

## QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR RETAIL



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### What are Occupational Standards (OS)?

- OS describe what individuals need to do, know and understand in order to carry out a particular job role or function
- OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

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### Introduction

## Qualifications Pack – Retail Store Manager

**SECTOR:** RETAIL

**SUB-SECTOR:** Retail Operations

**OCCUPATION:** Store Operations

**REFERENCE ID:** RAS/Q 0107

**ALIGNED TO:** NCO-2015/1420.0200

**Retail Store Manager** Individuals in this role manage the overall operations of the store and ensure its profitability. Thus, this individual is responsible to control operational expenses and ensure the growth of ‘topline’ and ‘bottomline’ set by the organisation.

**Brief Job Description:** This individual is responsible for supervising and directing the store staff, taking staffing decisions, ensuring product availability, maintaining visual merchandising standards, ensuring customer satisfaction, optimising the store’s financial performance and managing safety and security of the store while adhering to the business and store processes

**Personal Attributes:** The individual needs to be physically fit to be able to fulfil tasks efficiently and mentally balanced to be able to motivate self and team to handle unexpected situations, if any. He/she should be able to effectively plan and organize work of self and team and handle pressure. He/she should have business acumen, demonstrate strong interpersonal skills, people management skills and have service

<b>Job Details</b>	<b>Qualifications Pack Code</b>	<b>RAS/Q 0107</b>		
	<b>Job Role</b>	<b>Retail Store Manager</b>		
	<b>Credits(NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
	<b>Sector</b>	<b>Retail</b>	<b>Drafted on</b>	<b>31/03/2016</b>
	<b>Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
	<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/05/2024</b>
	<b>NSQC Clearance on</b>	<b>27/05/2021</b>		
	<b>Job Role</b>	<b>Retail Store Manager</b>		
	<b>Role Description</b>	This individual is responsible for managing every aspect of store operations including sales, inventory, finance, manpower and other resources.		
	<b>NSQF level</b>	7		
<b>Minimum Educational Qualifications</b>	12th Standard Pass OR ITI Pass (2 Years after 10 <sup>th</sup> Standard)			
<b>Maximum Educational Qualifications</b>	Not applicable			
<b>Training</b> (Suggested but not mandatory)	Leadership, People Management, Sales and Marketing			
<b>Minimum Job Entry Age</b>	18 years			
<b>Experience</b>	4 years of experience in store operations in a supervisory role			
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">RAS / N0152 Optimize inventory to ensure maximum availability of stocks and minimized losses</a></li> <li><a href="#">RAS / N0153 Implement standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting</a></li> <li><a href="#">RAS / N0154 Manage sales and service delivery to increase store profitability</a></li> <li><a href="#">RAS / N0155 Check and confirm adherence to visual merchandising plans</a></li> <li><a href="#">RAS / N0156 Manage overall safety, security and hygiene of the store</a></li> <li><a href="#">RAS / N0157 Implement promotions and special events at the store</a></li> <li><a href="#">RAS / N0158 Lead and manage the team for developing store capability</a></li> <li><a href="#">RAS / N0159 Conduct price benchmarking and market study of competition</a></li> </ol> <p><b>Optional:</b> N.A.</p>			
<b>Performance Criteria</b>	As described in the relevant OS units			

Definitions

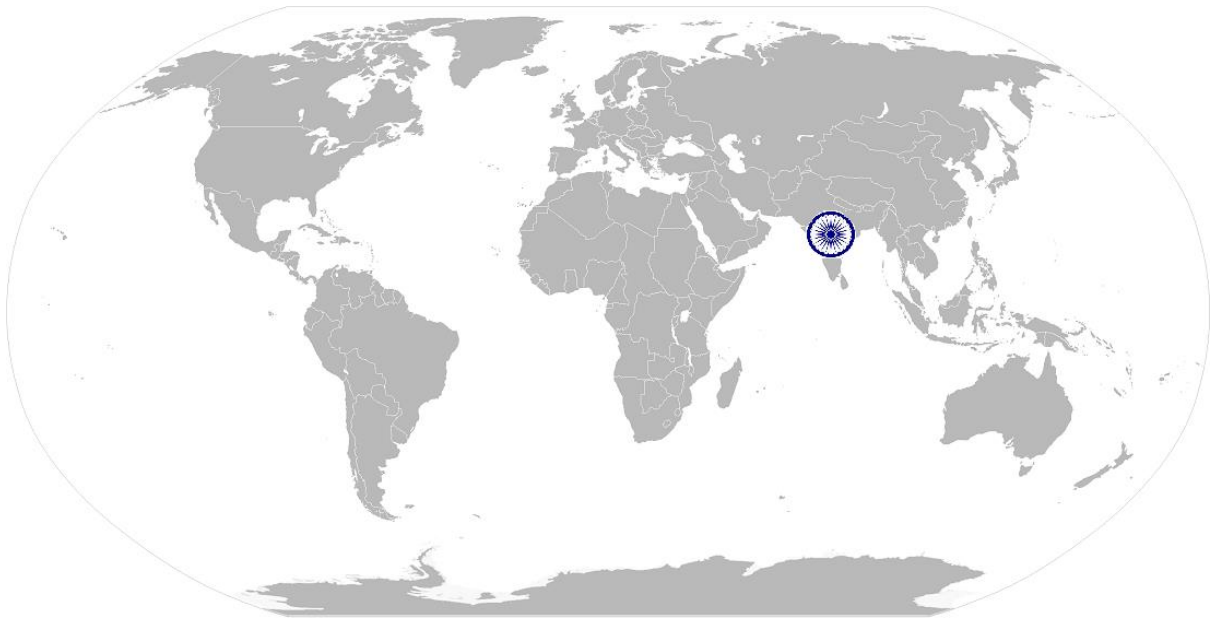
Keywords /Terms	Description
Core / Generic Skills	Core Skills or Generic Skills are a group of skills that are essential to perform activities and tasks defined for the job role.
National Occupational Standards	NOS are Occupational Standards which have been endorsed and agreed to by the Industry Leaders for various roles.
Description	Description is a short summary of the relevant content
Job Role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
Knowledge & Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. They are applicable in the Indian and global context.
Organizational Context	Organizational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
Qualification Pack	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualification Pack Code	Qualifications Pack Code is a unique reference code that identifies a Qualifications pack.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Technical Knowledge	Technical Knowledge is the specialized knowledge needed to accomplish specific designated responsibilities.
Keywords /Terms	Description
NA	NA

Acronyms

**RAS/ N 0152    Optimize inventory to ensure maximum availability of stocks  
and minimized losses**

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# National Occupational Standard



## Overview

**This unit is about effective management of inventory so as to maximize availability of stocks and minimize inventory related losses.**

**RAS/ N 0152 Optimize inventory to ensure maximum availability of stocks and minimized losses**

National Occupational Standard	<b>Unit Code</b>	<b>RAS / N 0152</b>
	<b>Unit Title (Task)</b>	<b>Optimize inventory to ensure maximum availability of stocks and minimized losses</b>
	<b>Description</b>	This unit deals in sub tasks that lead to effective inventory management so as to maximize availability of stocks and minimize inventory related losses.
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• defining stock levels</li> <li>• monitoring receipt and dispatch of goods</li> <li>• maintaining stock records</li> <li>• co-ordinating stock take/cyclical count</li> </ul> <p>This role is specific to Retail Store Manager for driving store operations and improving efficiencies of the store.</p>
	<b>Performance Criteria(PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<b>Define stock levels as per market trends and consumption</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. maintain, conform and implement the following as per seasonality and market trends:</p> <ol style="list-style-type: none"> <li>a. stock levels like average stock level, re-order level</li> <li>b. inventory budgets</li> <li>c. purchase procedures</li> </ol>
	<b>Monitor receipt and dispatch of goods</b>	<p>PC2. record and control the following:</p> <ol style="list-style-type: none"> <li>a. ageing of products</li> <li>b. vendor norms about stocks/return and damages</li> <li>c. credit period offered by vendors</li> <li>d. price cover policy offered by vendors</li> <li>e. reverse logistics policies of the organisation viz-a-viz vendors' policies</li> </ol>
	<b>Maintain stock records</b>	<p>PC3. maintain accurate records of stocks bought and sold</p> <p>PC4. record costs during stock movements</p> <p>PC5. develop team understanding of stock management systems being followed by organisation</p> <p>PC6. control shrinkage/pilferage of products to minimize losses</p> <p>PC7. maintain records on shrinkage/pilferage of products</p>
	<b>Co-ordinate stock take/cyclical count</b>	<p>PC8. establish a timely and well-coordinated stock take process</p> <p>PC9. maintain accurate recording and transmission of data</p> <p>PC10. determine recording and re-checking of variances</p> <p>PC11. analyse stock-take data as required by organisation</p> <p>PC12. ensure safety and well-being of team involved in stock-take</p>



**RAS/ N 0152 Optimize inventory to ensure maximum availability of stocks  
and minimized losses**

<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. organization policies on stock management KA2. organization policies on ordering, receipt and dispatch of goods KA3. statutory rules and regulations related to inventory management
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. concept of inventory management KB2. negotiation techniques with vendors KB3. methods of stock taking
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to: SA1. create relevant reports on inventory SA2. complete forms related to stock movements SA3. draft emails to team and other stakeholders with relevant data and facts
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA4. read and understand vendor contracts SA5. check and audit reports SA6. analyse reports
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA7. explain relevant organizational policies to vendors SA8. explain stock taking process to team SA9. communicate with internal teams to ensure smooth conduct of all processes related to cyclical counts and audits
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB2. complete tasks efficiently and accurately within stipulated time SB3. plan and track activities to ensure adequate stock levels SB4. delegate tasks to team members to ensure completion of work efficiently and keeping team motivated at the same time

**RAS/ N 0152 Optimize inventory to ensure maximum availability of stocks  
and minimized losses**

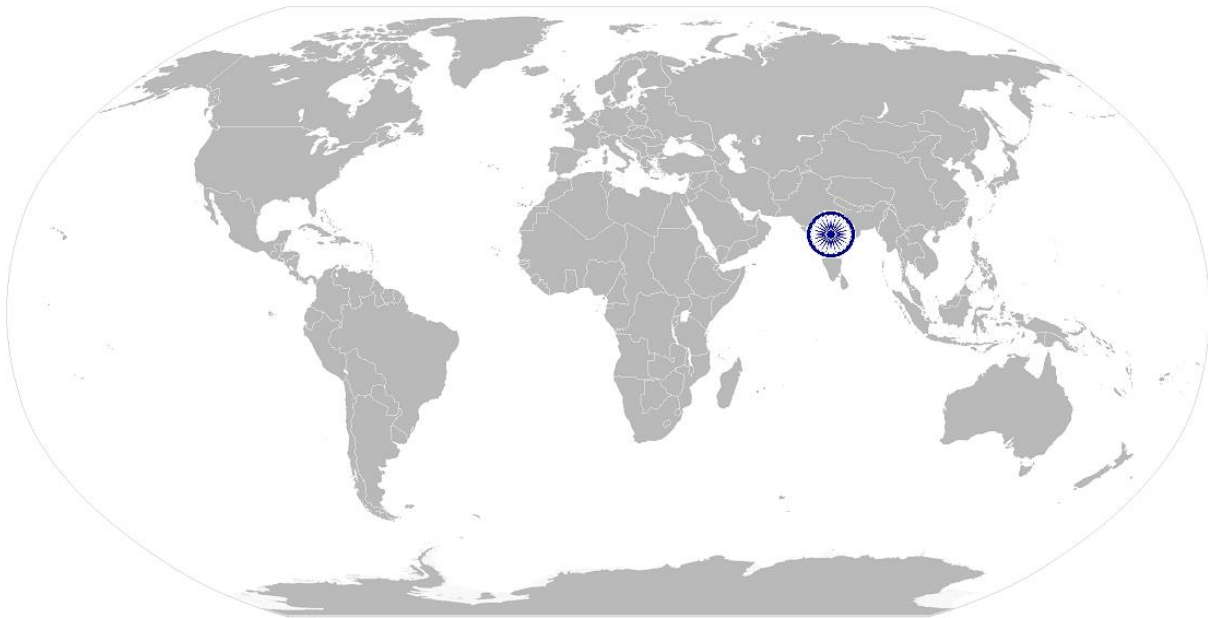
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB5. build customer relationships and use customer centric approach
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB6. identify problems immediately and take up solutions quickly to resolve delays think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
	<b>Analytical Skills</b>
	The user/individual on the job needs to know and understand: SB7. analyse data and relevant reports related to inventory management and stock movement
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB8. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action



**RAS/ N 0152 Optimize inventory to ensure maximum availability of stocks  
and minimized losses**

**NOS Version Control**

NOS Code	RAS / N 0152		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	03/11/2015
Industry Sub-sector	Retail Operations	Last reviewed on	21/05/2021
Occupation	Store Operations	Next review date	26/05/2024



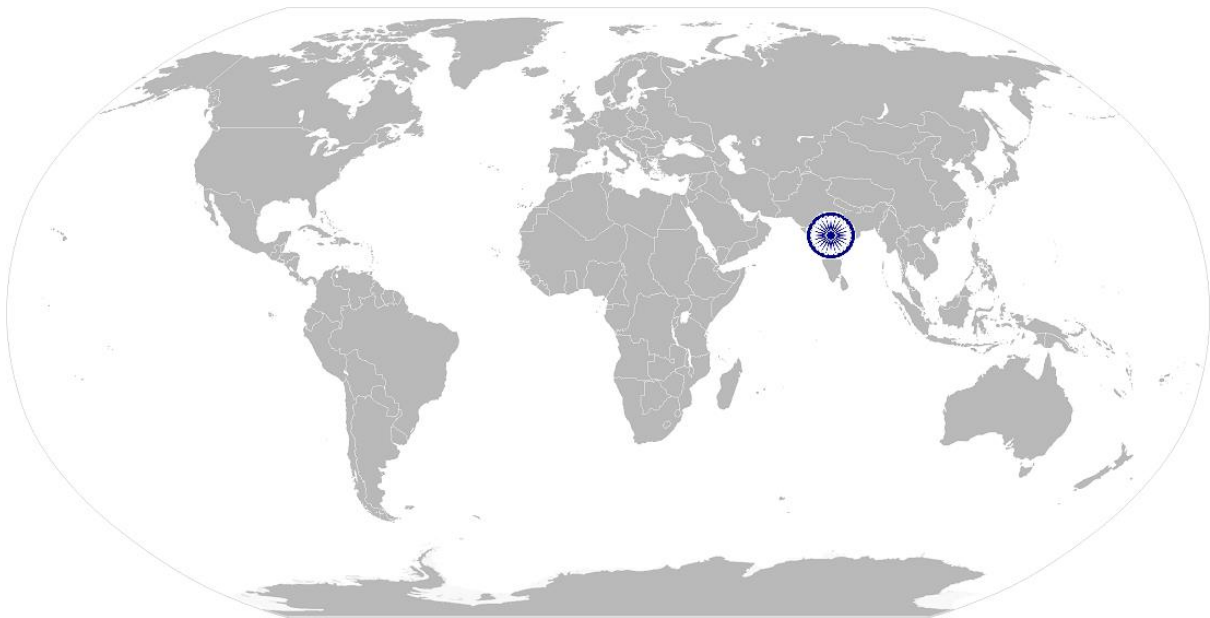


**RAS/ N 0153**

**Implement standard operating procedures, processes and policies  
at the store while ensuring timely and accurate reporting**

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# National Occupational Standard



## Overview

**This unit is about ensuring compliance to store procedures, vendor policies and guidelines while maintaining operational data and records.**

**RAS/ N 0153**

**Implement standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0153</b>
<b>Unit Title (Task)</b>	<b>Implement standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting</b>
<b>Description</b>	This unit deals in sub tasks that ensure compliance to all policies and procedures of the store while ensuring completion and timely submission of reports.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• compliance to all store policies, vendor guidelines and statutory regulations</li> <li>• maintenance, timely submission and safe keeping of operational records</li> </ul> <p>This role is specific to Retail Store Manager for driving store operations and improving efficiencies of the store.</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Ensure compliance to all store policies, vendor guidelines and statutory regulations</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. implement processes in alignment to store policy  PC2. describe relevant store policies/guidelines to the team  PC3. cooperate and collaborate with authorities to conduct store audits as required  PC4. understand all non- compliance issues and work towards resolving the same  PC5. sign off all legal contracts in alignment to statutory requirements  PC6. sign off and honour all terms and conditions in employee contracts</p>
<b>Ensure maintenance, timely submission and safe keeping of operational records</b>	<p>PC7. describe to the team the importance of records to be maintained  PC8. describe the importance of accurate and error-free collection, preservation and transmission of data  PC9. conduct checks and audits to ensure quality of data for records</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. organization and store policies  KA2. vendor policies  KA3. statutory guidelines  KA4. government policies and statutes on which the industry operates and the dos and don'ts related to the same  KA5. records to be maintained at the store level  KA6. data to be shared with stakeholders and formats thereof</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. data mining systems and tools being used by the organization  KB2. internal and external audit process</p>

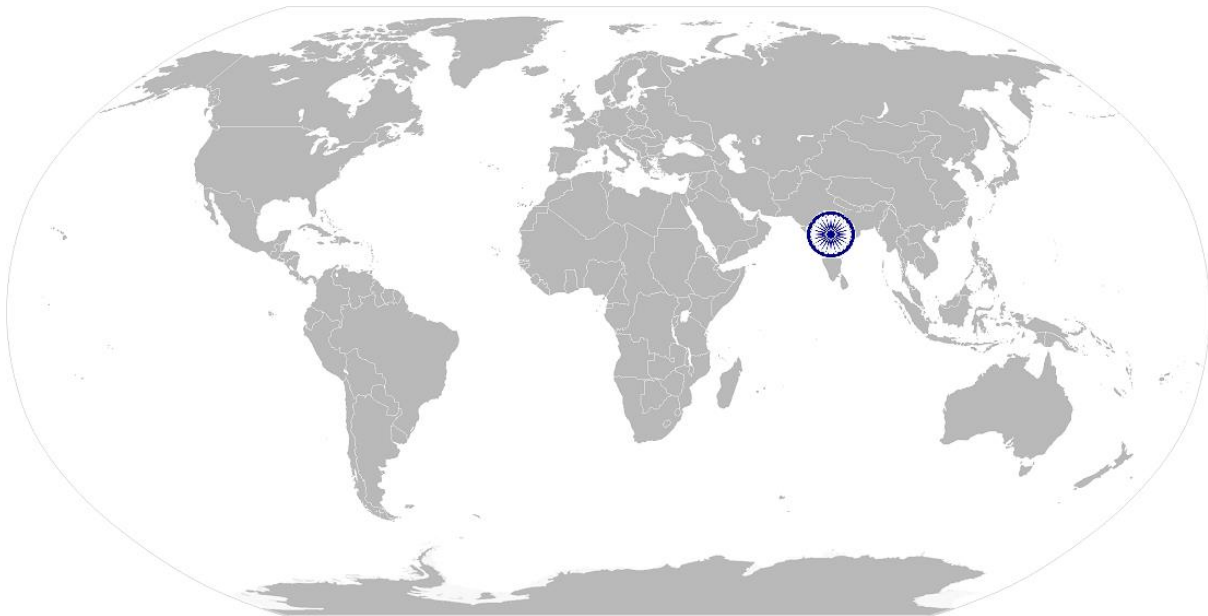
**RAS/ N 0153**

**Implement standard operating procedures, processes and policies at the store while ensuring timely and accurate reporting**

<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to: SA1. populate documents related to statutory records SA2. populate documents related to store audits SA3. populate documents needed by vendors as per their policies and requirements SA4. draft relevant reports
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA5. read and interpret documents related to statutory guidelines SA6. read and interpret documents related to organizational guidelines SA7. read and interpret terms mentioned in vendor contracts
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA8. communicate relevant policies and guidelines to internal teams SA9. communicate with authorities conducting audits and furnish required information without revealing confidential data
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role SB2. delegate suitable tasks to appropriate team members to improve efficiencies
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB3. complete tasks efficiently and accurately within stipulated time through effective planning and organizing
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB4. build relationships with customers, statutory bodies and vendors by using customer centric approach
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB5. identify problems immediately and take up solutions quickly to resolve delays SB6. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)

**RAS/ N 0153      Implement standard operating procedures, processes and policies  
at the store while ensuring timely and accurate reporting**

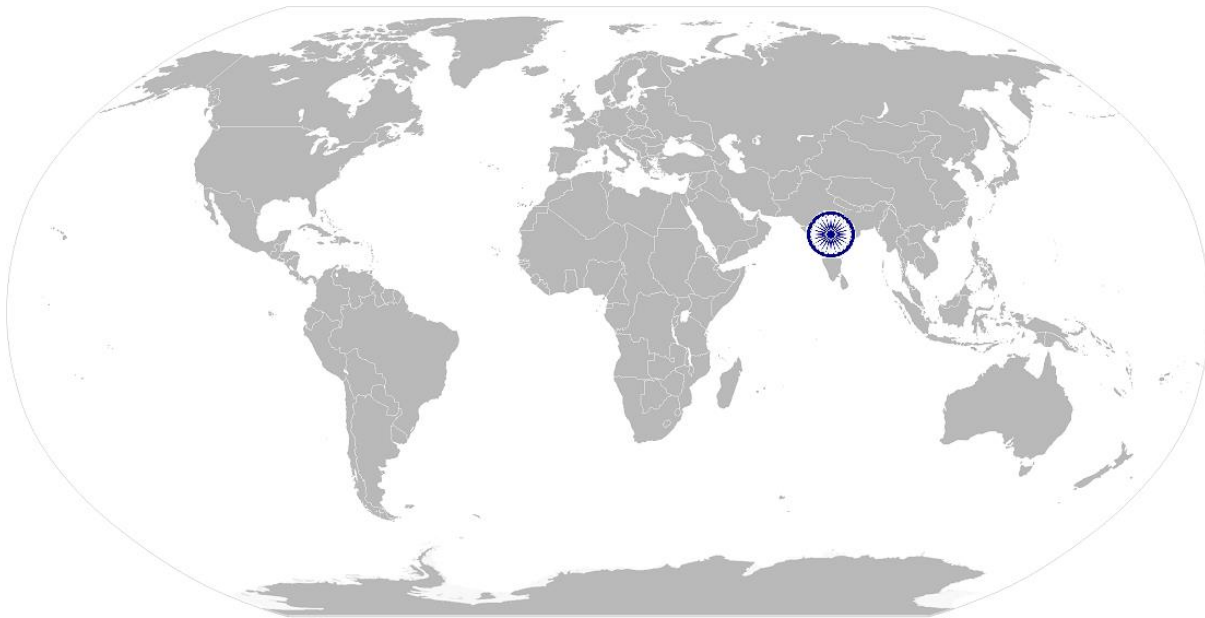
	<b>Analytical Skills</b>
	The user/individual on the job needs to know and understand how to: SB7. interpret and infer data and reports SB8. break down complex problems into single and manageable components within his/her area of work
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB9. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action



**RAS/ N 0153      Implement standard operating procedures, processes and policies  
at the store while ensuring timely and accurate reporting**

**NOS Version Control**

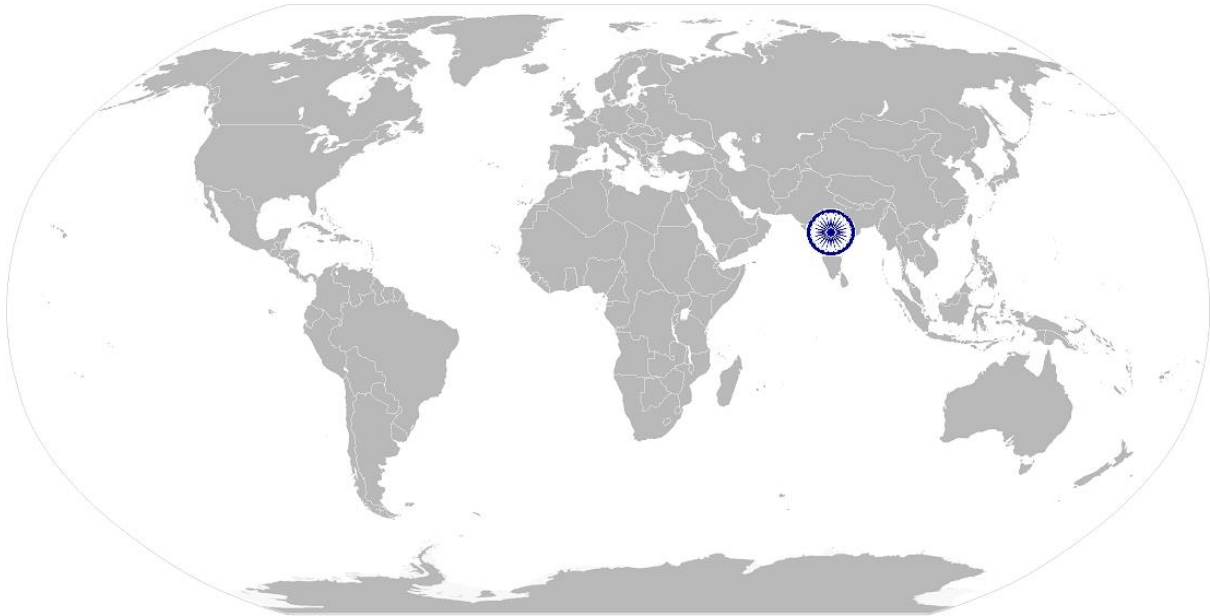
<b>NOS Code</b>	<b>RAS / N 0153</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>03/11/2015</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/05/2024</b>



**RAS/ N 0154      Manage sales and service delivery to increase store profitability**

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# National Occupational Standard



## Overview

**This unit is about developing operational and service excellence at store to enhance profitability.**



**RAS/ N 0154**

**Manage sales and service delivery to increase store profitability**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0154</b>
<b>Unit Title (Task)</b>	<b>Manage sales and service delivery to increase store profitability</b>
<b>Description</b>	This unit deals in sub tasks that leads to increase in store profitability by improving service operations.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• monitoring to ensure smooth operation of equipment and appropriate maintenance of store</li> <li>• improving customer service</li> <li>• achieving individual and team targets</li> </ul> <p>This role is specific to Retail Store Manager for driving store operations and improving efficiencies of the store.</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Monitor operation of store equipment and facilitate maintenance of store upkeep</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. understand and implement policies related to store upkeep and maintenance</p> <p>PC2. ensure store upkeep and maintenance of all equipment in line with policy</p> <p>PC3. ensure timely checks and repairs of all store equipment</p> <p>PC4. describe to the team about operating and maintaining store equipment</p>
<b>Identify repeat customers and build relationships with new and existing customers to generate footfall</b>	<p>PC5. train the team to identify key repeat customers and develop customer retention strategies to build brand loyalty</p> <p>PC6. implement strategies to generate additional footfalls</p> <p>PC7. build relationships with new and existing customers to augment business and brand reputation</p>
<b>Identify and implement ways to enhance sales and augment customer service</b>	<p>PC8. train and work with team to implement customer engagement initiatives to enhance customer satisfaction</p> <p>PC9. establish a mechanism for collecting feedback from customers for further improvement of service</p> <p>PC10. develop robust post-sales services to build brand loyalty and customer satisfaction</p> <p>PC11. establish a system for addressal of escalations and analyse the cause of escalations to prevent recurrence</p>
<b>Analyse overall store profitability and monitor the same against targets</b>	<p>PC12. set sales targets and develop a strategy for achieving the targets</p> <p>PC13. communicate sales targets and plans to team and motivate team to achieve the targets</p> <p>PC14. determine requisite resources required to be able to perform optimally to achieve targets</p>

**RAS/ N 0154**


**Manage sales and service delivery to increase store profitability**

<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. standard operating procedures and policies KA2. customer life cycle KA3. performance management KA4. project management
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. systems used to access customer data KB2. systems used by organization to monitor operations and service KB3. guidelines relating to maintenance of store equipment
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to: SA1. create reports on sales and service delivery SA2. complete documents related to customer acquisition and retention SA3. populate documents related to store audits
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA4. read and understand the store operations manual SA5. read and understand documents related to policies SA6. read and understand documents related to customer complaints and requests
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA7. explain operating processes to team and customers, as required SA8. communicate with external and internal customers to address requests and complaints
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role SB2. delegate suitable tasks to appropriate team members to improve efficiencies
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB3. draw up plans to achieve sales targets SB4. plan and organize service feedback files/documents SB5. schedule daily activities and draw up priorities; allocate start times, estimate completion times and materials, equipment and assistance required for completion

**RAS/ N 0154**

**Manage sales and service delivery to increase store profitability**

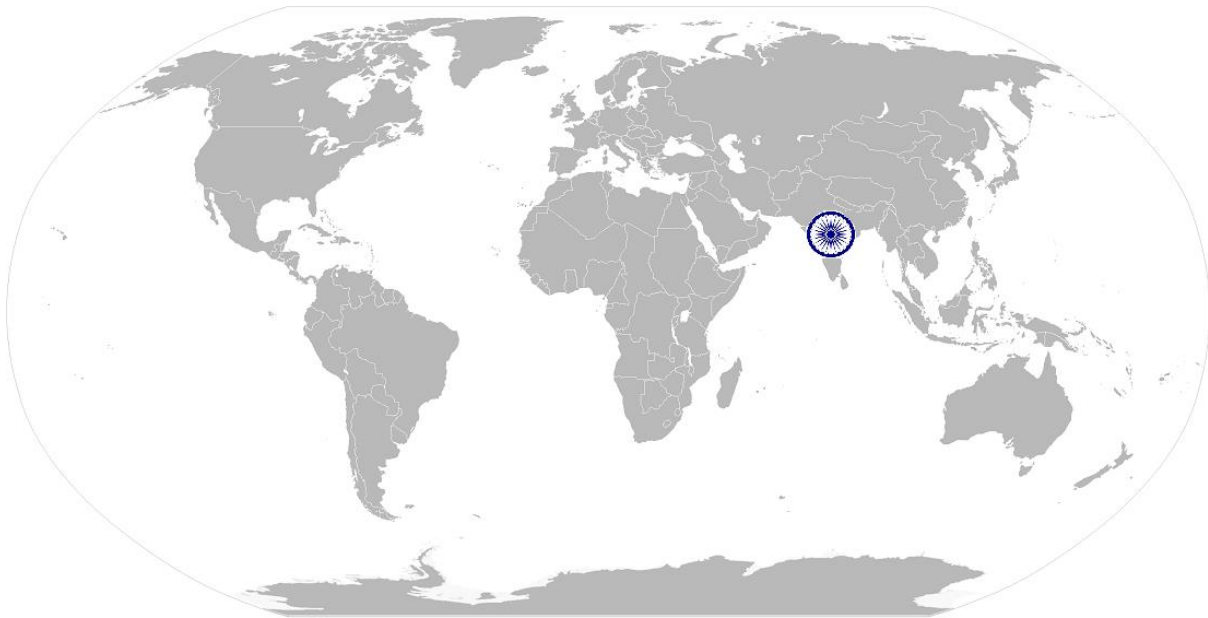
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB6. build customer relationships and use customer centric approach
	<b>Problem Solving</b>
	The individual on the job needs to know and understand how to: SB7. address customer queries, escalations and grievances SB8. identify problems immediately and take up solutions quickly to resolve delays SB9. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
	<b>Analytical Skills</b>
	The user/individual on the job needs to know and understand how to: SB10. interpret and infer data SB11. break down complex problems into single and manageable components within his/her area of work
	<b>Critical Thinking</b>
	The individual on the job needs to know and understand how to: SB12. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action



**RAS/ N 0154      Manage sales and service delivery to increase store profitability**

**NOS Version Control**

<b>NOS Code</b>	<b>RAS / N 0154</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>03/11/2015</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
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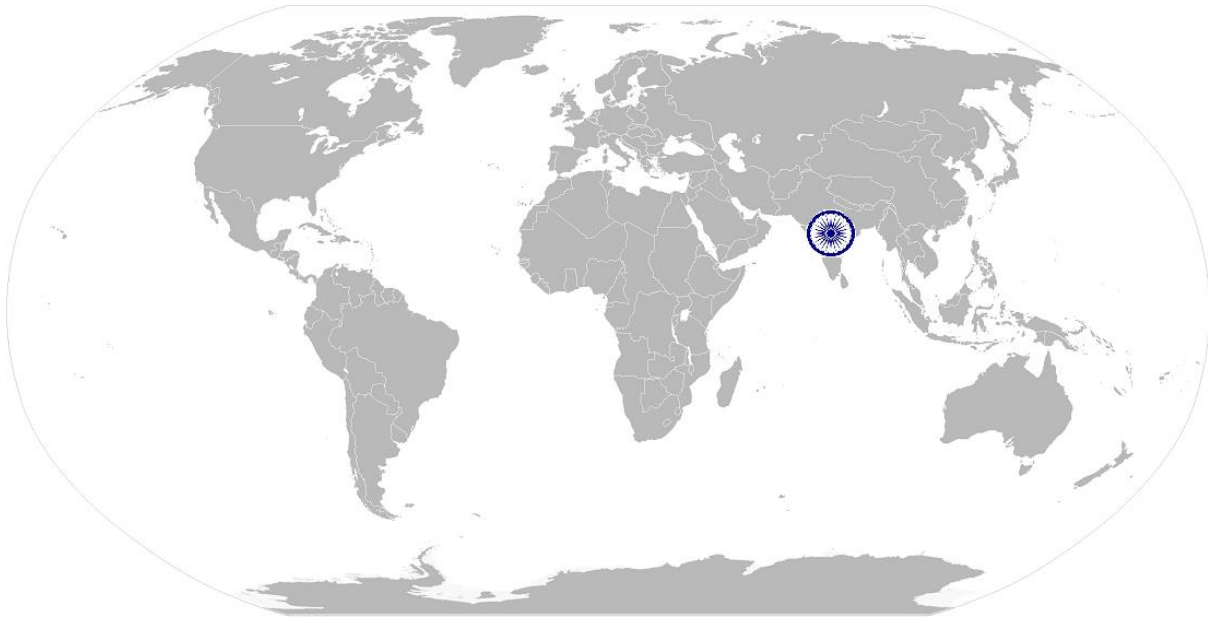


RAS/ N 0155

Check and confirm adherence to visual merchandising plans

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# National Occupational Standard



## Overview

This unit is about understanding visual merchandising and its application to positively impact store profitability.



**RAS/ N 0155**

**Check and confirm adherence to visual merchandising plans**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0155</b>
<b>Unit Title (Task)</b>	<b>Check and confirm adherence to visual merchandising plans</b>
<b>Description</b>	This unit deals in sub tasks that ensure that visual merchandising standards are adhered to and implemented in a manner that enhances its visual impact and improves store profitability.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>display of merchandise to maximize store profitability and optimize costs</li> <li>application of visual merchandising policies and procedures</li> <li>liaison with vendors to ensure compliance to visual merchandising norms</li> </ul> <p>This role is specific to Retail Store Manager for driving store operations and improving efficiencies of the store</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Ensure display of goods and merchandise to maximize store profitability and cost optimization</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. establish conformance to retail processes like stock rotation, adjacency principles and product display norms</p> <p>PC2. train staff on concept of planogramming and its effective implementation</p> <p>PC3. confirm that display of products is aligned to updated store planogram</p> <p>PC4. support company officials for carrying out necessary audits and checks</p>
<b>Ensure application of store policies and procedures with respect to visual merchandising</b>	<p>PC5. impart training to team on:</p> <ol style="list-style-type: none"> <li>guidelines for store lay out</li> <li>guidelines for display of merchandise and promotion elements (brand and category wise)</li> <li>guidelines for executing promotional events</li> </ol>
<b>Liaison with vendors to ensure compliance with visual merchandising norms</b>	<p>PC6. negotiate with vendors on spacing requirements of the store as against the vendor plans</p> <p>PC7. negotiate with vendor to arrive at a profitable revenue understanding as against space allocation</p> <p>PC8. confirm vendors' compliance to visual merchandising guidelines</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. visual merchandising guidelines of the organization</p> <p>KA2. visual merchandising norms of the vendors</p> <p>KA3. focus products</p> <p>KA4. merchandising schemes and visual display themes for the season</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. marketing and promotions</p> <p>KB2. merchandising principles</p> <p>KB3. planogramming and its execution</p>



**RAS/ N 0155**

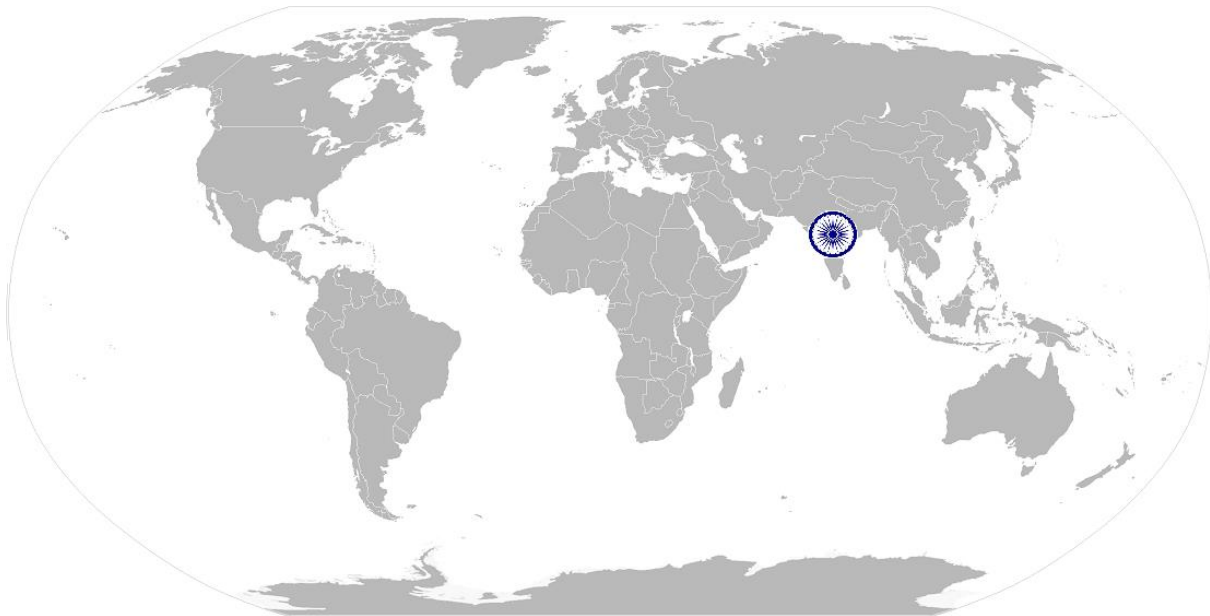
**Check and confirm adherence to visual merchandising plans**

<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to: SA1. record impact of merchandising changes, new themes and schemes SA2. record impact of promotions and offers
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read documents related to merchandising issued by the head office SA4. read documents related to merchandising issued by business partners and vendors
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA5. explain organization requirements to team with respect to policies and guidelines SA6. communicate with internal teams to explain and understand relevant policies and guidelines SA7. communicate planogram change/s to team
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding placement of merchandise SB2. make appropriate decisions regarding the responsibilities of the job role SB3. delegate suitable tasks to appropriate team members to improve efficiencies
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB4. organize elements of visual display to attract customer attention SB5. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials and equipment required for completion
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB6. build relationships with vendors for smooth execution of visual merchandising displays
	<b>Problem Solving</b>
The user/individual on the job needs to know and understand how to: SB7. identify problems immediately and take up solutions quickly to resolve delays SB8. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)	

**RAS/ N 0155**

**Check and confirm adherence to visual merchandising plans**

	<b>Analytical Skills</b>
	The user/individual on the job needs to know and understand how to: SB9. interpret and infer data SB10. break down complex problems into single and manageable components within his/her area of work
	<b>Critical Thinking</b>
	The individual on the job needs to know and understand how to: SB11. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

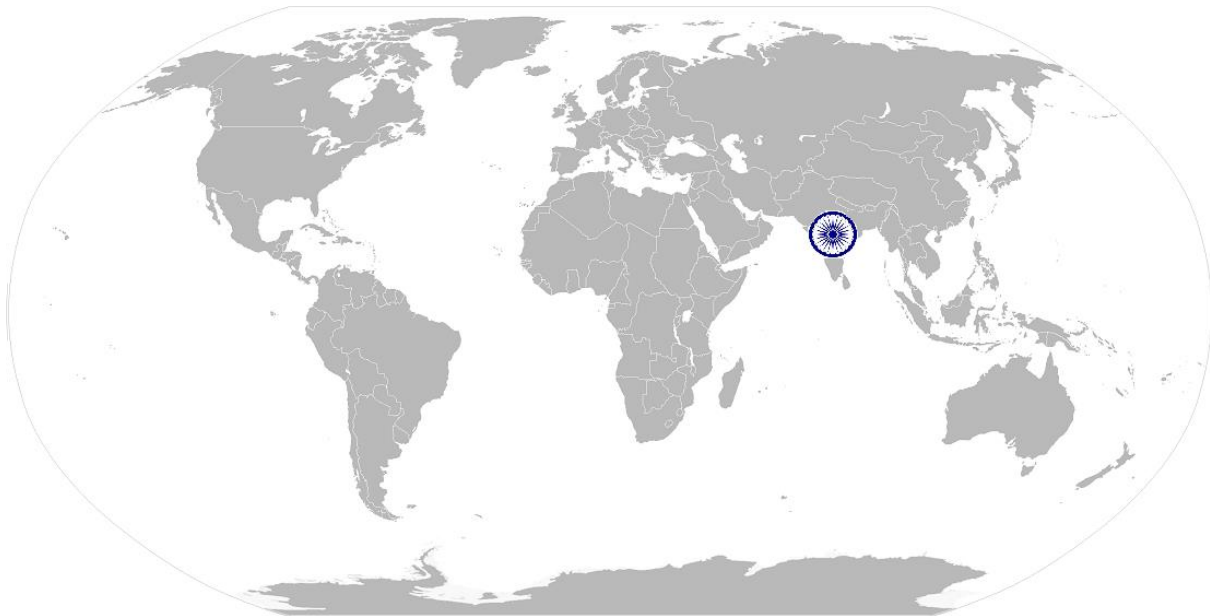


**RAS/ N 0155**

**Check and confirm adherence to visual merchandising plans**

### NOS Version Control

<b>NOS Code</b>	<b>RAS / N 0155</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>03/11/2015</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/05/2024</b>

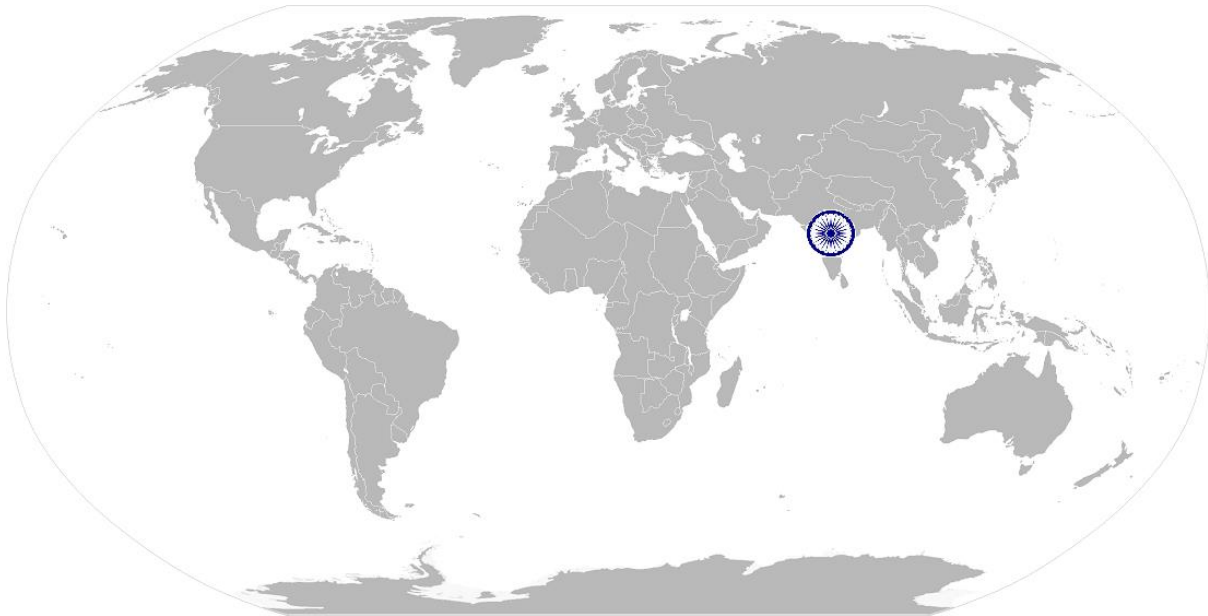


**RAS/ N 0156**

**Manage overall safety, security and hygiene of the store**

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# National Occupational Standard



## Overview

This unit is about ensuring safety and security of staff and other resources in the store.

**RAS/ N 0156**

**Manage overall safety, security and hygiene of the store**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0156</b>
<b>Unit Title (Task)</b>	<b>Manage overall safety, security and hygiene of the store</b>
<b>Description</b>	This unit deals in implementation of safety, security and hygiene aspects in the store.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• safety hazards and team awareness of the same</li> <li>• safety of people and resources in the store</li> <li>• equipping team to handle emergency incidents and situations</li> </ul> <p>This role is specific to Retail Store Manager for driving store operations and improving efficiencies of the store.</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Create awareness amongst staff on health, hygiene and safety through ongoing training and policy adherence</b>	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. explain store policy and procedures in regards to health, hygiene and safety clearly and accurately</p> <p>PC2. organise training at regular intervals on health, hygiene and safety</p> <p>PC3. provide access to team members on relevant store policies</p> <p>PC4. provide clear and accurate information on identified hazards and risk control procedures to team members</p> <p>PC5. resolve issues raised by staff in alignment with store policies</p> <p>PC6. establish resource requirements to ensure safe lifting or shifting and manual handling techniques are applied by staff</p> <p>PC7. establish resource requirements to handle store emergencies in the prescribed frequency</p> <p>PC8. establish and maintain reporting procedures to facilitate communication and recording of details of safety-related incidents</p> <p>PC9. create awareness on 'Prevention of Sexual Harassment' and enforce adherence to policy</p> <p>PC10. organise mock fire and safety drills at regular intervals</p> <p>PC11. adhere to personal grooming standards for self as well as team</p>
<b>Ensure implementation of store security procedures to minimize thefts and losses</b>	<p>PC12. ensure management of and conformation to store security procedures</p> <p>PC13. ensure training of team to handle emergencies</p> <p>PC14. ensure implementation of security measures in case of emergencies</p> <p>PC15. cooperate with officials in carrying out all audits and checks</p> <p>PC16. establish resource requirements to ensure equipment is maintained and stored safely</p> <p>PC17. establish and maintain procedures for risk assessment and integrate with systems of work</p>
<b>Ensure implementation of security procedures with respect to</b>	<p>PC18. ensure availability of trained staff to handle financial processes</p> <p>PC19. ensure adherence to security procedures with respect to identification of authorities and implementation of financial processes</p>

**RAS/ N 0156**

**Manage overall safety, security and hygiene of the store**

monetary transactions	
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. organizational policies on health, safety and security KA2. organization policies and procedures with respect to financial transactions
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. possible safety hazards in a retail environment KB2. emergencies in a business environments KB3. international best practices to minimize thefts and losses in retail environment
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to: SA1. populate reports related to safety and security SA2. record exceptional situations and the handling of the same
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read and interpret documents related to safety and security SA4. read and interpret reports related to safety and security SA5. read and interpret cases related to exceptional situations
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA6. explain organization requirements to staff and concerned authorities with respect to safety and security SA7. address grievances and complaints of internal and external customers with respect to safety and security
	<b>B. Professional Skills</b>
<b>Decision Making</b>	
The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role	
<b>Plan and Organize</b>	
The user/individual on the job needs to know and understand how to: SB2. plan and organize mock drills, training at timely intervals SB3. schedule daily activities estimate materials, equipment and assistance required to work in a conducive environment	



**RAS/ N 0156**

**Manage overall safety, security and hygiene of the store**

	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB4. build customer relationships and use customer centric approach
	<b>Problem Solving</b>
	The individual on the job needs to know and understand how to: SB5. identify problems immediately and take up solutions quickly to resolve delays SB6. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
	<b>Analytical Skills</b>
	The user/individual on the job needs to know and understand how to: SB7. interpret and infer data SB8. break down complex problems into single and manageable components within his/her area of work
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB1. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

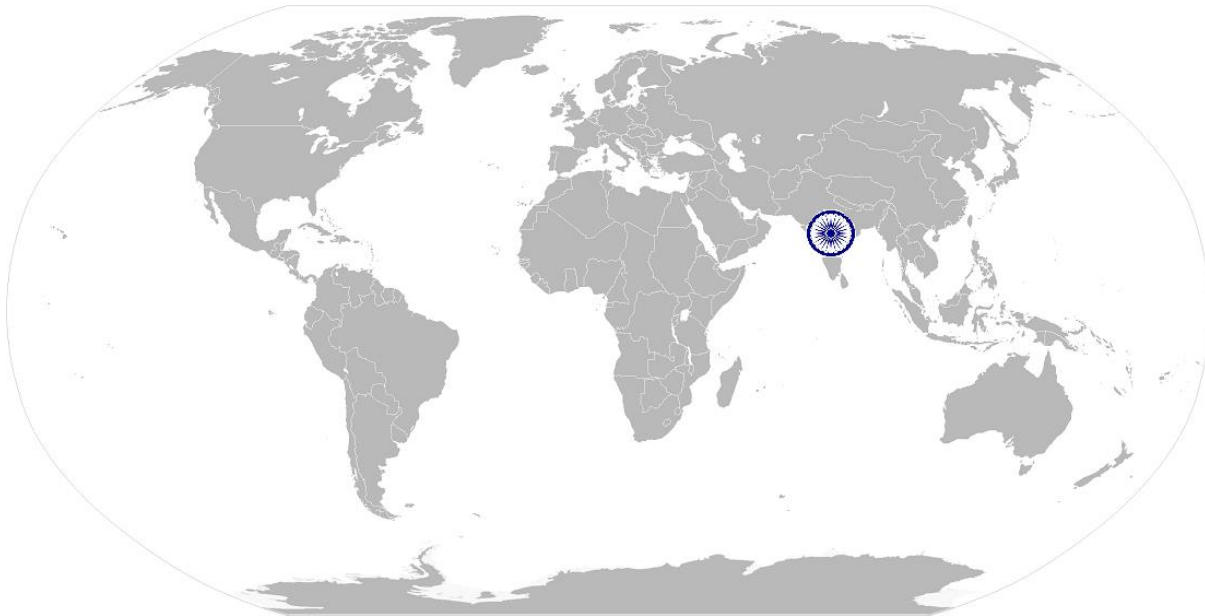


**RAS/ N 0156**

**Manage overall safety, security and hygiene of the store**

## NOS Version Control

<b>NOS Code</b>	<b>RAS / N 0156</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>03/11/2015</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/05/2024</b>

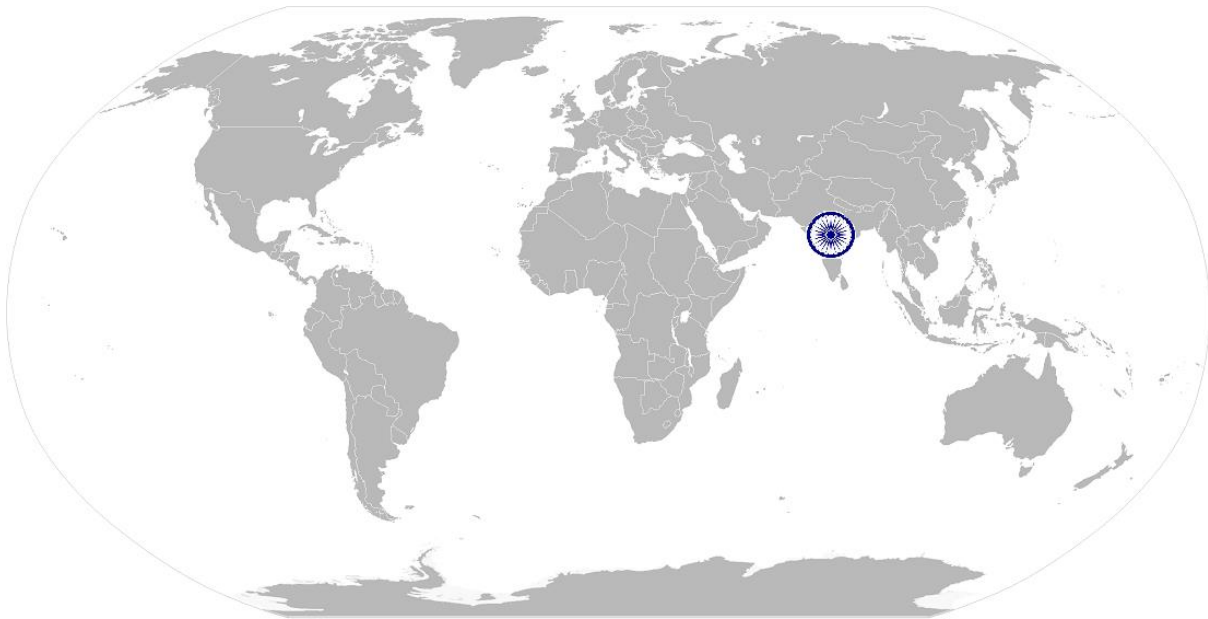


RAS/ N 0157

Implement promotions and special events at the stor

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# National Occupational Standard



## Overview

This unit is about understanding promotions and special events and implementing the same in a store.

**RAS/ N 0157**

**Implement promotions and special events at the stor**

National Occupational Standard	<b>Unit Code</b>	<b>RAS / N 0157</b>
	<b>Unit Title (Task)</b>	<b>Implement promotions and special events at the store</b>
	<b>Description</b>	This unit deals in sub tasks that ensure smooth and effective implementation of promotions and special events as suggested by the organization.
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>planning and implementation of in-store promotions</li> <li>assessing, recording and reporting of promotion effectiveness data</li> <li>determining staff requirements and ensure sufficient manpower availability</li> </ul> <p>This role is specific to Retail Store Manager for driving store operations and improving efficiencies of the store.</p>
	<b>Performance Criteria(PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<b>Plan and ensure implementation of in-store promotions</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. develop strategies to drive promotions and special events</p> <p>PC2. develop team competence in effective implementation of in-store promotions</p> <p>PC3. collect and preserve promotion-related data for future analysis and working</p>
	<b>Assess, record and report promotion effectiveness data</b>	<p>PC4. implement organisational processes on collection and transmission of promotion related information and data</p> <p>PC5. conduct data analysis as required by head office and share relevant feedback</p>
	<b>Determine staff requirements and ensure sufficient manpower availability</b>	<p>PC6. understand the promotion and its requirements completely</p> <p>PC7. explain promotion to relevant team members thoroughly and collaborate to identify required resources</p> <p>PC8. provide required resources to team for effective implementation of promotion</p>
	<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. promotional norms of the organization</p> <p>KA2. promotional norms of the vendors</p> <p>KA3. category norms for display</p>	
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. basics of marketing and promotions</p> <p>KB2. case-studies on promotional schemes in retail stores</p>	
<b>Skills (S) [Optional]</b>		
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>	
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. record impact of promotional themes and schemes</p>	

**RAS/ N 0157**

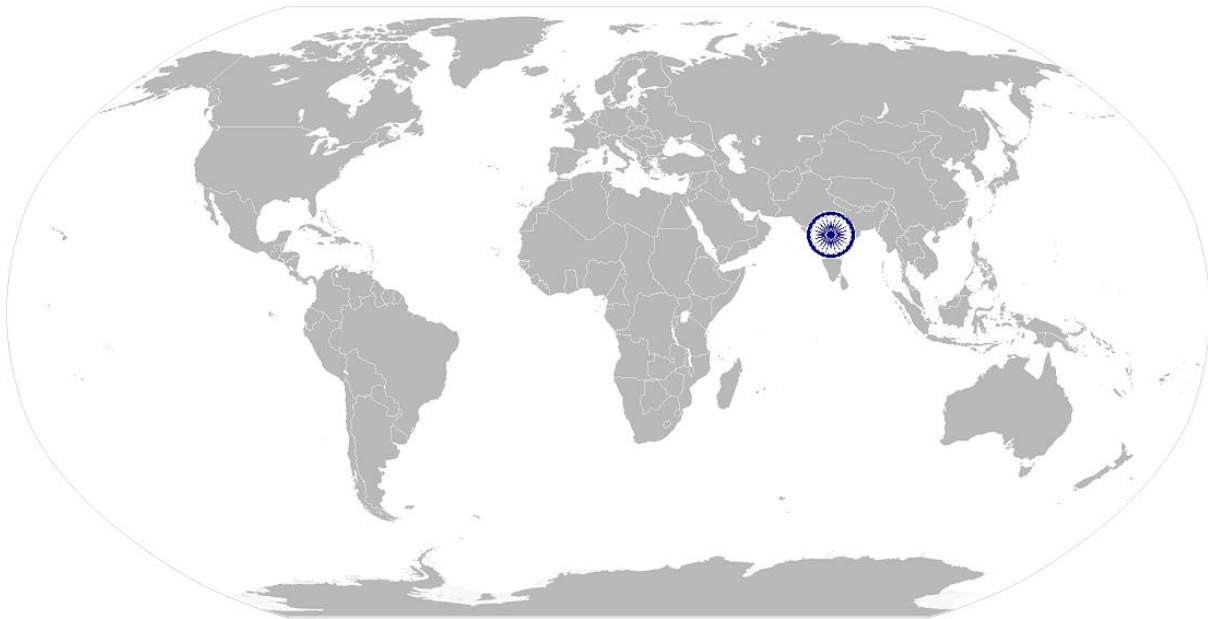
**Implement promotions and special events at the stor**

	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA2. read documents related to promotions issued by the head office and brand partners
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA3. explain organization requirements to vendors SA4. communicate with internal teams to explain promotions
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role SB2. delegate suitable tasks to appropriate team members to improve efficiencies
	<b>Plan and Organize</b>
	The user/individual on the job needs to know and understand how to: SB3. plan and organize promotions and special events by drawing up objectives and desired outcomes from the promotions and special events SB4. draw up priorities; allocate start times, estimate completion times and materials, equipment and assistance required for successfully launching promotions and special events
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB5. develop strategy for promotions and special events keeping the customer buying decisions in mind SB6. build customer relationships and use customer centric approach
	<b>Analytical Skills</b>
	The user/individual on the job needs to know and understand how to: SB7. analyse data and relevant reports
	<b>Problem Solving</b>
	The individual on the job needs to know and understand how to: SB8. identify problems immediately and take up solutions quickly to resolve delays SB9. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
	<b>Analytical Thinking</b>
The user/individual on the job needs to know and understand how to: SB10. interpret and infer marketing and promotion data SB11. break down complex problems into single and manageable components within his/her area of work	

**RAS/ N 0157**

**Implement promotions and special events at the stor**

	<p><b>Critical Thinking</b></p>
	<p>The individual on the job needs to know and understand how to: SB12. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action</p>



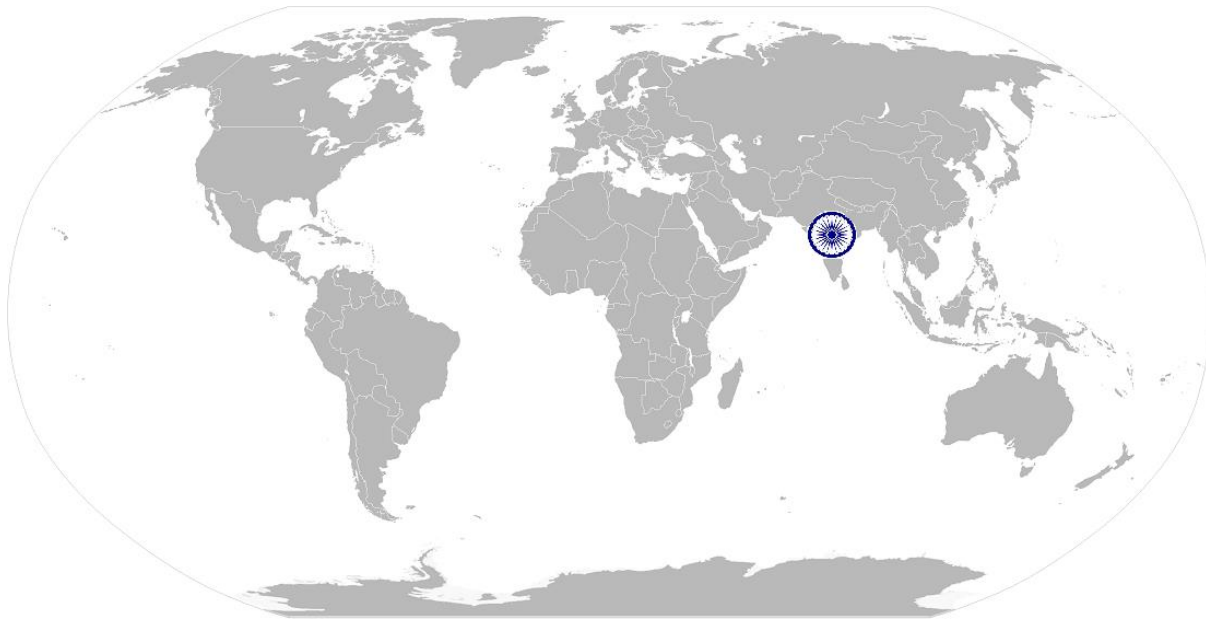


**RAS/ N 0157**

**Implement promotions and special events at the stor**

## NOS Version Control

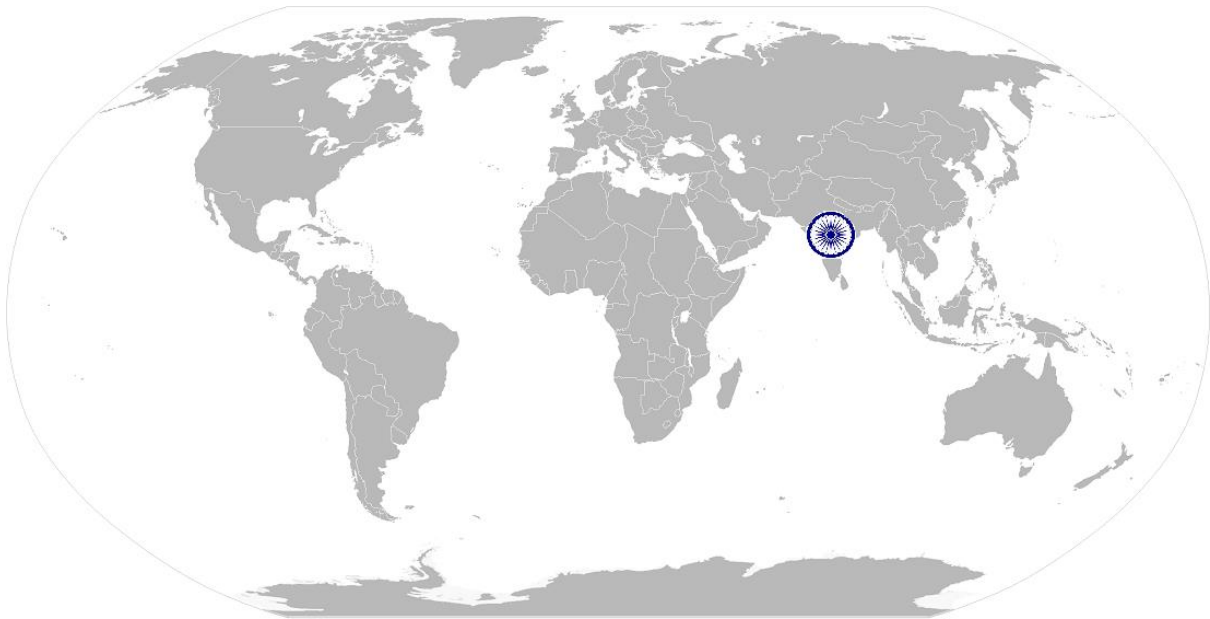
NOS Code	RAS / N 0157		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	03/11/2015
Industry Sub-sector	Retail Operations	Last reviewed on	21/05/2021
Occupation	Store Operations	Next review date	26/05/2024



**RAS/ N 0158     Lead and manage the team for developing store capability**

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# National Occupational Standard



## Overview

This unit is about ensuring a creation and development of a winning team to enhance store experience for the customers.

**RAS/ N 0158 Lead and manage the team for developing store capability**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0158</b>
<b>Unit Title (Task)</b>	<b>Lead and manage the team for developing store capability</b>
<b>Description</b>	This unit deals in sub tasks that ensure that all the departments in the store are manned with adequate and well trained manpower with requisite skills.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• plan the staffing needs of the store</li> <li>• create a positive work environment for the store</li> <li>• train and coach to develop store staff and to improve team performance</li> </ul> <p>This role is specific to Retail Store Manager for driving store operations and improving efficiencies of the store.</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Plan the staffing needs of the store</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. analyse current and projected volume and type of work to be undertaken  PC2. determine staff recruitment needs and compare with store performance plans  PC3. identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower  PC4. follow human resource policies to support recruitment of staff  PC5. identify future manpower requirements based on projected store plans</p>
<b>Create a positive work environment for the store</b>	<p>PC6. establish and foster effective and open communication channels with store staff  PC7. guide staff regarding individual and team's roles and responsibilities  PC8. set performance expectations in line with organisational policies  PC9. delegate accountability and authority to the team based on individual strengths  PC10. consult with team members and share feedback whenever required  PC11. eliminate bias and ensure equal opportunity to all staff  PC12. foster effective team collaboration and take a leadership role to resolve intra-team conflict  PC13. follow and establish self-grooming &amp; hygiene practices in line with store policy for self and team</p>
<b>Train and develop store staff to improve individual and team performance</b>	<p>PC14. establish and communicate the goals and objectives of roles in line with organisational policies  PC15. provide support to individuals and teams to enhance performance and achievement of organisational goals and completion of work requirements  PC16. provide ongoing personal advice, coaching and mentoring to staff to build skill and team performance  PC17. conduct performance appraisals according to the organisation's standard procedures  PC18. define and discuss career paths with team members to ensure motivation and enhance retention</p>

**RAS/ N 0158      Lead and manage the team for developing store capability**

	<p>PC19. identify training needs to improve performance</p> <p>PC20. manage poor performance in line with organisational standards, policies and procedures, and legal requirements</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. recruitment norms of the organization</p> <p>KA2. performance management policies</p> <p>KA3. training and development policies</p> <p>KA4. concept of team dynamics</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. interviewing techniques</p> <p>KB2. feedbacking techniques</p> <p>KB3. how to train, coach and mentor team members</p>
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to:
	SA1. record interview assessment / feedback form
	SA2. conduct annual appraisals and create reports
	SA3. create documents and reports required during coaching interventions
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to:
	SA4. read and understand appraisal documentation
SA5. read and understand developmental reports	
SA6. read and understand human resource policies	
<b>Oral Communication (Listening and Speaking skills)</b>	
The user/individual on the job needs to know and understand how to:	
SA7. explain team policies with reference to resource recruitment	
SA8. explain team processes of reviews and appraisals	
<b>B. Professional Skills</b>	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to:
	SB1. make appropriate decisions within the purview of responsibilities of the job role
	SB2. delegate suitable tasks to appropriate team members to improve efficiencies
<b>Plan and Organize</b>	
The user/individual on the job needs to know and understand how to:	
SB3. plan and organize regular performance reviews	
SB4. plan and organize training in alignment to training plans	
SB5. plan and organize developmental sessions with the team	

**RAS/ N 0158**

**Lead and manage the team for developing store capability**

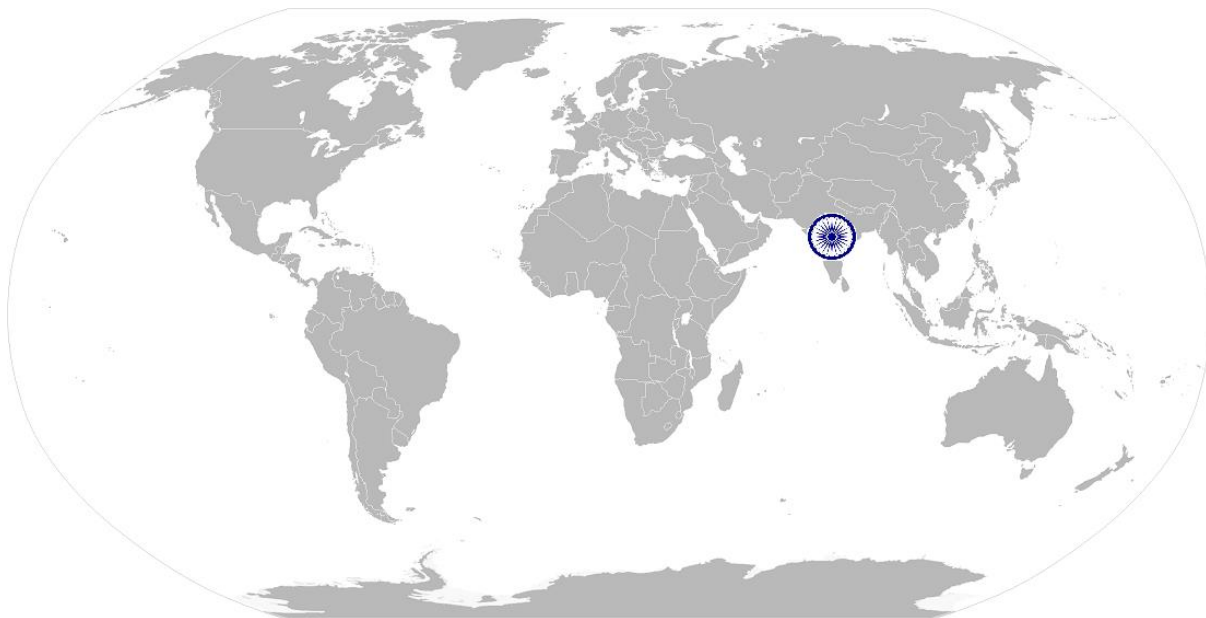
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB6. build external customer relationships and use customer centric approach SB7. build intra/inter team relationships
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB8. identify problems immediately and take up solutions quickly to resolve delays SB9. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB10. interpret and infer data SB11. break down complex problems into single and manageable components within his/her area of work
	<b>Critical Thinking</b>
The user/individual on the job needs to know and understand how to: SB12. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action	



**RAS/ N 0158      Lead and manage the team for developing store capability**

**NOS Version Control**

<b>NOS Code</b>	<b>RAS / N 0158</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>03/11/2015</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/05/2024</b>

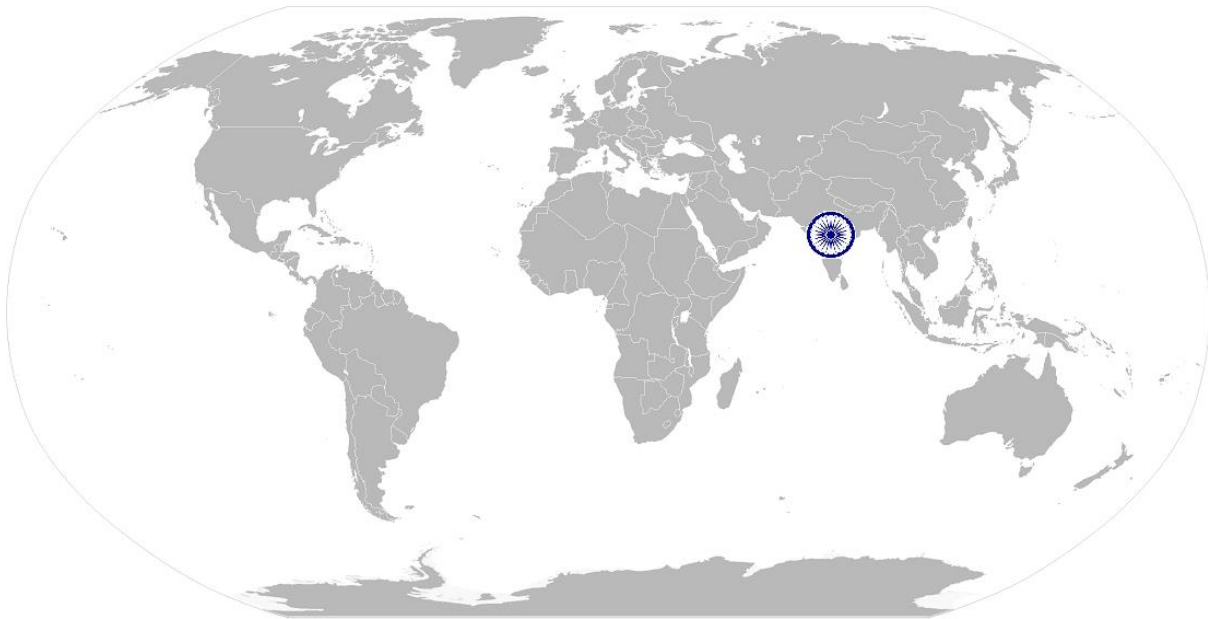




**RAS/ N 0159      Conduct price benchmarking and market study of competition**

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# National Occupational Standard



## Overview

This unit is about keeping self updated on market trends and collecting such information about products and prices that can add value to the organization.

## RAS/ N 0159 Conduct price benchmarking and market study of competition

National Occupational Standard	<b>Unit Code</b>	RAS / N 0159
	<b>Unit Title (Task)</b>	Conduct price benchmarking and market study of competition
	<b>Description</b>	This unit deals in sub tasks that deal in collecting and analyzing market information to aid in creating appropriate product and pricing policies.
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Collect and analyse market information to aid in creating appropriate product and pricing</li> </ul> <p>This role is specific to Retail Store Manager for driving store operations and improving efficiencies of the store.</p>
	<b>Performance Criteria(PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<b>Collect and analyse market information to aid in creating appropriate product and pricing policies</b>	<p>To be competent, the user/individual on the job must be able to</p> <ul style="list-style-type: none"> <li>PC1. identify and describe all policies related to collection of market data</li> <li>PC2. identify team members for collection of market information</li> <li>PC3. train team members in critical activities involving market study</li> <li>PC4. ensure collection of relevant data and analysis of the same to identify product line performance</li> <li>PC5. communicate all analysis data to head office on the basis of collected market data</li> <li>PC6. provide input to the merchandising /category teams on best prices offered by competitors</li> </ul>
	<b>Knowledge and Understanding (K)</b>	
	<b>A. Organizational Context</b> (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KA1. organizational policies related to collection of market data</li> <li>KA2. statutory requirements related to collection of market data</li> </ul>
	<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> <li>KB1. how to create data collection questionnaire</li> <li>KB2. how to analyze collected data</li> </ul>
<b>Skills (S) [Optional]</b>		
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>	
	The user/ individual on the job needs to know and understand how to: <ul style="list-style-type: none"> <li>SA1. record survey data</li> <li>SA2. create survey reports</li> </ul>	

**RAS/ N 0159**

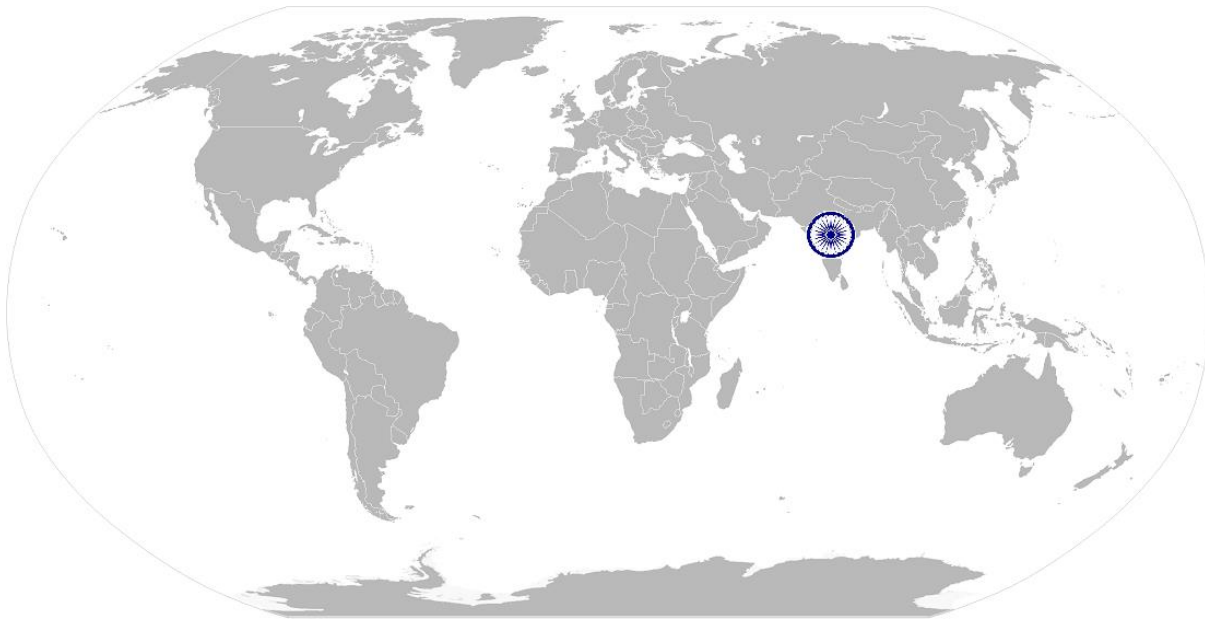
**Conduct price benchmarking and market study of competition**

	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read and understand populated survey forms SA4. read and understand survey reports
	<b>Oral Communication (Listening and Speaking skills)</b>
	The user/individual on the job needs to know and understand how to: SA5. explain processes of conducting market study to team
<b>B. Professional Skills</b>	<b>Computer Skills</b>
	The user/individual on the job needs to know and understand how to: SB1. create and modify reports SB2. browse and identify relevant information from the internet, as required
	<b>Time Management</b>
	The user/individual on the job needs to know and understand how to: SB3. complete tasks efficiently and accurately within stipulated time
	<b>Decision Making</b>
	The user/individual on the job needs to know and understand how to: SB4. make appropriate decisions regarding the responsibilities of the job role SB5. delegate suitable tasks to appropriate team members to improve efficiencies
	<b>Analytical Skills</b>
	The user/individual on the job needs to know and understand how to: SB6. analyse data and relevant reports

**RAS/ N 0159      Conduct price benchmarking and market study of competition**

**NOS Version Control**

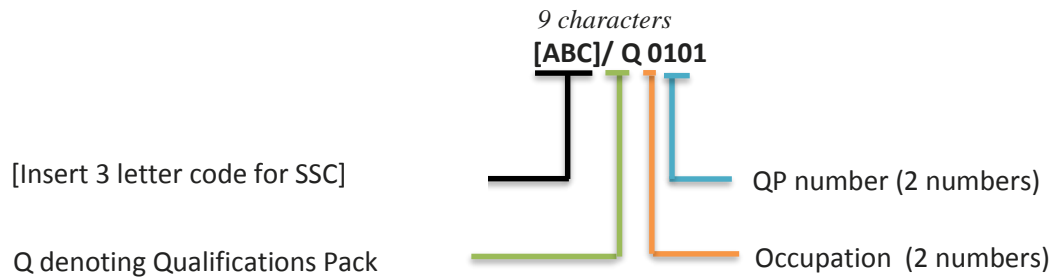
<b>NOS Code</b>	<b>RAS / N 0159</b>		
<b>Credits (NSQF)</b>	<b>TBD</b>	<b>Version number</b>	<b>1.0</b>
<b>Industry</b>	<b>Retail</b>	<b>Drafted on</b>	<b>03/11/2015</b>
<b>Industry Sub-sector</b>	<b>Retail Operations</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Store Operations</b>	<b>Next review date</b>	<b>26/05/2024</b>



## Annexure

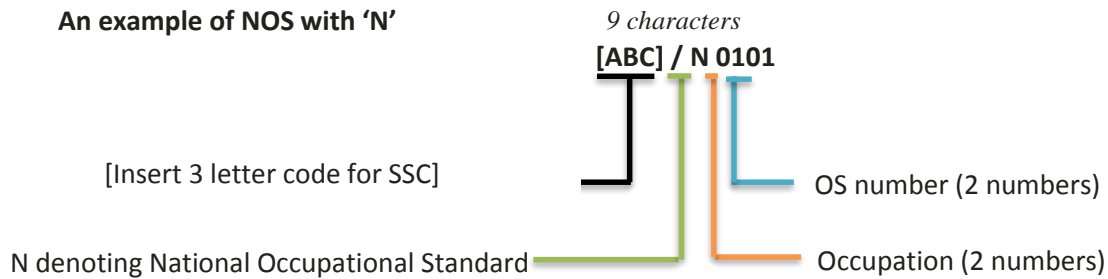
### Nomenclature for QP and NOS

#### Qualifications Pack



#### Occupational Standard

##### An example of NOS with 'N'



The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Retail Operations	01-15
Retail Business	16-29
Ecommerce - Category Management	30-45
Retail	46-56
Ecommerce-Supply Chain & Logistics	57-67
FMCG	68-78
Generic Occupation	79-99

Sequence	Description	Example
Three letters	Industry name	RAS
Slash	/	/
Next letter	Whether QP or NOS	Q or N
Next two numbers	Occupation code	01
Next two numbers	OS number	01



## CRITERIA FOR ASSESSMENT OF TRAINEES

**Job Role** Retail Store Manager

**Qualification Pack** RAS/0107

**Sector Skill Council** Retail

### Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below)
4. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criteria
5. To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS
6. In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

Assessment Outcomes	Assessment Criteria for Outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
1. RAS / N0152 (Optimize inventory to ensure maximum availability of stocks and minimized losses)	PC1. maintain, conform and implement the following as per seasonality and market trends: a. stock levels like average stock level, re-order level b. inventory budgets c. purchase procedures	<b>100</b>	4	2	2
	PC2. record and control the following: a. ageing of products b. vendor norms about stocks/return and damages c. credit period offered by vendors d. price cover policy offered by vendors reverse logistics policies of the organisation viz-a-viz vendors' policies		4	2	2
	PC3. maintain accurate records of stocks bought and sold		4	2	2
	PC4. record costs during stock movements		4	2	2
	PC5. develop team understanding of stock management systems being followed by organisation		4	2	2
	PC6. control shrinkage/pilferage of products to minimize losses		4	2	2
	PC7. maintain records on shrinkage/pilferage of products		4	2	2

	PC8. establish a timely and well-coordinated stock take process		4	2	2
	PC9. maintain accurate recording and transmission of data		4	2	2
	PC10. determine recording and re-checking of variances		4	2	2
	PC11. analyse stock-take data as required by organisation		3	1.5	1.5
	PC12. ensure safety and well-being of team involved in stock-take		3	1.5	1.5
		<b>Total</b>	100	50	50
2. RAS/N0153 (Implement standard operating procedures, process and policy of the store while ensuring timely and accurate reporting)	PC1. implement processes in alignment to store policy	<b>100</b>	5	2.5	2.5
	PC2. describe relevant store policies/guidelines to the team		5	2.5	2.5
	PC3. cooperate and collaborate with authorities to conduct store audits as required		5	2.5	2.5
	PC4. understand all non-compliance issues and work towards resolving the same		5	2.5	2.5
	PC5. sign off all legal contracts in alignment to statutory requirements		5	2.5	2.5
	PC6. sign off and honour all terms and conditions in employee contracts		5	2.5	2.5
	PC7. describe to the team the importance of records to be maintained		5	2.5	2.5
	PC8. describe the importance of accurate and error-free collection, preservation and transmission of data		5	2.5	2.5
	PC9. conduct checks and audits to ensure quality of data for records		6	3	3
		<b>Total</b>	100	50	50
3. RAS/N0154 (Manage sales and service delivery to increase store profitability)	PC1. understand and implement policies related to store upkeep and maintenance	<b>100</b>	4	2	2
	PC2. ensure store upkeep and maintenance of all equipment in line with policy		4	2	2
	PC3. ensure timely checks and repairs of all store equipment		3	1.5	15
	PC4. describe to the team about operating and maintaining store equipment		4	2	2
	PC5. train the team to identify key repeat customers and develop customer retention strategies to build brand loyalty		3	1.5	15
	PC6. implement strategies to generate additional footfalls		4	2	2
	PC7. build relationships with new and existing customers to augment business and brand reputation		3	1.5	15

	PC8. train and work with team to implement customer engagement initiatives to enhance customer satisfaction		3	1.5	15
	PC9. establish a mechanism for collecting feedback from customers for further improvement of service		3	1.5	15
	PC10. develop robust post-sales services to build brand loyalty and customer satisfaction		3	1.5	15
	PC11. establish a system for addressal of escalations and analyse the cause of escalations to prevent recurrence		3	1.5	15
	PC12. set sales targets and develop a strategy for achieving the targets		3	1.5	15
	PC13. communicate sales targets and plans to team and motivate team to achieve the targets		3	1.5	15
	PC14. determine requisite resources required to be able to perform optimally to achieve targets		3	1.5	15
		<b>Total</b>	100	50	50
4. RAS/N0155 (Check and confirm adherence to visual merchandising plans)	PC1. establish conformance to retail processes like stock rotation, adjacency principles and product display norms	<b>100</b>	6	3	3
	PC2. train staff on concept of planogramming its effective implementation		6	3	3
	PC3. confirm that display of products is aligned to updated store planogram		5	2.5	2.5
	PC4. support company officials for carrying out necessary audits and checks		5	2.5	2.5
	PC5. impart training to team on: a. guidelines for store lay out b. guidelines for display of merchandise and promotion elements (brand and category wise) c. guidelines for executing promotional events		6	3	3
	PC6. negotiate with vendors on spacing requirements of the store as against the vendor plans		6	3	3
	PC7. negotiate with vendor to arrive at a profitable revenue understanding as against space allocation		6	3	3
	PC8. confirm vendors' compliance to visual merchandising guidelines		6	3	3
		<b>Total</b>	100	50	50
5. RAS / N0156 (Manage overall safety, security and hygiene of the store)	PC1. explain store policy and procedures in regards to health, hygiene and safety clearly and accurately	<b>100</b>	1.5	0.75	0.75
	PC2. organise training at regular intervals on health, hygiene and safety		1.5	0.75	0.75
	PC3. provide access to team members on relevant store policies		1.5	0.75	0.75

	PC4. provide clear and accurate information on identified hazards and risk control procedures to team members		1.5	0.75	0.75
	PC5. resolve issues raised by staff in alignment with store policies		1.5	0.75	0.75
	PC6. establish resource requirements to ensure safe lifting or shifting and manual handling techniques are applied by staff		1.5	0.75	0.75
	PC7. establish resource requirements to handle store emergencies in the prescribed frequency		1.5	0.75	0.75
	PC8. establish and maintain reporting procedures to facilitate communication and recording of details of safety-related incidents		1.5	0.75	0.75
	PC9. create awareness on 'Prevention of Sexual Harassment' and enforce adherence to policy		1.5	0.75	0.75
	PC10. organise mock fire and safety drills at regular intervals		1.5	0.75	0.75
	PC11. adhere to personal grooming standards for self as well as team		1.5	0.75	0.75
	PC12. ensure management of and conformation to store security procedures		1.5	0.75	0.75
	PC13. ensure training of team to handle emergencies		1.5	0.75	0.75
	PC14. ensure implementation of security measures in case of emergencies		1.5	0.75	0.75
	PC15. cooperate with officials in carrying out all audits and checks		1.5	0.75	0.75
	PC16. establish resource requirements to ensure equipment is maintained and stored safely		1.5	0.75	0.75
	PC17. establish and maintain procedures for risk assessment and integrate with systems of work		1.5	0.75	0.75
	PC18. ensure availability of trained staff to handle financial processes		1	0.5	0.5
	PC19. ensure adherence to security procedures with respect to identification of authorities and implementation of financial processes		1.5	0.75	0.75
		<b>Total</b>	100	50	50
6. RAS / N 0157 (Implement promotions and special events at the store)	PC1. develop strategies to drive promotions and special events	<b>100</b>	6	3	3
	PC2. develop team competence in effective implementation of in-store promotions		5	2.5	2.5
	PC3. collect and preserve promotion-related data for future analysis and working		6	3	3
	PC4. implement organisational processes on collection and transmission of promotion related information and data		6	3	3

	PC5. conduct data analysis as required by head office and share relevant feedback		6	3	3
	PC6. understand the promotion and its requirements completely		6	3	3
	PC7. explain promotion to relevant team members thoroughly and collaborate to identify required resources		6	3	3
	PC8. provide required resources to team for effective implementation of promotion		5	2.5	2.5
		<b>Total</b>	100	50	50
7. RAS / N 0158 (Lead and manage the team for developing store capability)	PC1. analyse current and projected volume and type of work to be undertaken	<b>100</b>	3	1.5	1.5
	PC2. determine staff recruitment needs and compare with store performance plans		3	1.5	1.5
	PC3. identify cost effective channels of manpower sourcing and interview effectively to recruit quality manpower		3	1.5	1.5
	PC4. follow HR policies to support recruitment of staff		2	1	1
	PC5. identify future manpower requirements based on projected store plans		2	1	1
	PC6. establish and foster effective and open communication channels with store staff		2	1	1
	PC7. guide staff regarding individual and team's roles and responsibilities		2	1	1
	PC8. set performance expectations in line with organisational policies		3	1.5	1.5
	PC9. delegate accountability and authority to the team based on individual strengths		2	1	1
	PC10. consult with team members and share feedback whenever required		2	1	1
	PC11. eliminate bias and ensure equal opportunity to all staff		2	1	1
	PC12. foster effective team collaboration and take a leadership role to resolve intra-team conflict		2	1	1
	PC13. follow and establish self-grooming & hygiene practices in line with store policy for self and team		2	1	1
	PC14. establish and communicate the goals and objectives of roles in line with organisational policies		3	1.5	1.5
	PC15. provide support to individuals and teams to enhance performance and achievement of organisational goals and the effective completion of work requirements		2	1	1

	PC16. provide ongoing personal advice, coaching and mentoring to staff to build skill and team performance		2	1	1
	PC17. conduct performance appraisals according to the organisation's standard procedures		2	1	1
	PC18. define and discuss career paths with team members to ensure motivation and enhance retention		2	1	1
	PC19. identify training needs to improve performance		3	1.5	1.5
	PC20. manage poor performance in line with organisational standards, policies and procedures, and legal requirements		2	1	1
		<b>Total</b>	100	50	50
8. RAS / N 0159 (Conduct price benchmarking and market study of competition)	PC1. Identify and describe all policies related to collection of market data	<b>100</b>	8	4	4
	PC2. identify team members for collection of market information		6	3	3
	PC3. train team members in critical activities involving market study		8	4	4
	PC4. ensure collection of relevant data and analysis of the same to identify product line performance		8	4	4
	PC5. communicate all analysis data to head office on the basis of collected market data		8	4	4
	PC6. provide input to the merchandising /category teams on best prices offered by competitors		8	4	4
		<b>Total</b>	100	50	50