous or concerned, but can also mean that a person is stressed or angry and that he don't want to show that to everybody.*

- *Legs wide apart or Sitting straddle-legged: Shows that a person is feeling safe, and is self - confident. Can also show leadership.*

- *A big smile that goes on longer and disappears slower: Unreal or fake smile*

- *Crossed legs with highest foot in the direction of the speaker: Relaxed and self-confident and they are listening very carefully.*

- *Rapidly nodding your head: Shows impatient and eager to add something to the conversation.*

- *Slowly nodding: Shows interest and those they are validating the comments of the interviewer, and this subtly encourages him to continue.*

- *Biting the Lips: The person communicates embarrassment when he bites his lips. He also communicates a lack of self-confidence.*

- *Open Hands: This expresses a trust in other. It also invites to sharing of the other person's view.*

- *Clasping the hands: Indicates defense.*

- *Firm Handshake: The strong, firm handshake usually shows the high confidence and self believeness.*

- *Weak hand shake: People who give these types of handshakes are nervous, shy, insecure or afraid of interaction with other people.*

- *Clearing throat: Nervousness.*

- *Biting fingernails: Nervousness.*

- *Wring your hands: Nervousness.*

- *Paced the floor: Nervousness.*

Dressing

"Dress' Speak" a lot about a person. For example when you enter into a room for the first time, it takes few seconds for people to observe you. Your clothes and body language always speak first. So it is important to dress up carefully to match the occasion. Some of the perceptions people can judge from your appearance are:

- Your professionalism

- Your leadership quality

- Your aptitude

- Your trustworthiness

Being well dressed in a corporate sector can influence your perceptions and promotions. You should ask the following questions before selecting a dress for the occasion:

✦ What would be appropriate for audience?

✦ What would be appropriate for this event?

✦ What role I am going to play?

- o For my company?

- o For my department?

- o For myself?

EXERCISE

Choose the correct verb from the bracket:

1. Your boss, Mr. Ramesh enters the room when you are meeting with an important client, Mr. Dinesh. You rise and say "Sir, I'd like you to meet Mr. Dinesh. Our client from Delhi. "Is this introduction correct? Justify your answer.

    Ans: ....
    ....
    ....
    ....
    ....
    ....
    ....

2. At a social function, you meet the CEO of an important company. After a brief chat, you give him your business card. Is this correct?

    Ans:...
    ....
    ....
    ....
    ....
    ....
    ....

3. Testing verbal communication skills Pair up with your friend and test your verbal communication skills using the following checklist. You can take turns and test your friend's communication skills.

Your Name : _____

Name of Your Friend : _____

S. No.	Verbal Communication	Could speak clearly (yes/no)	Good accent (yes/no)	Too fast (yes/no)	Too soft (yes/no)
(a)	**Opening Greeting**				
1.	Good morning Sir/Madam. May I help you?				
2.	Good afternoon Sir/Madam. May I help you?				
3.	Good evening Sir/Madam. May I help you?				
(b)	**Closing Greeting**				
1.	Have a good day Sir/Madam.				
2.	Have a good evening Sir/Madam				
3.	Good night Sir/Madam.				
c)	**Seeking permission**				
1.	May I come in Sir/Madam or Excuse me Sir/Madam				
2.	May I frisk you Sir/Madam?				

3.	May I check your baggage Sir/Madam?				
(d)	**Requesting time for response**				
1.	Please wait Sir/Madam				
2.	Please have a seat Sir/Madam				
3.	Give me a moment Sir/Madam or a moment please Sir/Madam				

4. Assignment on Non-verbal Communication Observe people and their body language at a public meeting/place (could be panchayat, conference, platform of a railway station, shopping mall, etc.) and write in your notebook on what is your interpretation about the gestures or postures of the people.

_____

_____

_____

_____

_____

_____

_____

A. Shorts Questions

1. What is verbal communication?

_____

_____

_____

_____

_____

2. What do you mean by non-verbal communication?

_____

_____

_____

_____

3. State the importance of verbal communication?

_____

_____

_____

_____

4. Explain the rules applied for verbal communication?

_____

_____

_____

_____

5. State the importance of non-verbal communication?

_____

_____

_____

_____

6. Explain the communicative practices in non-verbal communication?

_____

_____

_____

_____

B. Fill in the blanks with Correct Verb

1. Verbal communication uses _____ as the medium of communication. (words)

2. Communication that uses _____ parts of the body is known as
    _____ communication. (physical, non-verbal)

3. The most important thing in communication is to _____. (listen)

4. In business communication, use of _____ is important and effective.
    (body language)

5. When verbal communication is ambiguous _____ help to understand.
   (non-verbal)

C. True or False

1. Oral communication is a form of non-verbal communication -

2. Written communication is a form of verbal communication -

3. Body language is a form of non-verbal communication -

4. Gesture is a form of verbal communication -

5. People with hearing impairments use Braille system to communicate -

6. Pointing fingers while talking is a good gesture of communication -

7. Maintaining eye contact while talking or giving speech is a means of effective
    communication -

D. Multiple Choice Questions

(Tick the correct answer)

1. You are talking with a group of four people. Do you make eye contact with:
    Just the person to whom you are speaking at the moment?

    a) Each of the four, moving your eye contact from one to another?

    b) No one particular person (not looking directly into anyone's eyes)?

    c) All the above

    d) None of the above

2. When you greet a visitor in your office, do you: (Tick the correct answer)

    a) Say nothing and let her sit where she wishes?

    b) Tell her where to sit?

    c) Say "Just sits anywhere".

    d) None of the above
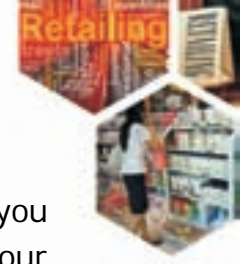
3. You are scheduled to meet a business associate for working lunch and you arrive a few minutes early to find a suitable table. 30 minutes later your associate still hasn't arrived. Do you: (Tick the correct answer)

   a) Order your lunch and eat?

   b) Continue waiting and fuming that you're associate isn't there?

   c) Tell the head waiter you're not staying and give him your card with instructions to present it to your associate to prove you were there?

   d) After 15 minutes call your associate?

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Differentiated between the verbal and non-verbal communication.

✦ Described the important rule in verbal communication.

✦ Explain the communicative practices in non-verbal communication?

Part B

Discussed in class the following:

✦ How to practice verbal communication effectively?

✦ How to apply various rules for verbal communication?

✦ What are the different practices available for non-verbal communication?

Part C

Performance Standards

The Performance standards may include, but not limited to:

Performance Criteria	Yes	No
Able to follow the rules for verbal communication		
Able to differentiate between the practices of verbal and non-verbal communication		
Able to perform non-verbal communication		

Session 2: Forms of Communication
Relevant Knowledge

Types of Communication

There are many forms of communication. These are as under:

✦ Downward Communication

✦ Upward Communication

✦ Horizontal Communication

✦ Vertical Communication

✦ Lateral Communication

✦ Formal Communication

✦ Informal Communication or Grapevine

✦ Pictorial Communication

✦ Symbolic Communication
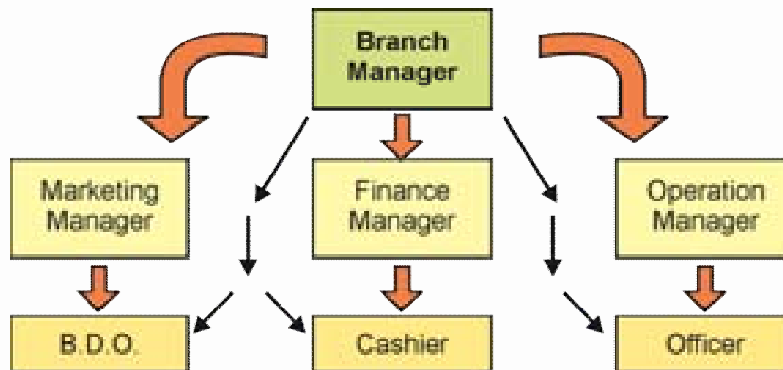
Downward Communication

Information flowing from the top of the organizational management hierarchy and telling people in the organization what is important (mission) and what is valued (policies). Downward communication generally provides enabling information – which allows a subordinate to do something. e.g. Instructions on how to do a task.

Downward communication comes after upward communications have been successfully established. This type of communication is needed in an organization to:

✦ Transmit vital information

✦ Give instructions

✦ Encourage 2-way discussion

✦ Announce decisions

✦ Seek cooperation

✦ Provide motivation

✦ Boost morale

- ✦ Increase efficiency
- ✦ Obtain feedback

"Downward" Communication in a Bank.

Importance of Downward Communication

- ✦ Orders and instructions about jobs
- ✦ Directions about understanding of jobs and its relationships with other jobs
- ✦ Organizational policies and its procedures
- ✦ Feedback of subordinates' performance
- ✦ Reprimands, Criticisms etc.

Upward Communication

Upward communication is the flow of information from subordinates to superiors, or from employees to management. Without upward communication, management works in a vacuum, not knowing if messages have been received properly, or if other problems exist in the organization.

By definition, communication is a two-way affair. Yet for effective two way organizational communication to occur, it must begin from the bottom. Upward

Communication is a mean for staff to:

- ✦ Exchange information
- ✦ Offer ideas
- ✦ Express enthusiasm
- ✦ Achieve job satisfaction
- ✦ Provide feedback
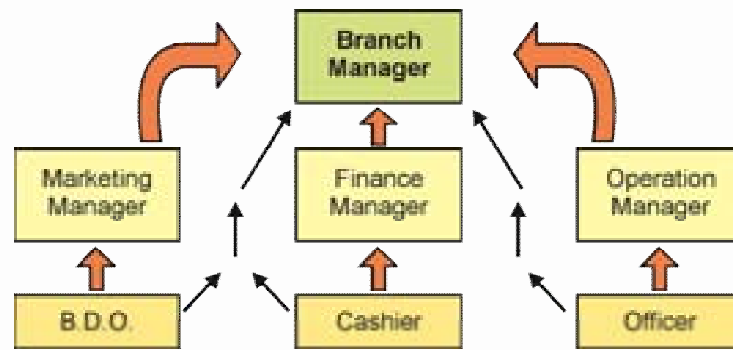
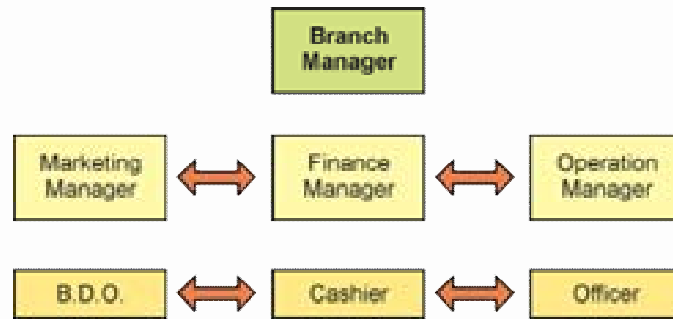*"Upward" Communication in a Bank.*

Importance of Upward Communication

✦ Subordinates' work performance

✦ Problems relating to work

✦ Performance appraisal of their subordinates (feedback of understanding of orders, instructions etc.)

✦ Clarifications of orders etc.

✦ Opinion, attitude, feelings etc.

✦ Procedures, methods, practices followed while doing the work

✦ Criticism

✦ New ideas and suggestions

✦ Personal and family problems

Horizontal Communication

Horizontal communication normally involves coordinating information, and allows people with the same or similar rank in an organization to cooperate or collaborate.

Communication among employees at the same level is crucial for the accomplishment of work. Horizontal Communication is essential for:

✦ Solving problems

✦ Accomplishing tasks

✦ Improving teamwork

✦ Building goodwill

✦ Boosting efficiency

"Horizontal" Communication in a Bank.

It is the formal/informal exchange of ideas between different individuals/departments at the same level of hierarchy in the organization.

Advantages

✦ Enabling horizontal communication in an organization encourages free information exchange.

✦ Higher information flow between departments is necessary so to avoid the same problems being faced by different departments.

✦ Horizontal communication makes an atmosphere where employees are comfortable to talk to people in different departments and gain from their learning.

✦ Horizontal communication is a real check on the power of the top leaders.

✦ It is the flow of information between persons of the same hierarchical level.

Disadvantages

Sometimes, horizontal communication leads to disputes between individuals/ departments. In such cases higher officials have to step in to resolve the matter.

Vertical Communication

The definition of vertical communication is the flow of information both downward and upward through the organizational chain of command. Some also refer to it as formal communication. Downward communication kind of speaks for itself; top-level management produces decisions that are communicated down to tell employees how to perform their job.

Communication that moves through a chain of command typically is vertical in nature. Rules and mandates come down from the top leadership to management and trickle down to the front-line supervisors, eventually reaching the workers. When workers

have an issue, they usually talk first to their immediate supervisor. The chain of command dictates that supervisors report the issue to their managers, who then are responsible to carry the information up to the executive offices.
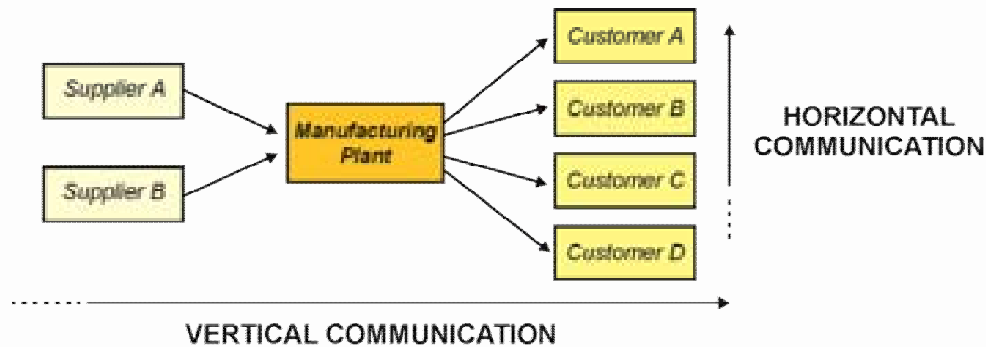
Purpose

The main purpose of operating with a vertical communication system is to control the flow of information and decision orders, mandates, policy decisions, directions and instructions. The policies and goals of the organization typically come from the top and move down through the chain of command. Communication that flows upward typically involves information from the front lines to the executives about what's going on at the lower levels. It might include complaints, suggestions, reports, requests for clarification or news about trends.

Disadvantages

Information often is filtered as it moves up and down the chain of command, watering down the message or changing the nature of the information. Managers receiving a request directed to upper management may decide the request isn't valid and slow its motion or stop it altogether. Information meant for distribution down to all the lower levels may become stalled. Middle management may decide their workers don't need the information and halt its progress. Information going in either direction may change or become diluted if not passed up or down in its original form.

Channels

Various channels used to send information up and down the chain of command also affect the ways it's perceived and acted upon. When passed on verbally, information is tainted by body language, spoken nuances and personalities of the informant. The person receiving the information brings various filters to every conversation that can change the intention of the information. Written communication, on the other hand, when passed on unchanged, may effectively send a consistent message through an

organizational structure. Although electronic communication can be more easily manipulated, organizations may utilize a wide range of applications to get and receive pertinent information.

Lateral Communication

Lateral communication refers to messages conversed between people on the same hierarchical level. For example, in terms of the workplace, if two supervisors have a discussion or two board members raise an issue this is known as lateral communication. It is also known as horizontal communication.

The opposite of this is diagonal communication which refers to messages conversed between all levels of hierarchy. For example, if a manager has a discussion with one of their employees then this would be known as diagonal communication. There are a number of various forms of communication in relation to business environments.
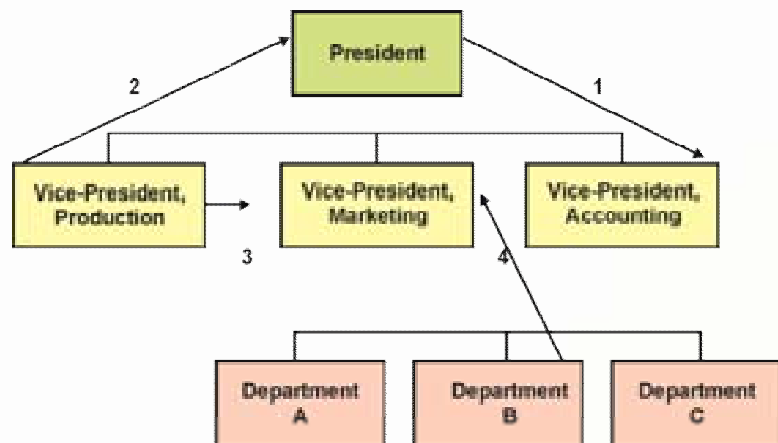
Internal communication is one particular example as it is the main term used to describe any form of communication within a business. In addition, this is not specified to speaking face to face, this can mean through email, telephone and so on.

If a member of one company converses with someone from another company, it is known as external communication. So this can refer to activities such as dealing with customers or contacting a supplier about a product etc.

Formal Communication

A type of verbal presentation or document intended to share information and which conforms to established professional rules, standards and processes and avoids using slang terminology. The main types of formal communication within a business are (1) downward where information moves from higher management to subordinate employees, (2) upward where information moves from employees to management and (3) horizontal where information is shared between peers.

Informal Communication

A casual form of information sharing typically used in personal conversations with friends or family members are called the informal communication. Within a business environment, informal communication is sometimes called the grapevine and might be observed occurring in conversations, electronic mails, text messages and phone calls between socializing employees.

This communication is based on informal relations (like friendship, membership of the same club, the same place of birth, etc.) and, therefore, is free from all the organizational formalities.

The exchange of informal messages usually takes place on the occasion of community meals, social occasions, parties, etc. On such occasions, the superiors gather such information from their subordinates as may be difficult to get through formal communication. Such communication includes comments, suggestions, etc.
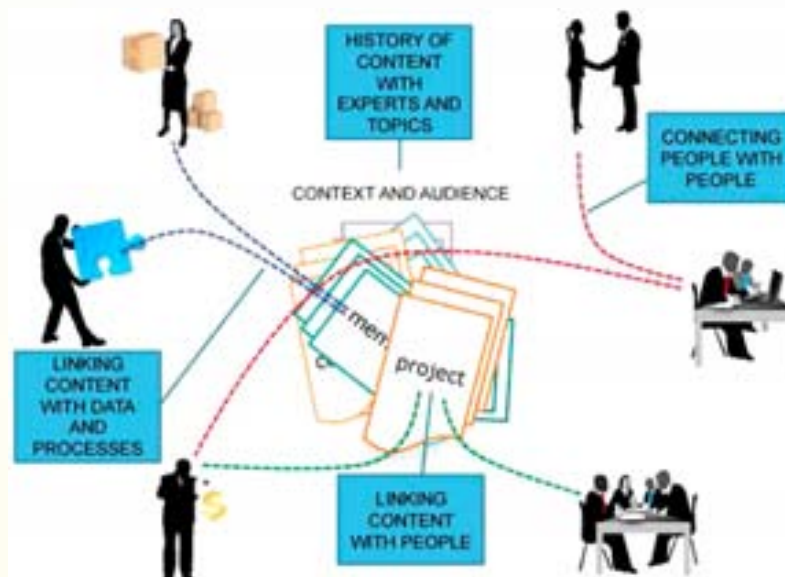
Under this, communication takes place through gesticulation, moving of head, smiling and by remaining quiet. For example, a superior wants to complain against his subordinate to his higher officer and at the same time he is afraid of giving it in writing. This can be conveyed to the higher officer through informal communication, say during the course of a conversation.

Informal communication is also called grapevine communication because there is no definite channel of communication. Under it some information passes through many 31 individuals and covers a long distance making its origin obscure. This is exactly like a grapevine where it is difficult to find the beginning and the end.

Formal and informal communication is very straight forward in the sense that formal conversations refer to the discussion of workplace issue whereas informal communication is in relation to discussions about activities outside of work. Informal conversations are only usually acceptable during breaks and they shouldn't be used to spread rumours about colleagues. Moreover, in businesses upward communication is the questions and queries that colleagues aim at their bosses whereas downward communication is the guidance and orders expressed by the management team to their colleagues. In addition to that, there is always the possibility of small group communication which is the term used to describe discussions held in meetings with a number of colleagues.

Pictorial Communication

Pictorial communication includes communicating with signs like traffic signals, the 21-gun salute, horns, sirens, etc. For example, the sign of 'stop' tells you to stop at the given point, the sign of two children with school bags indicate the school zone, the sign of U-turn tells you to take a U turn, and the sign of a person crossing the road indicates the place where you can cross the road.

Symbolic Communication

Symbolic communication uses symbols that signify religion, school, status, affiliation, communication devices, etc. Given below are the symbols used for symbolizing various communication devices.

EXERCISE

Visit a store and write a report about what kind purpose in the store between employees and between customers. (Note: use pictures to make report effective).

A. Fill in the blanks

1. Downward communication general provides enabling information in the form of _____. (Instructions)

2. _____ is a casual form of information personal conversation. (Informal communication)

3. _____ communication includes communicating with signs. (non verbal)

4. Informal communication is also called _____ communication. (grapewine)

5. _____ refers to messages conversed between all levels of hierarchy. (diagonal communication)

B. Multiple Choice Questions

1. Upward communication is a means for staff to
    a) Exchange information
    b) Increase efficiency
    c) Speaking face to face
    d) None of these

2. Horizontal communication is essential for

   a) Accomplishing task

   b) Boost morale

   c) Control decision making

   d) All the above

3. Lateral communication refers to message conversed between people

   a) On the same level

   b) All levels

   c) Both the above

   d) None of the above

4. The main types of formal communication within a business

   a) Downward

   b) Lateral

   c) Diagonal

   d) None of the above

5. Informal communication involves

   a) Smiling

   b) Gesticulation

   c) Both the above

   d) None of the above

Checklist for Assessment Activity

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Described the various types of communication.

Part B

1. Discussed in class the following:

   ✦ What is pictorial communication?

   ✦ What is informal and formal communication?

+ What is lateral communication?

+ What is the importance of upward and downward communication?

Part C

Performance Standards

The Performance standards may include, but not limited to:

Performance Standards	Yes	No
Able to differentiate between types of communication		

Session 3: Communication Media and Equipment
Relevant Knowledge

Communication Media

Communication media refers to the means of delivering and receiving data or information. In telecommunication, these means are transmission and storage tools or channels for data storage and transmission. The term is also commonly used in place of mass media or news media.

Different media are employed for transmitting data from one computer terminal to the central computer or to other computer systems inside some kind of network. The most commonly used communication media include cable, satellite, microwaves and fibre optics.

The communication media acts as a communication channel for linking various computing devices so that they may interact with each other. Contemporary communication media facilitate communication and data exchange among a large number of individuals across long distances via teleportation, email, teleconferencing, Internet forums, etc. Traditional mass media channels such as TV, radio and magazines, on the other hand, promote one-to-many communication. There are two forms of communication media:

- ✦ Analog: Includes the conventional radio, telephonic and television broadcasts.

- ✦ Digital: Computer mediated communication, computer networking and telegraphy.

The most commonly used data communication media include:

- ✦ Wire pairs

- ✦ Coaxial cable

- ✦ Microwave transmission

- ✦ Communication satellite

- ✦ Fiber optics

Communication Equipments

A communication tool helps a person to communicate with other people. Information and Communication Technology (ICT) is a general term used for a unified system of telecommunications including telephone lines, wireless, computers, audio-visual systems, etc. which enable the users to create, access, store, transmit, and manipulate information.

Electronic Devices

A range of electronic devices exist to help people overcome the constraint in communication due to distance. These include electronic devices such as telephone, mobile, wireless sets, etc., which are used to send and receive messages.

Technological aids, such as hearing aids and videophones are designed to help people with different abilities. Social websites on Internet and Email are examples of technological aids that promote communication and social interaction between people.

Telephone

The telephone is a telecommunication device that transmits and receives sounds. Its basic function is

to allow communication between two people separated by a distance. All modern telephones have a microphone to speak into, an earphone which reproduces the voice of the other person, a ringer which makes a sound to alert the owner when a call is coming in, and a keypad to enter the telephone number. The microphone converts the sound waves to electrical signals and then these are sent through the telephone network to the other phone and there it is converted back into sound waves by an earphone or speaker.

Mobile phone

The mobile phone (also known as a cell phone) is a device that can make and receive telephone calls over a radio link whilst moving around a wide geographic area. It does so by connecting to a cellular network provided by a mobile phone operator, allowing access to the public telephone network. Mobile phones also support a wide variety of other services which include text messaging, popularly known as Short Message Service (SMS), email, Internet access, short-range wireless communications (infrared, blue tooth), business applications, gaming and photography.

Telephone etiquette

Etiquette is defined as manners that are acceptable, pleasing and courteous. The different elements of etiquette are to do with appearance, choice of words and body language. The following etiquette should be followed while talking on telephone:

✦ Pick up or answer the telephone before the third ring.

✦ Some words that you should use in your conversations on telephone are: Hello! Good Morning/Good Afternoon/Good Evening.

✦ Speak clearly and identify yourself.

✦ If the caller does not introduce himself/herself, say, "May I know who is speaking?"

✦ In case the caller does not tell to whom he/she wants to talk to, then you may ask questions like "May I know to whom you want to talk to?"

✦ In case you have to take a message then you may say "I'm sorry, he's busy at the moment. May I take a message?" or May I take your name and number and have him/her call you back? (Be sure to write down the name, phone number, time the caller had called and the message).

- Ask the caller to wait while you acquire the information required.

- Don't make the caller wait for more than 02 minutes. It is better to return a call than to keep someone on hold too long. Do not forget to return the call.

- At the end of the waiting period, please express your gratitude for caller's patience.

- Keep your conversation to the point.

- End the conversation with gratitude.

- Always use a pleasant and friendly tone.

- Before placing a caller on hold, ask his/her permission first. For example, "could you please hold the line, while I call the person".

- Do not interrupt the person while he/she is talking to you.

- Do not answer the phone if you are eating. You should mention that you are having your meal and you will call back after you have finished.

- When hanging up the phone, make sure the caller hangs up first.

- Avoid leaving long messages.

Electronic Media

Electronic Private Automatic Branch Exchange (EPABX) System: It is an instrument used to place telephonic calls to various people in the premises to check on the availability of the residents/officials and check the authenticity of the visitor's claims.

Walkie talkie: A walkie-talkie (known as a handheld transceiver) is a hand-held, portable two-way radio transceiver. Typical walkie-talkies resemble a telephone handset, with an antenna sticking out of the top. Walkie-talkies are widely used in any setting where portable radio communications are necessary, including business, public safety, security and military.

Fax machine: Fax (short for facsimile) is the telephonic transmission of scanned printed material (both text and images) from a fax machine through a telephone line connected to another fax machine. The original document is scanned with a fax machine, which processes the contents (text or images) as a single fixed graphic image, converting it into a bitmap image.

The information is then transmitted as electrical signals through the telephone system. The receiving fax machine reconverts the coded image printing a paper copy.

GPS navigation device: It is any device that receives Global Positioning System (GPS) signals for the purpose of determining the device's current location on Earth. GPS devices are used in military, aviation, marine and consumer product applications.

Computers: Computers has now become an important and rapidly expanding medium of communication, as it offers the possibility of rapid communication, and e-commerce through e-mail, e-forums, searchable databases, commercial websites, educational websites, etc.

EXERCISE

Visit to a nearby retail stores and observe how telephone and fax machine work and write the procedure (not more than 50 words each)

1.   Write short note (50 words) on the following topics:

(i)   Telephone

_____

_____

_____

_____

_____

(ii)   Fax Machine

_____

_____

_____

_____

_____

A. Fill in the blanks

1. A telephone is an _____ device. (communication)

2. A telephone has a _____ to speak into and an earphone which reproduces the voice. (microphone)

3. _____ is the equipment that is used to contact officials in the premises from the gate to check on their availability. (EPABX)

B. Write the full form of the following abbreviations:

1. SMS:

2. EPBAX:

3. Email:

4. GPS:

C. Short Answer Questions (use separate sheet if needed)

1. Name five equipments used for communication.

    _____

    _____

    _____

    _____

2. Write down one advantage and one disadvantage of using communication equipments (for each equipment).

    _____

    _____

    _____

    _____

3. What is the difference between informal and formal communication?

    _____

    _____

    _____

    _____

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Describe the various communication equipment.

Part B

✦ Discussed in class the following:

(a) Difference between informal and formal communication

(b) Importance of various logbooks and reports in security industry

Part C

Performance Standards

The Performance standards may include, but not limited to:

Performance Standards	Yes	No
Able to describe the purpose and demonstrate the use of communication equipment		
Able to demonstrate communication etiquette		
Able to differentiate between different use and requirement of different communication equipments.		

Session 4: Barriers in Communication
Relevant Knowledge

Barriers

No matter how good the communication system in an organization is, unfortunately barriers can often occur. This may be caused by a number of factors, which can usually be summarized as being due to physical, organizational, attitudinal, emotional barriers and physiological barriers.
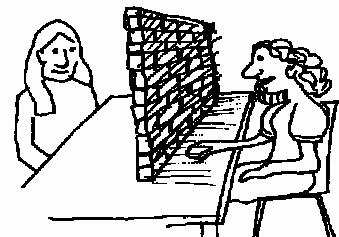
A. Physical Barriers

These are often due to the nature of environment. Thus, the natural barriers, which exist, are located in different buildings or on different sites, others are:

✦ Poor outdated equipment

✦ Failure of management

✦ Lack of new technology

✦ Staff shortages

✦ Distractions like background noise, poor lighting

✦ Hostile environment (too hot or too cold)

All the above-mentioned barriers affect people's morale and concentration, which in turn interfere with effective communication.

B. Organizational Barriers

✦ It refers to the faulty system design. These include;

✦ Complexity in organisational structure

✦ Ineffective organizational supervision or training

✦ Unclear organizational rules, policies and regulations

✦ Lack of clarity in roles and responsibilities which can head to staff being uncertain about what is expected of them

✦ Status relationships

C. Attitudinal Barriers

(i) Attitude of superiors

✦ Lack of consultation with employees (Ignoring communication)

✦ Personality conflicts, which can result in, people delaying or refusing to communicate

✦ Lack of time

✦ Lack of awareness

✦ Resistance to change due to interchanged attitudes and ideas

✦ Lack of trust in subordinates

✦ Fear of challenge to authority

(ii) Attitude of Sub-ordinates

✦ Unwillingness to communicate

✦ Lack of proper incentive

(iii) Emotional Barriers

Psychological factors such as people's state of mind are important tools for proper communication. We all tend to feel happier and be more receptive to information when the sun shines equally. If someone has personal problems like worries about health or marriage, then this will probably affect their communication skills and work power gradually. Some emotional barriers are:

✦ Premature evaluation

✦ Inattention

✦ Loss by transmission and poor retention

✦ Undue reliance on the written words

✦ Distrust of communicator

✦ Failure to communicate

✦ Semantic Barriers

    o Different language

    o Different context for words and symbols

    o Poor vocabulary

(iv) Physiological Barriers

Physiological barriers may result from individual's discomfort caused by ill health, poor eyesight or difficulties. We have studied several barriers that affect the flow of communication in an organization. These barriers interrupt the flow of communication from the sender to the receiver, thus making communication ineffective. It is essential for managers to overcome these barriers.

Methods of Overcoming the Barriers

1. It is imperative that organizational policy must be clear and explicit and encourage the communication flow so that people at all levels realize the full significance of

communication. This organizational policy should express in clear, unambiguous term that organization favors the promotion of communication in the organization.

2. This policy should also specify the subject matter to be communicated which is determined by the needs of the organization.

3. The system of communication through proper channel serves the purpose adequately so far as routine types of information warrants, this has to be overlooked and persons concerned need to be told explicitly.

4. A successful communication system will only be achieved if top management shares the responsibility of good communication and check from time to time that there are no bottlenecks.

5. Organization should have these adequate facilities for promoting communication. This need being carefully looked into and the responsibility of superior managers in encouraging the use of these facilities through the adoption of supportive attitude and behavior needs to be emphasized.

6. Communication being an inter-personal process, the development of inter-personal relationships based on *mutual* respect, trust and confidence is essential for its promotion.

7. There should be continuous programme of evaluating the flow of communication in different directions.

Essentials of Good Communication

✦ Find out the real purpose of your communication.

✦ See that your ideas are clear before communication.

✦ Where appropriate, consult others in planning communication.

✦ Be sincere and honest in your communication

✦ Communication is a simple, clear and effective way.

✦ Know the basic content of your message and consider any possible overtones.

✦ Study all the conditions, physical and human wherever/whenever/whatever you communicate.

✦ Whenever possible, convey something of help or value to the receiver.

"People who learn effective communication skills will improve their work and personal relationship". It is important to learn effective communication skills to be successful at

work and to deal with conflict. Both verbal and non-verbal communication skills are critical to effective communication. Effective and powerful communication skills give self-confidence. It is the alchemy that can at times transform very ordinary speech into a success. But a self-confident speaker having other attributes as well remains a winner throughout.

Elements of Effective Communication

Adequacy

+ In terms of coverage (i.e. type of messages flowing in various direction)
+ In terms of quantity of various types of messages.

Timing

+ Perfectly timed words and sentences are very important.

Integrity

+ Organization of content/matter in such a manner that one idea heads to another, finally evolving into a logical and satisfactory conclusion.

Clarity

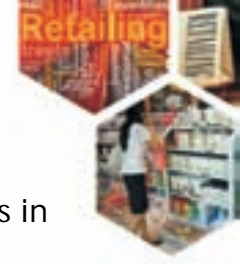+ Simple and common words should be used
+ Short and Simple sentences
+ Proper punctuation
+ Logical sequence.

ASSIGNMENT

1. Identify the main barriers that you have encountered during the communication with your teacher.

    _____

    _____

    _____

2. Write the solution to overcome the barriers that you faced during the communication with your teacher.

    _____

    _____

    _____

3. List all the barriers that you have faced while communicating with your friends in a birthday party.

    _____

    _____

    _____

4. What will you do to remove the barriers of communication in the following situations:

S. No.	Situation	Action that you will take to remove the barrier
1.	Poor lighting arrangement in the classroom	
2.	A friend with hearing impairment has come to talk to you	

A. Fill in the blanks

1. _____ of management is the form of _____ barrier. (failure, physical)

2. Status relationships comes under _____. (organizational barriers).

3. System of communication through _____ serves the purpose adequately. (proper channel)

4. People who learn effective _____ will improve their work and personal relationship. (communication skills)

5. Successful communication system will only be achieved if _____ shares the responsibility. (top management)

B. Answer the following questions

1. What are communication barriers?

    _____

    _____

    _____

2. State any two physical barriers in communication.

    _____

    _____

    _____

3. Write short note (25 words) on how the following barriers affect effective communication:

a) Poor communication equipment.

_____

_____

_____

b) Cultural barriers

_____

_____

_____

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Described the various types of barriers.

Part B

1. Discussed in class the following:

   ✦ How communication cycle is affected by the barriers?

   ✦ How one can overcome the various types of barriers in communication?

Part C

Performance Standards

The Performance standards may include, but not limited to:

Performance Standards	Yes	No
Able to differentiate between the various types of barriers in communication		

Unit-7: Health Care and Personal Grooming in Retailing

Unit Code: RS207-NQ2012	Unit Title: Health Care and Personal Grooming in Retailing			
Location: **Classroom Retail shop or Departmental Store**	**Duration: 10 hours**			
	Session 1: Health Care Activities			
	Learning Outcome	**Knowledge Evaluation**	**Performance Evaluation**	**Teaching and Training Method**
	1. Describe the health care activities and heath care rights in retail organizations	1. Recognize the relevance of healthcare activities 2. State various rights to health and safety	1. Analyze the health care aids and activities in retail organizations 2. Demonstrate the rights to health and safety	**Interactive lecture**: Best practices to manage health care in the retail store **Activity:** Visit to a retail store to observe relevant practices adopted to maintain hygiene
	2. Explain the principles of ergonomics, indoor air quality and pollution in retail organizations	1. Discuss the meaning of ergonomics 2. State the concepts of repetitive motion illness, lifting, carrying, standing, fire prevention 3. Discuss importance of machine guarding, trash disposal and issues of working in cold places	1. Demonstrate about the ergonomics at workplace 2. Apply measures for repetitive motion illness, lifting, carrying, standing and fire prevention 3. Practice methods of prevention of floor slips, trips, falls and electric shocks 4. Identify causes and prevention of floor slips, trips, falls, electric shocks 5. Express the need for machine guarding, trash disposal & issues of working in cold places	**Interactive lecture**: Significance of ergonomics and measures to check pollution in retail organizations **Activity:** Visit to a retail store to observe relevant practices adopted to prevent pollution.

	Session 2: Health Care Measures			
	1. Identify the health care measures in Retail	1. Describe the health care measures in Retail	1. Identify the health care measures in Retail	**Interactive lecture**: Health care measures in Retail **Activity:** Visit to the retail outlet and asked to note down the health care measures in Retail
	2. List out the unsafe working conditions	1. State the working conditions that are unsafe for the employees 2. Relate the situations where unsafe work should be refused	1. Identify the unsafe working conditions 2. Differentiate between safe and unsafe work 3. Follow the guidelines to refuse unsafe work	**Interactive lecture**: Safe and unsafe working conditions **Activity:** Group discussion to find out ways to make conditions safer
	3. Identify the responsibilities of employers and employees for workplace health and safety	1. State the responsibilities of employer 2. Understand responsibilities of worker 3. Describe responsibilities of supervisor	1. Enlist Responsibilities of employers in provision of health and safety at work 2. Analyze responsibilities of workers and supervisors in managing health and safety at workplace	**Interactive lecture**: Responsibilities of employers and employees in managing workplace health and safety **Activity:** Interview a retail store owner to state the measures adopted by him to ensure health and safety at the store
	Session 3: Personal Grooming Techniques			
	1. Describe the skills required for personal grooming	1. Identify various skills and knowledge of self care 2. State the conversation skills 3. Explain the meaning of Balanced Diet	1. Apply the self care including basic skin care, hair care and basic make up 2. Practice conversation skills, social graces and deportment 3. Practice the diet and nutrition and its significance	**Interactive lecture:** Expert lecture on personal grooming. **Activity:** Make a small report on the basis of observation on groomed personalities.

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	2. Identify the food techniques	1. Describe the relevance of dining with style in formal restaurant 2. State the significance of stylish cutlery and crockery	1. Demonstrate the art of table presentation 2. Demonstrate the art of dining 3. Use of crockery and cutlery 4. Apply restaurant etiquettes	**Interactive lecture:** Lecture of the specialist on food techniques. **Activity:** Visit a restaurant and record the ways of table presentation and dining.
		Session – 4: Personal Grooming Tips		
	1. List out the grooming tips	1. Basic grooming tips for business women 2. Describe hairstyle tips 3. State basics of business makeup 4. Identify appropriate jewelery	1. Apply the perfumes, scents and odors in workplace and present professional looking fingernails and hands 2. Carry proper hairstyle at workplace 3. Wear appropriate business makeup 4. Demonstrate about good jewelery selection	**Interactive lecture:** Important grooming tips for working women **Activity:** Interact with the beautician to learn tips on women makeup
	2. Enlist the work related injuries and reporting them to supervisor	1. Discuss about first aid facilities 2. State how to report injuries 3. Identify how to investigate accidents	1. Utilize first aid box items at the appropriate time 2. Develop how and whom to report injuries 3. Investigating accidents	**Interactive Discussion:** Importance and use of first aid at workplace **Activity:** 1. Visit a doctor to discuss first aid requirements with respect to work related injuries in retail. 2. Visit to retail store and observe work related injuries while moving goods one place to another place.

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Introduction

You must have the experience of slipping on the banana peel thrown by another person at a public place? If not, then you are a lucky few who did not get hurt due to the **negligence** of the others. It is a common phenomenon in public places where vendors sell fruits and people do not bother throwing the peel on the road.

At home too, you must have experienced injury due to **hazardous tools, equipment, and materials**. For instance, while working in the kitchen, your mother might have at times hurt her finger with a knife. Similarly, workers in industry, factories, warehouses, and organizations are exposed to various hazards.

Occupational health and safety (OHS) is an area concerned with protecting the safety, health and welfare of people engaged in work or employment.

Health and safety of people are important aspects for an organization's smooth and effective functioning. Good health and safe performance ensures an accident-free industrial environment.

The goal of occupational safety and health procedures and programmes is to establish and foster a safe and healthy work environment for all workers. The occupational health is often given less attention than occupational safety as the former is considered more as a personal issue.

In this Unit, you will develop an understanding of the different health care activities in retail organizations, skills for personal grooming for convincing the customers in the retail business. You will understand how to know health care activities, acquire the relevant skills required for personal grooming.

Session 1: Health Care Activities
## Relevant Knowledge

The prevention, treatment, and management of illness and the preservation of mental and physical well-being are through the services offered by the medical and allied health professions are called the health care.

Healthcare retail is providing cash-and-carry, health related products, along with convenience and gift items, directly on the healthcare campus through professionally run stores, e-commerce or catalogs.

Offering this level of convenience is an enormous benefit to patients, as well as caregivers, physicians, visitors and employees. Customers can get exactly what they need, when they need it; from the place they trust most - the hospital or clinic.

A large number of Retail, Wholesale and Department Store Union (RWDSU) members are employed in the retail industry, and they face as many health hazards as people employed in jobs that are generally believed to be more dangerous. Retail jobs require repetitive motions, heavy lifting, long periods of standing and other hazards that can result in injury. Retail workers need to be aware of the risks they face on the job and how to avoid them.
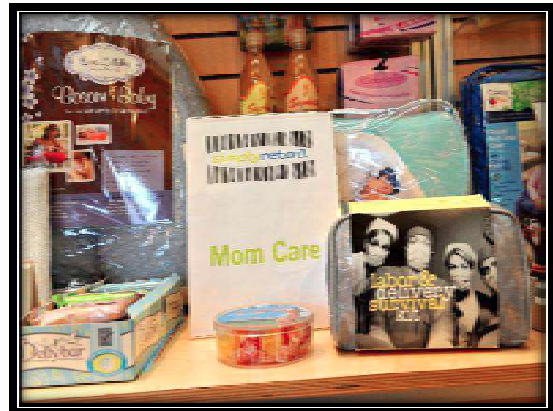
Health Care Activities

Clinics in Retail Stores Wal-Mart currently has over 40 clinics operating in its stores and plans to partner with healthcare providers and healthcare entrepreneurs to open 600+ clinics in the next couple of years, with a potential for more than 2,000 clinics in its stores in the foreseeable future.

The ever escalating costs of healthcare, this is a move towards delivering right quality, right priced healthcare with price transparency accessible to millions who otherwise cannot afford treatment today, but have a reasonable expectation for "value for their healthcare dollars" similar to their spend in other areas.

The retail clinics are anticipated to be operated by third party physicians and nurse practitioners with practice management (patient registration, billing, e-prescribing) and electronic medical records (EMR) software provided by E-Clinical Works.

The promise in addition, to the quality of treatment delivered is the use of electronic health records (EHRs) to ensure transparency, accuracy and portability to assure a better customer experience.

Indoor Air Quality and Pollution

Most retail stores are in "closed" buildings, where windows cannot be opened easily and doorway exits are often in remote areas.

Indoor air pollution is caused by the build-up of vapors, particles, molds, fungus and bacteria in building air. The indoor sources of these pollutants can be human waste, cigarette smoke, fuel-fired furnaces, building materials, furnishings, cleaning products, store consumer products, asbestos and pesticides. Molds, spores, fungus and bacteria can accumulate in standing water, wet furnishings, furnace water, and air ducts. Meat wrappers can be harmed by the vapors of burning plastic wrap.

Polluted outdoor air can be drawn into a building via the air intakes. Gases and particles from truck exhaust, as well as other pollutants from the area are common indoor air pollutants.

If unchecked, these pollutions can cause severe respiratory ailments. All workplaces where these risks are present need an effective mechanical ventilation system.

The system in your store may include a series of fans, ducts, heating or cooling coils, vents, and hoods. A single air handling unit may handle several zones with different requirements within the store. A mechanical system must bring in fresh outdoor air, mix it with the air that is already circulating inside the store and distribute the conditioned air to all areas, including stock rooms, via ducts.

Ergonomics

The basic idea of ergonomics (the study of workplace design) is to design the workplace to fit the worker and not change the worker to fit into a poorly designed workplace.

Work stations must be adjustable to be able to accommodate the wide variety of heights and strengths of retail workers.

The best height for a working surface depends on the worker and whether or not he or she stands or sits. The ideal height is generally between 2 to 4 inches below the elbow for delicate work and between 6 to 18 inches below the elbow for heavy work. The solution for working surface height is to make the surface adjustable to accommodate each worker.

A workstation that allows for alternating between sitting and standing is important, as is room to move about without awkward motions and decent lighting.

Repetitive Motion Illnesses

In many areas of a retail store there are workers performing jobs that require repetitive bending and twisting of the hands, wrists and upper body. These tasks often place excessive stress on muscles, tendons, blood vessels and nerves. These repetitive motions frequently result in conditions such as carpal tunnel syndrome, tendinitis, ganglion cysts and tenosynovitis. These conditions are serious, causing pain, loss of use of the hands and wrists and permanent damage.

Correct ergonomic design is one of the most important ways to avoid these kinds of illnesses. Eliminate the twisting and bending caused by poorly designed tools and workstations is the only way to reduce the risk.

EXERCISE

Visit a retail organization or supermarket/specialty store, interact with the employer and employees of the organisation/industry and ask the following questions and write their reply in not more than 50 words:

Questions for Employers

(i)   What should your employees know about health activities?

_____

_____

_____

_____

(ii) What are the potential hazards for workers in retail?

_____

_____

_____

_____

Questions for Employees

(i) Are you happy with the provisions made for taking care of your physical and safety requirements at the workplace?

Employee A: Yes/No

Employee B: Yes/No

Employee C: Yes/No

Employee D: Yes/No

Employee E: Yes/No

(ii) Which are the hazardous chemicals that the employees think are affecting their physical well being at the workplace?

_____

_____

_____

_____

_____

_____

(iii) What are the safety requirements for material handling?

_____

_____

_____

_____

_____

_____

Answer the following questions (Use additional sheets of paper if necessary)

A.   Fill in the blanks

1.   By the third party physicians and nurse practitioners operated _____. (retail clinics)

2.   The services offered by the_____ and_____ are called the health care. (medical, allied health professions)

B.   Multiple Choice Questions

Tick the correct answer

1.   The quality of retail clinical treatment delivered is the use of electronic health records (EHRs) to ensure:

a)   Transparency

b)   Accuracy

c)   Portability

d)   All of these

2.   Retail jobs are required to:

a)   Repetitive motions

b)   Heavy lifting

c)   Long periods of standing

d)   All the above

3.   OSHA stands for

a)   Organizational Safety and Health Activity

b)   Occupational Safety and Health Administration

c)   Occupational Safety and Hygiene Administration

d)   None of the Above

C.   Short Answer Questions

1.   What is the meaning of the Health Care?

2.   List out the Health Care Activities in Retail Business?

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦   Differentiated between different health care activities.

Part B

Discussed in class the following:

✦   What are health care activities in retail business?

✦   What is the importance of effective health care in retailing?

✦   Why do we need to exercise daily for your health care?

Part C

Performance Standards

The Performance standards may include, but not limited to:

Performance Standards	Yes	No
Able to identify the various kinds of health care activities		
Able to practice health care activities for reducing the health deceases		

Session 2: Health Care Measures
Relevant Knowledge

Lifting, Carrying and Standing

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, and department store staff stock and retrieve products from stockroom shelves frequently. These tasks contribute directly to the high rates of back injuries, lower back pain, hernias, heart and circulatory problems among retail store workers.

There are several important guidelines to follow when performing these tasks. Loads that seem too heavy for you to lift should be broken down into smaller units so that they are manageable.

Mechanical lifting devices should be used to lift loads that are too heavy. If no mechanical device is available, have a co-worker help.

Heavy loads should not be lifted directly from the floor. Products should be stored at least 18 inches above the floor and not above shoulder height. A ladder may be necessary to be able to reach high items. A table may be necessary to bring products up to comfortable heights.

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

Standing can cause varicose veins and 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.

Computer Operators and Data Processors

RWDSU keyboard operators, telephone operators and other members use computers that come in a variety of shapes and sizes. One size workstation will not fit everyone.

The key to a safe computer workstation is ensuring that it fits the user, is adjustable and comfortable.

The monitor should be placed 18-30 inches from the user and the top of the monitor should be level with the user's eyes. The keyboard should be detached from the monitor screen. It should be flat or slightly angled. Both should be easily adjustable.

The seat height and armrests should be adjustable and the width should be a minimum of 18 inches. The seat pan should be contoured and cushioned. The backrest should support the lumbar region. Foot rests should be provided.

The other rules of ergonomic design, like good lighting and space, are also necessary to avoid the risk of repetitive motion illnesses.

In the next issue of the Record, other workplace hazards of the retail industry will be examined.

RWDSU members employed in retail face an exhaustive list of hazards on the job. It is important for them to be aware of those dangers, as well as their employers' responsibilities in ensuring a safe workplace.

Fire Prevention

Fire hazards often exist in retail stores due to flammable and combustible materials, electrical malfunctions, open flames, sparks, hot surfaces, smoking and unsafe storage of chemical products. Your employer must have an emergency plan for how to evacuate the store, who to call in case of fire, and job tasks for people responsible for evacuation. Exit paths should not be blocked and must be clearly marked with exit signs that are lighted. It is better to have a pre-emergency plan than for chaos to result when a fire breaks out, causing loss of life and property damage.

Fire extinguishers must be available, and workers should be trained in how to use them. They must be the correct type for the hazard: type A for combustibles, type C for electrical equipment and type ABC for general fires. Fire extinguishers must be inspected regularly to ensure that they are in good working order. The needle gauge must be at the 12° clock position and the nozzle in good shape. Sprinklers must be installed and inspected at least once a year.

Good housekeeping and proper storage and disposal of combustible and flammable materials are the most important steps in preventing fires in a retail store. The employer must allow time in the work day for this type of work to be done.

Floors Slips, Trips and Falls

Slips, trips and falls are common causes of injuries in all retail stores. Wet, slippery floors around produce, meat, fish and freezer areas are especially hazardous in grocery supermarkets. Similarly, aisles that are cluttered with boxes, and uneven cracked flooring are all hazards commonly found in department stores. All spills need to be cleaned promptly, and time needs to be allowed to clear clutter and waste from the aisles.

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Machine Guarding

Many bakery, deli, meat and fish department workers as well as store carpenters and maintenance staff, use electrical equipment that can cause serious cuts, bruises, amputations, crushed bones and other injuries. The machines include saws, meat grinders, slicers, mixers, trash balers and garbage disposal units. The moving parts must be guarded to prevent body contact with the machine, and chain mail gloves should be provided for cleaning them. Moving parts include belt drives, shear points, nip points pulleys, sprockets, blades, saw blades, rotating and flying parts.

In the deli or meat department, blades on the slicing machines must have machine guards to help prevent accidents. Non-automatic slicers must have a handhold protected from the blade. All slicers must be kept sharp so that force is not necessary. Deli workers should not wear loose clothing, which might get caught in the blades of a machine.

Trash Disposal

Trash disposal is a hazard that is present in most retail store situations, and it must be dealt with cautiously to ensure that nobody is hurt. Trash compactors and loading doors should be interlocked with the drive mechanism so that the unit cannot be operated unless the door is fully closed. Balers should have two handed stop and operating buttons that make you push both buttons simultaneously to operate. This keeps your hands at a safe location and distance from danger. The feed throat on garbage disposal equipment and grinders should be guarded so that hands cannot come into contact with the moving blades.

Electricity Shocks

RWDSU members in department stores, supermarkets and other retail stores may face hazards from exposure to live electricity. Contact with energized equipment can cause shock, burns, startle accidents and even death.

Electric shock injuries are a danger when retail workers are exposed to live wiring, temporary wiring and damaged electrical equipment, especially when adequate training has not been given. The Occupational Safety and Health Administration (OSHA) estimates that more than half of all electric shock deaths and injuries can be prevented if employers provide training about electrical hazards and institute safe working practices.

In supermarkets, slicers, grinders, saws and other electrical appliances have exposed non-current carrying metal parts that can cause electrical shock when used near water. There is also the potential for shocks during routine maintenance and servicing if electrical lockout and tag out is not used to de-energize the powered equipment. In department stores and other retail stores, exposed temporary wiring and damaged flexible cords can cause injury. Product displays and newly designed areas are frequently installed without permanent wiring. Back of the store stockrooms may have damaged wiring, temporary fixtures and obsolete electrical equipment. Retail workers should visually inspect all electrical wiring regularly to check for breaks, fraying, and other defects. All electric outlet boxes should be covered. All switch boxes and circuits should be labeled.

Ground Fault Circuit Interrupters, which shut off electrical current in the event of a leak, should be used whenever possible, and electrical lockout and tag out, which prevents accidental start up of machinery during maintenance, should be practiced at all times.

Working in the Cold Places

RWDSU members who work in cold environments like freezers, cold box storage rooms and refrigeration trucks need proper protection from the cold. Protection from the cold can be attained by wearing proper clothing and the redesigning of your working situation. Your employer should train you in the health hazards associated with exposure to cold, the early signs of overexposure, proper clothing and the safe work practices to use when working in cold temperatures. Clothing should be lightweight, waterproof and layered.

Machinery, tools and jobs should be designed to make them less hazardous. Since clothing is bulky and there is loss of manual dexterity due to clothing and the cold, tasks should be redesigned with this in mind. Attention should be paid to spacing of handles, knobs and other mechanical parts. Tool handles should be easy to grasp. Metal parts should be insulated.

Responsible for Workplace Health and Safety

Everyone in the workplace, including you, your co-workers, your supervisor, and your employer, has a responsibility to protect you and the people around you from injury —

that's the law. Knowing about these responsibilities will help you work safely and contribute to making your workplace safer.

Responsibilities as a Worker

✦ Know and follow the health and safety requirements that are relevant to your job.

✦ If you don't know how to do something safely, ask for training before you begin work.

✦ Work safely, and encourage your co-workers to do the same.

✦ Correct any unsafe conditions immediately (for example, spills or loose electrical cords) or report them to your supervisor.

✦ Immediately report any injury to a first aid attendant or supervisor.

✦ Take the initiative. Make suggestions to improve health and safety.

Employer's Responsibilities

Provide a safe and healthy workplace.

✦ Ensure that you and your co-workers are adequately trained, and keep records of your training.

✦ Provide a comprehensive occupational health and safety program, including a written health and safety policy (you can ask to see a copy) and an incident investigation procedure.

✦ Support supervisors, safety co-coordinators, and workers in their health and safety activities. A good employer encourages safe work practices at all times.

✦ Take action immediately when a worker or supervisor reports a potentially hazardous situation.

✦ Initiate an immediate investigation into incidents.

✦ Provide adequate first aid facilities and services.

✦ Provide personal protective equipment (PPE) where required.

Supervisor's Responsibilities

✦ Instruct you and your co-workers in safe work procedures.

✦ Train you for all assigned tasks, and check that your work is being done safely.

✦ Ensure that only authorized, adequately trained workers operate tools and equipment or use hazardous chemicals.

- Ensure that equipment and materials are properly handled, stored, and maintained.
- Enforce health and safety requirements.
- Correct unsafe acts and conditions.
- Identify workers with problems that could affect safety at the worksite.
- Follow up with interviews and referrals where necessary.
- Formulate health and safety rules, and inspect the workplace for hazards.

Rights to Health and Safety

If you are asked to supervise other workers, make sure you have been trained to do the job and understand your responsibilities. Not only do you have a duty to work safely; as a worker you also have several basic rights related to health and safety:

- The right to know and be trained in safe work practices in all aspects of your job and how to recognize on-the-job hazards
- The right to supervision to make sure you can work with minimal risk
- The right to participate in health and safety matters, either directly or through a joint health and safety committee or worker representative
- The right to employer-provided safety equipment required for your job, although you are responsible for providing your own safety footwear and headgear.
- The right to refuse work, without being fired or disciplined for refusing, if you have reasonable cause to believe that the work process, equipment, or environment poses an undue risk of injury to you or another person.

Refusing Unsafe Work

- If you think a task is likely to endanger you or your co-workers, don't be afraid to speak up. Follow these guidelines to refuse work that you believe is unsafe:
- Explain to your immediate supervisor why you're not comfortable.
- If your immediate supervisor is unavailable or doesn't give you a good answer, go to his or her supervisor.
- If you are still not satisfied, talk to your worker health and safety representative, a member of the joint committee, or a shop steward.
- If you are still unable to resolve the issue.

EXERCISE

1. Visit a retail organization or an Industry, interact with the employer and employees of the organisation/industry and ask the following questions and write their reply in not more than 50 words:

Questions for Employers

(i) What kinds of health care equipments are needed for fitness of employees in an organization?

_____

_____

_____

Questions for Employees

(i) What experience do you have using different machines/types of equipment?

Which are you most familiar with?

_____

_____

_____

(ii) What types of items or equipment have you been required to keep good health care?

_____

_____

_____

(iii) What types of items have you handled in your job? Were any of these items dangerous?

_____

_____

_____

A. Fill in the blanks

1. Work stations must be adjustable to be able to accommodate the wide variety of _____ and _____ of retail workers. (heights, strengths)

2. Mechanical lifting devices should be used to lift _____ that are too heavy. (loads)

3. Fire extinguishers must be _____ regularly to ensure that they are in good working order. (inspected)

4. Protection from the cold can be attained by wearing proper _____ and _____ of your working situation. (clothing, redesigning)

B. Multiple Choice Questions

Tick the correct answer

1. The computer monitor should be placed from the user is

   a) 10-20 inches

   b) 15-25 inches

   c) 18-30 inches

   d) 25-40 inches

2. Which of the following would you check to see if a material is considered 'hazardous'?

   a) The product label

   b) Purchasing record

   c) Material safety data sheet

   d) Hazardous material inventory

C. Short Answer Questions

1. What is the impact of the following activities for Workplace Health & Safety?

   ✦ Indoor Air Quality and Pollution

   ✦ Ergonomics

   ✦ Repetitive Motion Illnesses

   ✦ Lifting, Carrying and Standing

   ✦ Computer Operators and Data Processors

   ✦ Fire prevention

   ✦ Floor Slips, Trips and falls

- ✦ Machine Guarding
- ✦ Trash Disposal
- ✦ Electricity
- ✦ Working in Cold Places

2. Explain the responsibilities following stakeholders for workplace health and safety:

- ✦ Worker
- ✦ Employer
- ✦ Supervisor

3. What are the rights of worker for health and safety in a retail store?

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

- ✦ Differentiated between hazardous and non-hazardous products.
- ✦ Differentiated between different types of hazards and chemicals.

Part B

Discussed in class the following:

- ✦ What kind of health care measures taken for handling machineries and equipments in the retrial business?
- ✦ What are the different types of hazardous products?

Part C

Performance Standards

The Performance standards may include, but not limited to:

Performance Standards	Yes	No
Able to practice health care activities for reducing the health deceases		
Able to identify the health care measures taken for handling machineries and equipments in the retrial business		

Session 3: Personal Grooming Techniques
Relevant Knowledge

Skills & knowledge of self-care, social interactions & situational etiquette converts an individual in to a bright Radiant being. Awareness & information is the core of an individual. Being in vogue & showcasing taste & lifestyle is what helps in creating an attractive individual. The right attitude, grooming, presentations and conversations are the key to a happy and peaceful relationship and journey ahead.

Being in sync with all situations of putting together a party of making the right conversations, cooking up the best meals and showcasing the best spread, you can be a modern urban individual.

Come to the new beauty bible's going to go back to basics giving you the products techniques and tips you need to maximize your assets. There is loads of hope; good makeup, skin & hair await you. The following skills to be learn:

✦ Basic Skin care

✦ Basic hair care & styles

✦ Basic Make up I

✦ Basic Make up II

Have a social success makeover. If you are poised & confident you will come across more positively. You will project positive attitude. Your attitude will go to altitude. Walking with high heels to greeting someone, learn here are:

✦ Conversational skills

✦ Social graces (art of walking, sitting, greeting)

✦ Deportment (posture gesture)

Learn food techniques you would like to implement dining with style in formal restaurant is great skill to be learned. Knowledge of stylish cutlery & crockery can give professional touch to your food.

✦ Art of table presentation

✦ Art of dinning

✦ Introduction of crockery & cutlery

✦ Restaurant etiquette

Diet to a perfect figure. What food to eat? From keeping fit to learning self-defense.

Learn the secrets of different types of dressing. We believe every woman can develop a personal style. It's just a matter of determining what works best for you. And that's why following are to be learnt.

✦   Diet & nutrition

✦   Elegance

✦   Art of dressing

✦   Self defense

The chef hats indicate the level of difficulty & the clock symbol the preparation time for each. Learn the creativity to try new culinary experiences with international cuisines.

✦   Lebanese

✦   Mexican

✦   Thai

✦   Italian

Dressing for success includes more than just choosing the right outfit. To complete your professional look you must also consider accessories and personal grooming.

You should always dress to impress clients, investors, and customers, because a winning sales pitch is not enough to seal the deal. A woman's professional appearance needs to support her professional accomplishments.

If your business attire is distracting because it is too sexy, drab, or colorful, your business contacts may focus on how you look, not on your business skills.

EXERCISE

1.   Prepare a checklist of the personal grooming activities

    _____

    _____

    _____

    _____

    _____

    _____

2. Visit an organisation or departmental store and using the checklist prepared by you, check the personal grooming of the receptionist, sales boys/girls, counter personnel etc.

_____

_____

_____

_____

_____

3. List out what are the personal grooming activities required for working in the retail outlets.

_____

_____

_____

_____

_____

A. Fill in the blanks

1. Knowledge of stylish _____ and _____ can give professional touch to your food. (cutlery, crockery)

2. Learn _____ the to try new culinary experiences with international cuisines. (creativity)

3. To complete your professional look you must also consider _____ and personal _____. (accessories, grooming)

4. Nail _____and nail _____ are not acceptable for business meetings. (art, jewels)

5. Every workplace has to provide some level of _____. (first aid)

B. Multiple Choice Questions

1. The following aspects are the key to a happy and peaceful relationship and journey ahead.
   a) Right attitude
   b) Grooming

c) Presentations

d) Conversations

e) All the above

2. A woman's professional appearance needs to support her professional……..

a) Growth

b) Ethics

c) Development

d) Accomplishments

3. Appropriate Jewelry for Business Women are

a) Should not be noisy

b) Too large

c) Costume jewelry

d) All the Above

C. Short Answer Questions

1. What do you mean by personal grooming?

2. List out the personal grooming activities?

3. Explain the skills required for personal grooming?

4. What is the meaning of stylish cutlery and crockery?

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Described the importance of personal grooming.

✦ List out the various personal grooming activities.

✦ Perform the personal grooming skills.

✦ Differentiated various equipment and creams used for personal grooming.

Part B

✦ Discussed in class the following:

- ✦ What are the methods used for personal grooming?
- ✦ What are the equipments and material used for personal grooming?

Part C

Performance Standards

The Performance standards may include, but not limited to:

Performance standards	Yes	No
Able to identify and describe the various equipment and materials used for personal grooming		

Session 4: Personal Grooming Tips
Relevant Knowledge

IMPORTANT GROOMING TIPS

Perfumes, Scents, and Odors in the Workplace

- ✦ Do not let the first impression you make about yourself be your personal scent preferences.

- ✦ Avoid wearing perfume and heavily scented products in all business settings. You might like them, but they have no place in a business environment. Scents can trigger asthma, overpower a room, and are often more offensive than pleasing to others.

- ✦ Never smell like smoke (if you smoke in a car, your clothing will always pick up the odor).

How to Present Professional Looking Fingernails and Hands

Women often use their hands to talk with so they become a focal point. It is important to have hands and fingernails looking professional -- not like you are heading out for a wild night on the town.

Nails should be clean, and trimmed or sculpted. Avoid wearing unusual or shocking nails colors. Nail art and nail jewels are not acceptable for business meetings.

Hairstyling Tips for Business Women

Style should be neat and conservative, and preferably off the face. With few exceptions, hair color should not be shocking or unusual (leave blue hair for Halloween). Hair sprays and gels that have a strong scent or odor should be avoided.

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Business Makeup Advice

Keep it simple and appropriate for daytime. Wearing no makeup at all is almost as bad as wearing too much makeup.

Appropriate Jewelry for Business Women

Jewelry should not be noisy (no metal bangle bracelets), too large, or costume jewelry. Keep earrings small, simple, and above the earlobe.

It is better to wear no jewelry at all, than too wear too much jewelry. But all businesswomen should at least wear a nice, conservative wristwatch.

Demonstrating that you care about your personal appearance communicates to the person you are meeting with that they are important to you. Paying attention to the details of your appearance sends a message to others that you will also pay close attention to business details, and the needs of your customers and clients.

What to do if you are injured on the job

By law, you are required to report any work-related injury to your supervisor and first aid attendant as soon as possible.

First Aid Facilities

Every workplace has to provide some level of first aid. For a small, low-hazard workplace close to a medical facility, a first aid kit may be all that is required. Larger worksites may require a first aid attendant and possibly a first aid room. During your orientation, you should find out specific information about first aid procedures in the workplace, including:

✦ How and when to report an injury

✦ Who to report the incident to

✦ Where to find a first aid attendant, first aid room, or first aid kit

✦ If transport to hospital is required, your employer is required to pay for it.

Reporting Injuries

For injuries, this generally means you must have been working when you were hurt and the injury must have been caused by something to do with your job. For a disease, this means that the work or the work environment must cause the disease.

Investigating Accidents

If an accident happens, your employer should have a system for investigating it and reporting it to the management. Your responsibility in the process is to be as helpful as you can to your employer and higher officers to get at the cause of the accident.

EXERCISE

1. Prepare a checklist of the personal grooming activities

    _____

    _____

    _____

    _____

    _____

2. Visit an organization or departmental store and using the checklist prepared by you, observe the personal grooming tips adopted.

    _____

    _____

    _____

    _____

    _____

3. List out what are the personal grooming tips required for working in the retail outlets.

    _____

    _____

    _____

    _____

    _____

    _____

    _____

    _____

A. Fill in the blanks

1. Knowledge of stylish _____ and _____ can give professional touch to your food. (cutlery, crockery)

2. Learn _____ to try new culinary experiences with international cuisines. (creativity)

3. To complete your professional look you must also consider _____ and personal _____. (accessories, grooming)

4. Nail _____and nail _____ are not acceptable for business meetings. (art, jewels)

5. Every workplace has to provide some level of _____. (first aid)

B. Multiple choice questions

1. The following aspects are the key to a happy and peaceful relationship and journey ahead.

   a) Right attitude

   b) Grooming

   c) Presentations

   d) Conversations

   e) All the above

2. A woman's professional appearance needs to support her professional........

   a) Growth

   b) Ethics

   c) Development

   d) Accomplishments

3. Appropriate Jewelry for Business Women are

   a) Should not be noisy

   b) Too large

   c) Costume jewelry

   d) All the Above

C. Short Answer Questions

1. What is the meaning of stylish cutlery and crockery?

2. Explain major grooming tips for businesswomen?

CHECKLIST FOR ASSESSMENT OF ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A

✦ Perform the personal grooming skills.

✦ Differentiated various equipment and creams used for personal grooming Tips.

Part B

a) What are the equipments and material used for personal grooming?

b) What are the major personal grooming tips?

Part C

Performance Standards

The Performance standards may include, but not limited to:

Performance Standards	Yes	No
Able to practice personal grooming tips		

Checklist

This checklist can be used as an aid in assessing and controlling hazards in the retail sector. The checklist is not an exhaustive list of items to be addressed as there may be specific hazards relevant to your workplace.

If you answer NO to any of the following questions, you need to put corrective action in place

Management of Health and Safety	Yes	No	What Action Required	A Date Corrective Action to be Implemented
Have you prepared a safety statement				
Have staff been made aware of the safety statement				
Have you identified hazards				
Have you prepared a risk assessment				
Have you put required controls in place				
Have you recorded all the risk assessment & controls in your safety statement				
Do you review this safety statement atleast annually				
Do you revise your safety statement whenever new hazards are introduced				
Have employees received adequate information				
Have employees received adequate instruction & training to enable them to carry out duties safely				
Is there a system in place to ensure non-English speaking employees understand the safety training, rules and procedures				
A-Z of Hazards:				
BULLYING				
Is there a written bullying prevention policy				
Have staff been made aware of the policy				
Do staff have access to this policy				
CHEMICALS				
Are staff provided with information on any chemicals they may use				
Are they aware not to mix chlorine bleaches with other chemicals				
Do they have appropriate personal protective equipment(PPE) e.g. gloves, masks, aprons				
Are cleaning agents stored safely away				

Are safety data sheets available (SDS's)				
COLD ROOMS				
Are suitable gloves provided for handling frozen surfaces and products				
Is there proper storage to avoid excessive bending, twisting or reaching				
Is there a means of opening a cold room door from the inside				
If locked at night, is there a procedure to ensure no one is trapped inside				
ELECTRICITY				
Are leads & sockets regularly checked for wear & fraying				
Have you a Residual Current Device (RCD)				
Are all RCD's tested every 6 months				
Have you investigated causes for trip switches if they are activated				
FIRE				
Is rubbish removed frequently				
Are escape routes clear				
Are emergency exits unlocked				
Do emergency exits open outwards				
Are fire extinguishers provided				
Are fire extinguishers maintained				
Are staff aware of procedure in event of fire				
Are fire drills carried out at least twice/year				
Can disabled persons be evacuated safely				
FIRST AID				
Is suitably marked & easily accessible 1st				
Aid equipment provided				
Are first aid boxes checked and maintained regularly				
Is a qualified 1st aider available or suitable arrangements made with neighboring premises				
Are names, addresses & telephone numbers of local emergency services clearly displayed				
LOADING/UNLOADING				
Is there a designated area for loading/ unloading				
Is this area blocked off from pedestrians until loading is complete				
Are timber pallets checked regularly for defects				
Are staff trained in use of pallet trucks				
If fork lift trucks are used, is there a trained				

FLT Driver				
Is FLT certified				
MACHINERY AND EQUIPMENT				
Does all machinery have guards in place (e.g. slices/mincers)				
Do staff know to unplug or isolate equipment before cleaning or maintaining it				
Are compactor safety interlock switches operating to prevent access while in operation				
Are compactors located away from public				
Are employees instructed in risks and correct use of all machinery				
MANUAL HANDLING				
Have you carried out a risk assessment of remaining manual handling tasks				
Can large loads be broken down to acceptable weights				
Have you provided lifting aids such as trolleys, pallet trucks, lifts etc for necessary manual handling tasks				
Have you arranged storage areas so twisting, turning and overreaching is minimized				
Have you minimized the need to reach above shoulder height				
Have you minimized tasks involving awkward postures				
SENSITIVE RISK GROUPS				
A) CHILDREN & YOUNG PERSONS				
Have you carried out a risk assessment before employing a child (under 16) or young person (16 or over but less than 18yrs) taking into account their lack of experience, absence of awareness of potential risks or lack of maturity				
B) NIGHT WORK & SHIFT WORK				
Have you carried out a night work risk assessment				
Have you taken appropriate steps, if any, to protect the safety & health of a night/shift worker				
C) PREGNANT EMPLOYEES				
Have you assessed any specific risks to a pregnant employee to ensure that she is not exposed to anything in the workplace that will damage either her safety or health or that of her developing child.				
If there are specific risks, have you put measures in place to ensure exposure to the risk is avoided for pregnant employee				

SLIPS, TRIPS AND FALLS				
Are aisles, stairs and working areas kept clear				
Are trailing cables rerouted or tied down				
Have you a system in place for cleaning spillages immediately Is flooring in good condition				
Are adequate levels of lighting provided and maintained				
STORAGE AND RACKING				
Are boxes stored safely to prevent objects falling or collapsing				
Are there safe means of transporting goods between floors				
Are there safe means to access goods e.g. platform steps				
Is racking/storage shelving secure, stable & suitable to prevent risk of material falling				
VIOLENCE				
Are staff trained to deal with aggression/violence				
Have you reduced the amount of available cash using time locked safes etc				
Have you a private area for counting/managing cash				
Have you a system in place to deter violence e.g. signs/security/surveillance equipment				
Have you means of raising the alarm				
Have you a system in place for lone workers				
Do staff vary routes/times to bank				
Have you identified higher risk times & put extra precautions in place				
WELFARE FACILITIES				
Are comfortable temperatures maintained – a minimum of 16c for light work, 17.5c for sedentary office work				
Is sufficient fresh air provided				
Are adequate sanitary and washing facilities provided				
Are there suitable and adequate facilities for taking meals and boiling water				
Is there an adequate supply of potable drinking water				
Do you provide seating where employees can sit as well as stand to do work				
WORK RELATED STRESS				
Has a risk assessment been carried out for work related stress				