

QUALIFICATIONS PACK - OCCUPATIONAL STANDARDS FOR RETAIL

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- Self-employed e-tailer

SECTOR: RETAIL

SUB-SECTOR: RETAIL BUSINESS

OCCUPATION: CONSUMER SALES

REFERENCE ID: RAS/Q0205

ALIGNED TO: NCO-2015/NIL

Self-employed e-tailer Individuals in this position work for self. He/she will earn income by selling products and conducting daily business operations on the e-commerce platform with an aim to make profits.

Brief Job Description: Individuals in this position work for him/herself to earn income instead of working for an employer that pays a salary/wage.

Personal Attributes: The individual needs to be physically fit to be able to fulfil tasks efficiently and be mentally balanced to be able to motivate self to deal with unexpected situations, if any. He/she should also have product/service knowledge, good interpersonal skills and customer service skills.

Job Details

Qualifications Pack Code	RAS/Q0205		
Job Role	Self-employed e-tailer		
Credits(NSQF)	TBD	Version number	1.0
Sector	Retail	Drafted on	23/02/2017
Sub-sector	Retail Business	Last reviewed on	01/03/2017
Occupation	Consumer Sales	Next review date	31/03/2021
NSQC Clearance on	N.A.		

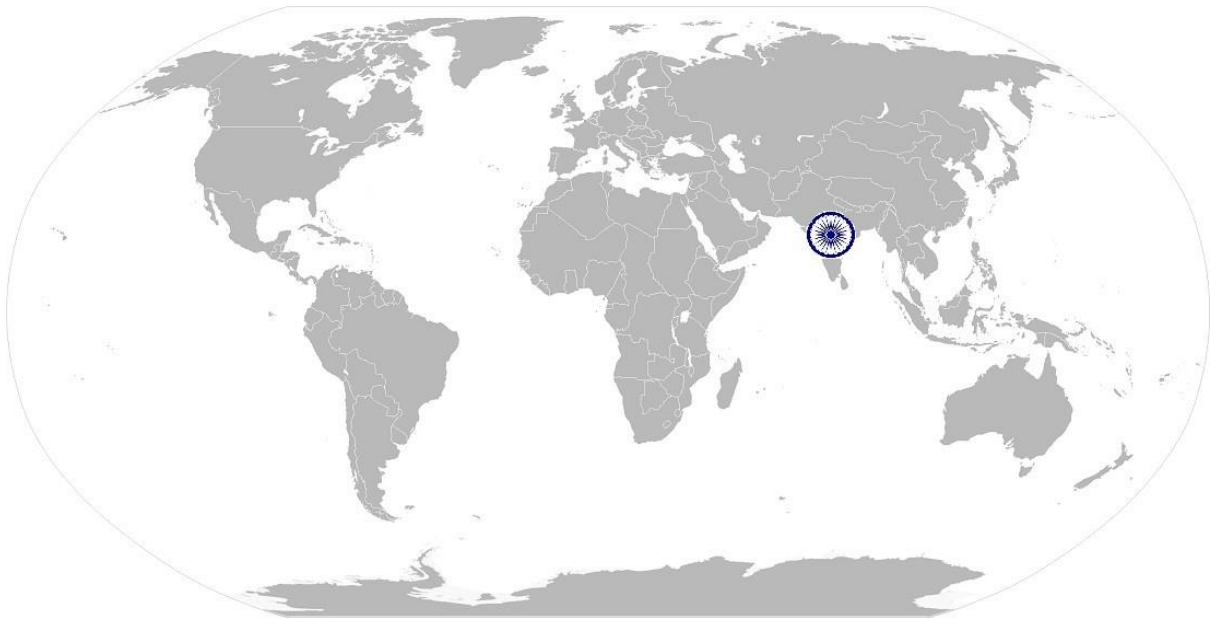
Job Role	Self-employed e-tailer
Role Description	This individual runs a business of his/her own and works for self. He/she earns income by selling products and conducting daily business operations on the e-commerce platform with an aim to make profits
NSQF level	4
Minimum Educational Qualifications	10 th Pass, preferably
Maximum Educational Qualifications	Not applicable
Training (Suggested but not mandatory)	Basics of Arithmetic, Business development, Selling and Negotiation skills, Interpersonal skills, Digital literacy
Minimum Job Entry Age	18 years, preferably
Experience	Not Mandatory
Applicable National Occupational Standards (NOS)	<p>Compulsory:</p> <ol style="list-style-type: none"> RAS/N0201 Get licenses, follow legal policies and procedures to start/run business RAS/N0202 Perform basic accounting practices RAS/N0203 Continuously update self on new products/services offered by business RAS/N0204 Conduct daily business operations RAS/N0207 Manage customer needs effectively through need identification and strong customer relationship RAS/N0208 Demonstrate/show creativity, newness/Innovation and enthusiasm to grow business RAS/N0301 Conduct profiling and acquisition of sellers based on business requirement RAS/N0302 Update the sellers on product promotions and orient them on operating the technology platform RAS/N0303 Execute daily operational activities to enhance business performance and improve seller satisfaction <p>Optional: N.A.</p>
Performance Criteria	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 another 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.	
Acronyms	Keywords /Terms	Description
	NA	NA

RAS/N0201

Get licenses, follow legal policies and procedures
to start/run business

National Occupational Standard



Overview

This unit is about awareness and implementation of legal policies and procedures and getting licenses for setting up and running one's business.

RAS/N0201

**Get licenses, follow legal policies and procedures
to start/run business**

National Occupational Standard	Unit Code	RAS/N0201
	Unit Title (Task)	Get licenses, follow legal policies and procedures to start/run business
	Description	This unit deals in sub tasks that lead to effective implementation of legal compliances, policies and procedures for setting up/running own business
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Liaison and interact with local corporations/authorities for smooth conduct of business • Learn and orient oneself on knowledge on legal compliances , quality norms with respect to selling of products and services • Update self on handling of goods, equipment, hazardous material to improve safety conditions at workplace • Determine legal structure of the business • Secure rights to products and services <p>This role is specific to improving the efficiencies of a Self-employed e-tailer</p>
	Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria	
Liaison and interact with local corporations/authorities for smooth conduct of business	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. identify local corporations/authorities that have a bearing on the particular business process</p> <p>PC2. build and maintain relationships with the key persons to ensure smooth functioning of business</p> <p>PC3. get permissions and compliances as per legal requirements</p> <p>PC4. complete business registration and other legal formalities</p> <p>PC5. examine legal options for the most suitable type of business structure</p> <p>PC6. seek legal and accounting expertise as required to inform final decision regarding business structure</p>	
Learn and orient oneself on knowledge of legal policies, compliances , quality norms with respect to selling of products and services	<p>PC7. describe policies and procedures that have a bearing on the business</p> <p>PC8. describe the relevant rules and legislative policies</p> <p>PC9. conform to the rules and policies for smooth functioning of business</p> <p>PC10. describe the concept of minimising losses and maximising gains</p> <p>PC11. secure information on purchase rights to products and services and ensure full understanding of their implications</p> <p>PC12. establish cost of procurement rights to products and services (if applicable)</p> <p>PC13. determine brand ownership and protection rights</p>	
Update self on handling of goods, equipment, hazardous material to	<p>PC14. describe processes related to handling of goods, equipment and hazardous material involved in the business</p> <p>PC15. understand hazards and risks involved in the above processes</p>	

RAS/N0201

**Get licenses, follow legal policies and procedures
to start/run business**

improve safety conditions at workplace	
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. local corporations/authorities that have a bearing on the particular business process</p> <p>KA2. policies and procedures that have a bearing on the particular business process</p> <p>KA3. legal formalities applicable for the particular business</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. processes related to legal compliance requirements involved in the business</p> <p>KB2. hazards and risks involved in the business</p>
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. complete documentation accurately</p> <p>SA2. collate simple data when required</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read information accurately</p> <p>SA4. read and interpret data sheets</p>
	Oral Communication (Listening and Speaking skills)
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. use gestures or simple words to communicate where language barriers exist</p> <p>SA6. use questioning to minimise misunderstandings</p> <p>SA7. display courteous and helpful behaviour at all times</p>
B. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make appropriate decisions regarding the responsibilities of the job role</p>

RAS/N0201

**Get licenses, follow legal policies and procedures
to start/run business**

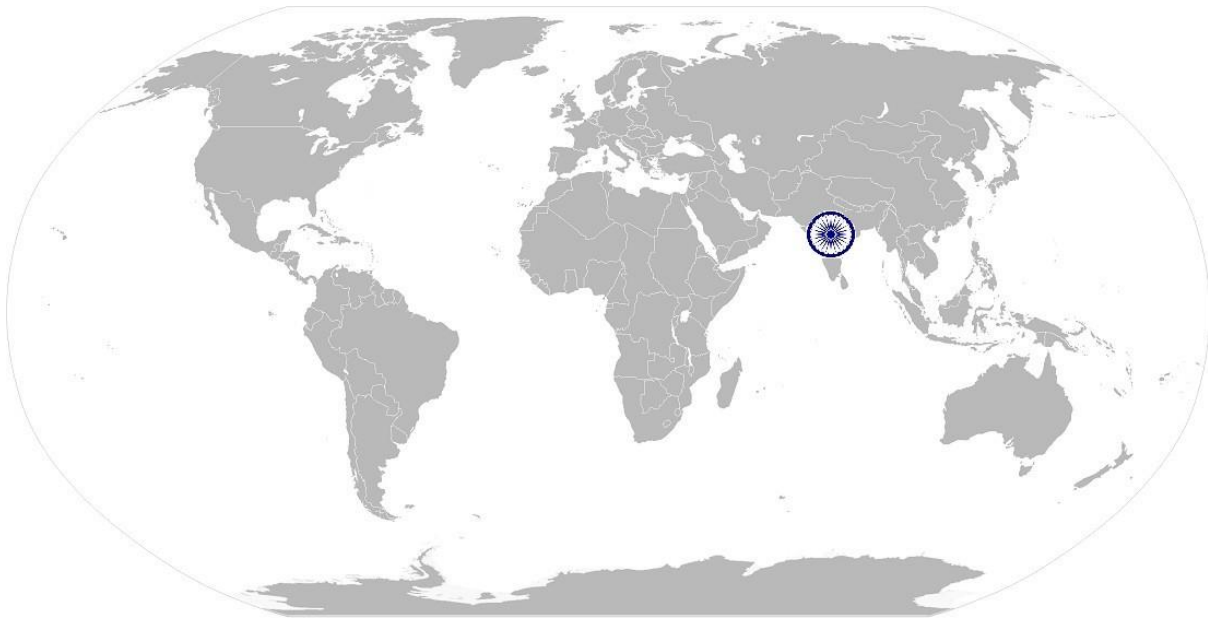
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. plan and organize service feedback files/documents SB3. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB4. build customer relationships and use customer centric approach
	Problem Solving
	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)
	Analytical Thinking
	The user/individual on the job needs to know and understand: SB7. data interpretation and its inference SB8. how to break down complex problems into single and manageable components within his/her area of work
	Critical Thinking
The 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/N0201

**Get licenses, follow legal policies and procedures
to start/run business**

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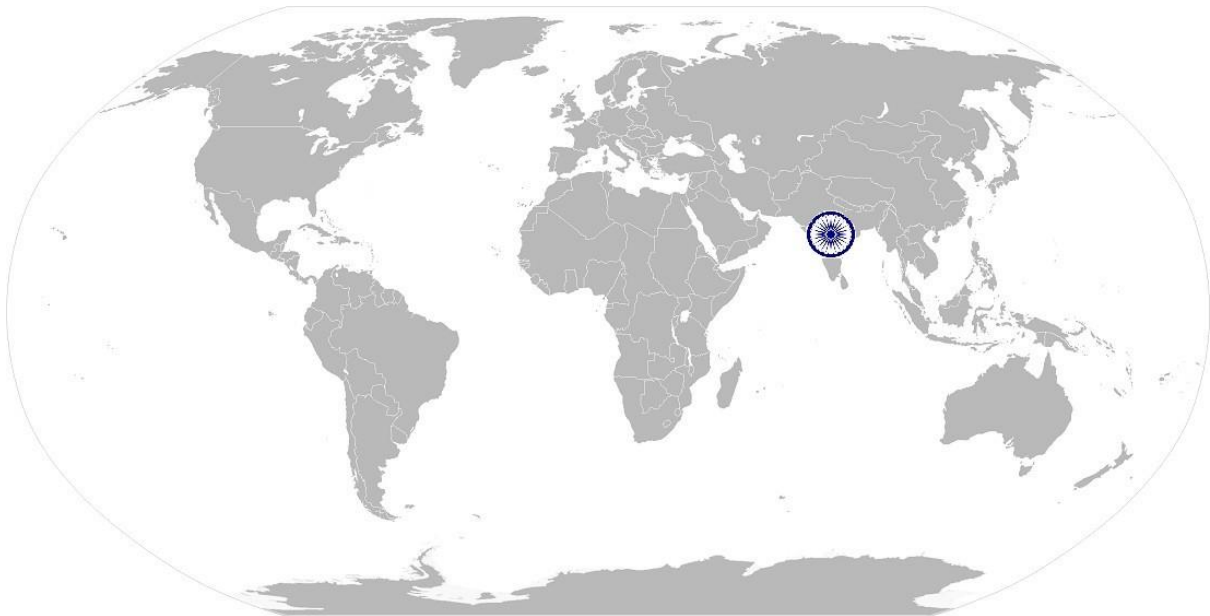
NOS Code	RAS/N0201		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	31/03/2016
Industry Sub-sector	Retail Business	Last reviewed on	31/07/2016
Occupation	Consumer Sales	Next review date	31/03/2021



RAS/N0202

Perform basic accounting practices

National Occupational Standard



Overview

This unit describes the skills and knowledge required to understand and implement book keeping, accounting and finance for smooth conduct of business.

RAS/N0202

Perform basic accounting practices

National Occupational Standard	Unit Code	RAS/N0202
	Unit Title (Task)	Perform basic accounting practices
	Description	This unit deals in sub tasks that deal in understanding and implementation of business accounting.
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Manage financial resources and cash flow • Maintain Profit and Loss accounts • Ensure implementation of security procedures with respect to monetary transactions <p>This role is specific to improving the efficiencies of a Self-employed e-tailer.</p>
	Performance Criteria(PC) w.r.t. the Scope	
	Element	Performance Criteria
	Manage financial resources and cash flow	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. assess and identify source of funding and what is needed to secure that funding</p> <p>PC2. plan, monitor and record the cash flow</p> <p>PC3. open and manage a bank account</p> <p>PC4. control costs through assessment and interpretation of information on costs and resource allocation</p> <p>PC5. prepare budget to help better planning and management of finances</p> <p>PC6. control budget through monitoring of various financial elements such as an income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations</p>
	Maintain Profit and Loss Accounts	<p>PC7. understand elements of basic financial accounting</p> <p>PC8. conduct basic accounting tasks</p> <p>PC9. create and maintain reports</p> <p>PC10. describe sources of profits and causes of losses as reflected in the reports</p>
	Ensure implementation of security procedures with respect to monetary transactions	<p>PC11. understand possible fraudulent activities related to monetary transactions</p> <p>PC12. implement security procedures and checks to prevent monetary losses due to fraudulent activities</p>
	Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. importance of error free accounting</p> <p>KA2. legal implications of erroneous accounting</p>	

RAS/N0202

Perform basic accounting practices

<p>B. Technical Knowledge</p>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. basic mathematical skills KB2. elements specific to business, that need to be considered in accounting</p>
<p>Skills (S) [Optional]</p>	
<p>A. Core Skills/ Generic Skills</p>	<p>Writing Skills</p> <p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. complete documentation accurately SA2. collate simple data when required</p> <p>Reading Skills</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read information accurately SA4. read and interpret data sheets</p> <p>Oral Communication (Listening and Speaking skills)</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. use gestures or simple words to communicate where language barriers exist SA6. use questioning to minimise misunderstandings SA7. display courteous and helpful behaviour at all times</p>
<p>B. Professional Skills</p>	<p>Decision Making</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make appropriate decisions regarding the responsibilities of the job role</p> <p>Plan and Organize</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan and organize service feedback files/documents SB3. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion</p> <p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. build customer relationships and use customer centric approach</p>

RAS/N0202

Perform basic accounting practices

	Problem Solving
	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)
	Analytical Thinking
	The user/individual on the job needs to know and understand: SB7. data interpretation and its inference SB8. how to break down complex problems into single and manageable components within his/her area of work
	Critical Thinking
	The 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

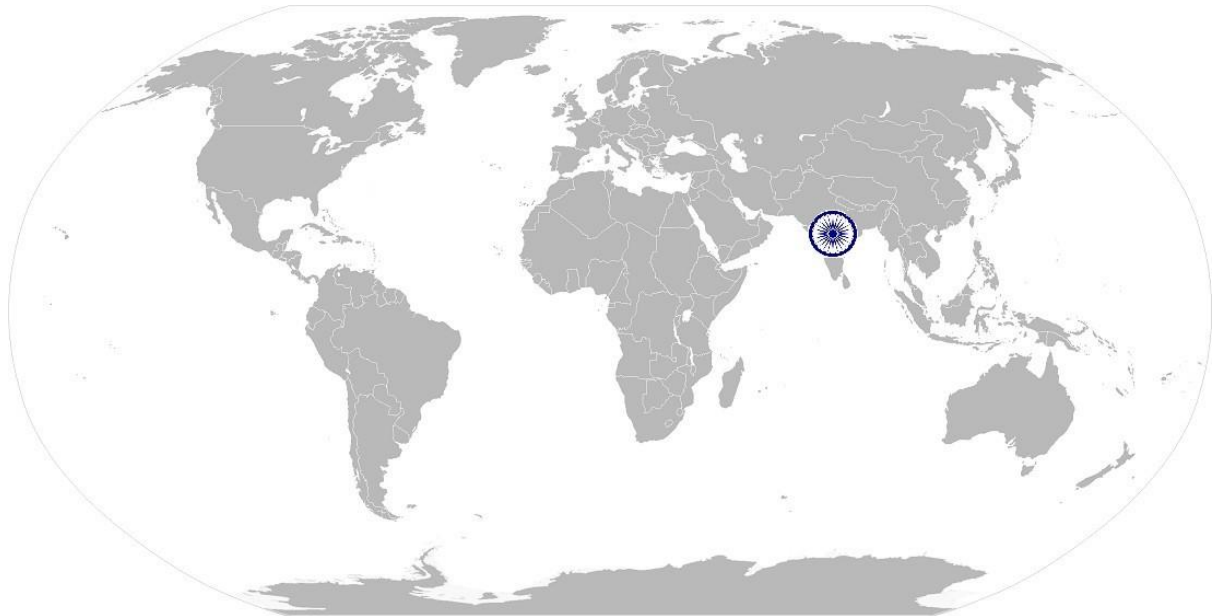


RAS/N0202

Perform basic accounting practices

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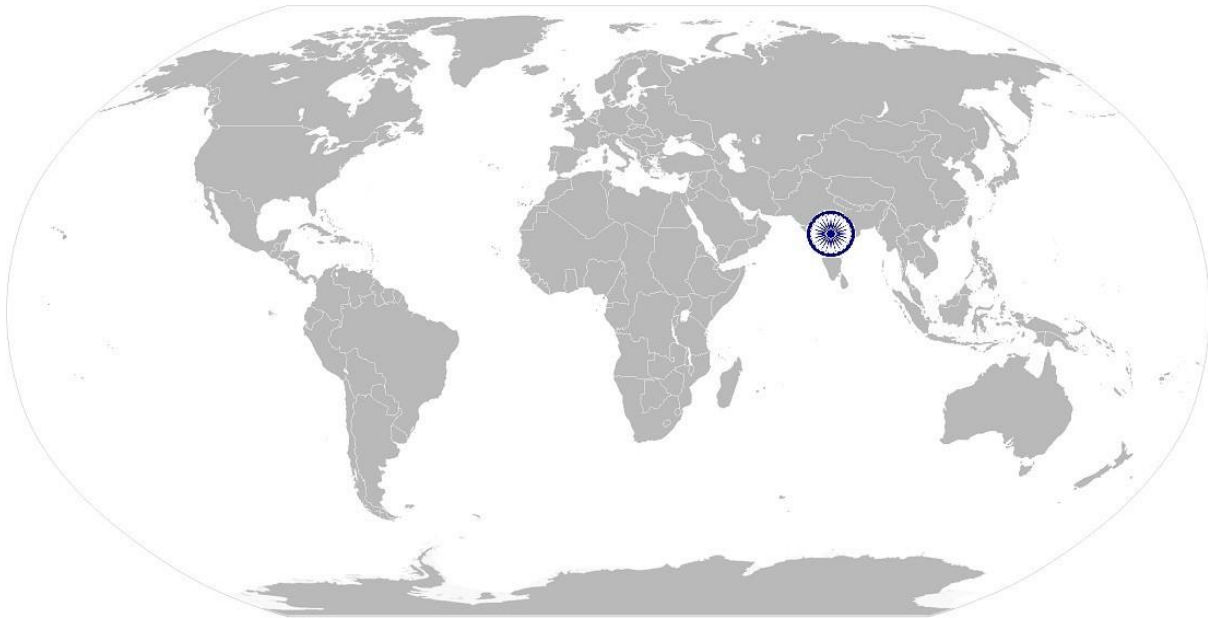
NOS Code	RAS/N0202		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	31/03/2016
Industry Sub-sector	Retail Business	Last reviewed on	31/07/2016
Occupation	Consumer Sales	Next review date	31/03/2021



RAS/N0203

**Continuously update self on new products/services
offered by business**

National Occupational Standard



Overview

This unit is about ensuring updation of self on information relating to products/services being sold by business.

RAS/N0203

Continuously update self on new products/services offered by business

National Occupational Standard	Unit Code	RAS/N0203
	Unit Title (Task)	Continuously update self on new products/services offered by business
	Description	This unit deals in sub tasks that lead to appropriate knowledge of the product/service being sold by business.
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • update oneself on information related to products/services relevant to business • operate relevant equipment required for daily operations <p>This role is specific to improving the efficiencies of a Self-employed e-tailer.</p>
	Performance Criteria(PC) w.r.t. the Scope	
	Element	Performance Criteria
	Update oneself on information related to products/services relevant to business	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. describe the products/services involved in the business</p> <p>PC2. understand the market trend with respect to sales patterns</p> <p>PC3. identify related products/services and possible opportunities with respect to up- selling, cross-selling, expansion of business etc.</p> <p>PC4. describe the concept of sourcing and processing product and service data relevant to business</p> <p>PC5. maintain accurate and current details of products and services in product database</p> <p>PC6. conduct study of products/services offered by competition</p>
	Operate relevant equipment required for daily operations	<p>PC7. operate relevant equipment involved in business</p> <p>PC8. describe the precautions and maintenance required</p> <p>PC9. identify and describe new technologies that can improve efficiencies and reduce risks</p>
	Knowledge and Understanding (K)	
	A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. products/services involved in the business</p> <p>KA2. related products/services</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. equipment involved in the business</p>	

RAS/N0203

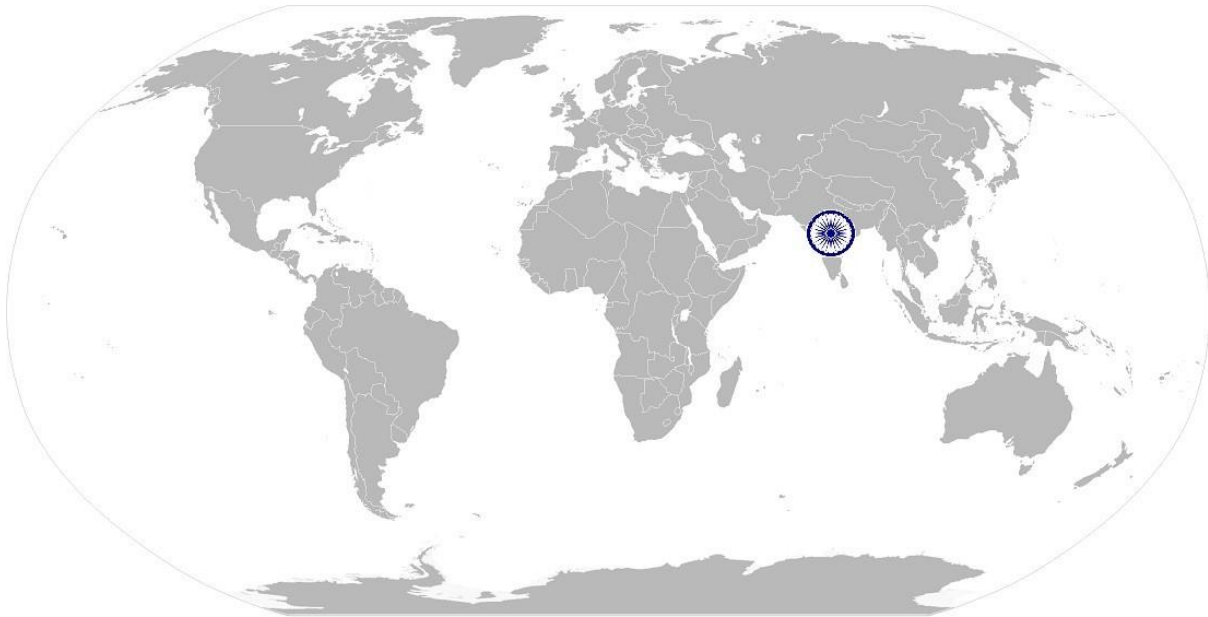
Continuously update self on new products/services offered by business

Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately SA2. collate simple data when required
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read information accurately SA4. read and interpret data sheets
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. use gestures or simple words to communicate where language barriers exist SA6. use questioning to minimise misunderstandings SA7. display courteous and helpful behaviour at all times
	B. Professional Skills
Decision Making	
The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role	
Plan and Organize	
The user/individual on the job needs to know and understand how to: SB2. plan and organize service feedback files/documents SB3. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion	
Customer Centricity	
The user/individual on the job needs to know and understand how to: SB4. build customer relationships and use customer centric approach	
Problem Solving	
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)	

RAS/N0203

Continuously update self on new products/services offered by business

	Analytical Thinking
	The user/individual on the job needs to know and understand: SB7. data and take a call on future operations SB8. how to break down complex problems into single and manageable components within his/her area of work
	Critical Thinking
	The 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

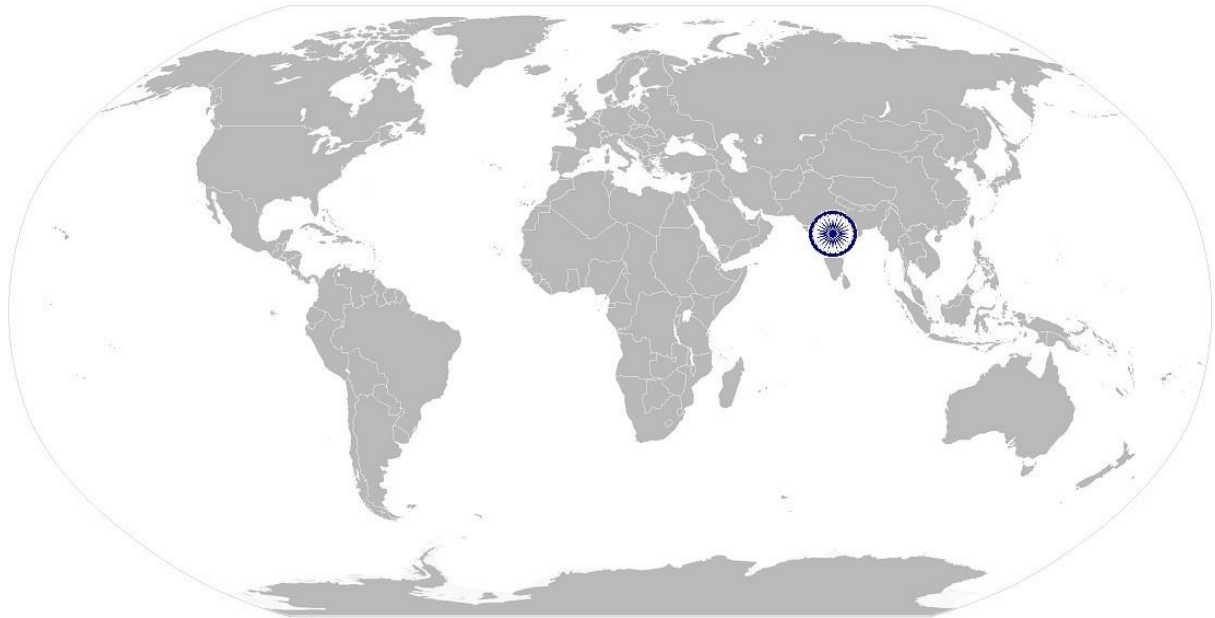


RAS/N0203

Continuously update self on new products/services offered by business

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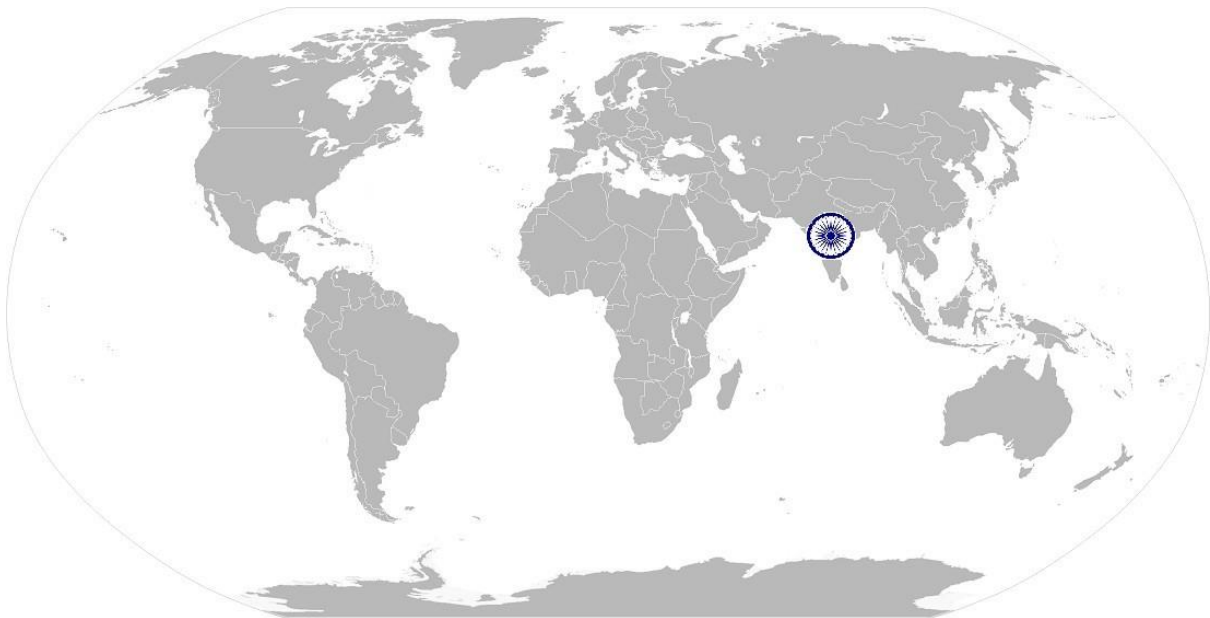
NOS Code	RAS/N0203		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	31/03/2016
Industry Sub-sector	Retail Business	Last reviewed on	31/07/2016
Occupation	Consumer Sales	Next review date	31/03/2021



RAS/N0204

Conduct daily business operations

National Occupational Standard



Overview

This unit is about marketing and inventory management to increase sales and generate profitability.

RAS/N0204

Conduct daily business operations

National Occupational Standard

Unit Code	RAS/N0204
Unit Title (Task)	Conduct daily business operations
Description	This unit deals in sub tasks that ensure business operations are conducted efficiently and effectively to maximize profits to maximize profits.
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Conduct market analysis to identify customer need and plan product assortment/range accordingly • Execute marketing plans through promotions and campaigns to create awareness of generate customer interest • Effectively drive management of inventory and sales online and offline <p>This role is specific to improving the efficiencies of a Self-employed e-tailer</p>
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Conduct market analysis to identify customer need and plan product assortment/range accordingly	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. identify target audience profile/market</p> <p>PC2. identify buying patterns of customers to define assortments and modify them as per trends observed</p> <p>PC3. identify customers easy to access in order to target selling to them</p> <p>PC4. identify products being offered by competitors/other e-tailers</p>
Execute marketing plans online / offline through promotions and campaigns to create awareness of generate customer interest	<p>PC5. select the right medium of promotions</p> <p>PC6. organize resources depending upon the marketing medium</p> <p>PC7. plan budget requirements for the promotional programs</p> <p>PC8. track and monitor effectiveness of the promotional programs</p>
Effectively drive management of inventory and sales online / offline	<p>PC9. assess inventory/procuring capacity as per costs involved</p> <p>PC10. assess operational costs</p> <p>PC11. calculate projected break-even point</p> <p>PC12. take steps to prevent inventory losses</p> <p>PC13. calculate profits and margins</p> <p>PC14. define targets to achieve business gains</p> <p>PC15. ensure required inventory is on hand</p> <p>PC16. match logistics of delivery to inventory supply requirements</p> <p>PC17. monitor stock levels and maintain them at required levels</p> <p>PC18. coordinate stock take or cyclical count</p> <p>PC19. plan for contingencies</p>

RAS/N0204

Conduct daily business operations

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. possible products/services that can be offered by own organisation KA2. trend setters in the specific business KA3. possible seasonal trends
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. mapping of target customers and identification of customer needs KB2. computation of costs, profit & loss, sales figures etc., elements involved in setting of sales targets
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Writing Skills
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately SA2. collate simple data when required
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read information accurately SA4. read and interpret data sheets
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. use gestures or simple words to communicate where language barriers exist SA6. use questioning to minimise misunderstandings SA7. display courteous and helpful behaviour at all times
	B. Professional Skills
Decision Making	
The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role	
Plan and Organize	
The user/individual on the job needs to know and understand how to: SB2. plan and organize service feedback files/documents SB3. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion	

RAS/N0204

Conduct daily business operations

	<p>Customer Centricity</p> <p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. build customer relationships and use customer centric approach</p>
	<p>Problem Solving</p> <p>The individual on the job needs to know and understand how to:</p> <p>SB5. identify problems immediately and take up solutions quickly to resolve delays</p> <p>SB6. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)</p>
	<p>Analytical Thinking</p> <p>The user/individual on the job needs to know and understand:</p> <p>SB7. data interpretation and its inference</p> <p>SB8. how to break down complex problems into single and manageable components within his/her area of work</p>
	<p>Critical Thinking</p> <p>The individual on the job needs to know and understand how to:</p> <p>SB9. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action</p>

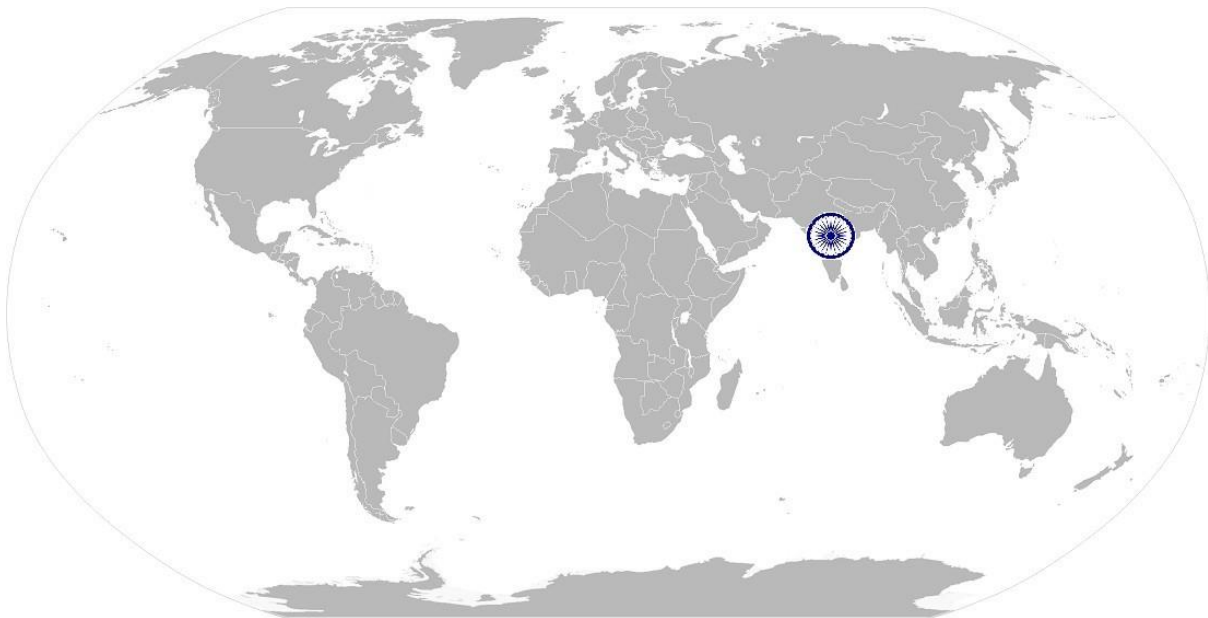


RAS/N0204

Conduct daily business operations

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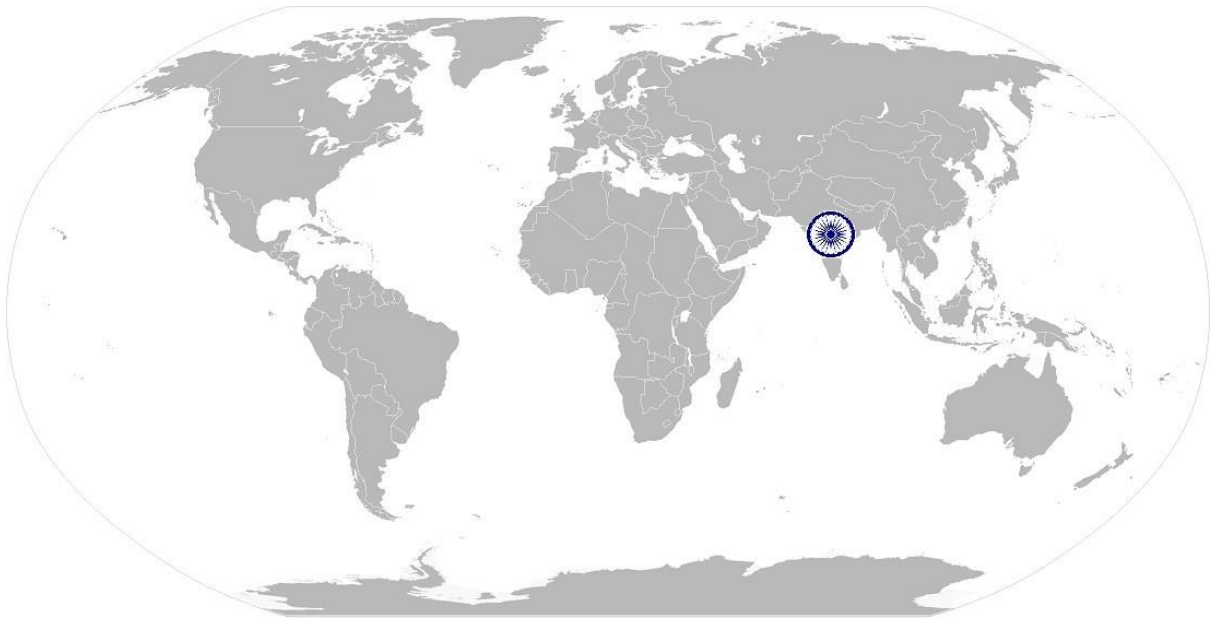
NOS Code	RAS/N0204		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	31/03/2016
Industry Sub-sector	Retail Business	Last reviewed on	31/07/2016
Occupation	Consumer Sales	Next review date	31/03/2021



RAS/N0207

**Manage customer needs effectively through need identification
and strong customer relationship**

National Occupational Standard



Overview

This unit is about enhancing customer satisfaction through customer experience management.

RAS/N0207

Manage customer needs effectively through need identification and strong customer relationship

National Occupational Standard	Unit Code	RAS/N0207
	Unit Title (Task)	Manage customer needs effectively through need identification and strong customer relationship
	Description	This unit deals in sub tasks that ensure enhancing customer satisfaction by identifying needs and building relationships with customers.
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> Enhance customer satisfaction by identifying and catering to their needs and desires Build strong relationships and network <p>This role is specific to improving the efficiencies of a Self-employed e-tailer.</p>
	Performance Criteria(PC) w.r.t. the Scope	
	Element	Performance Criteria
	Enhancing customer satisfaction by identifying and catering to their needs and desires	<p>To be competent, the user/individual on the job must be able to</p> <ul style="list-style-type: none"> PC1. identify target customers PC2. understand and assess target customer need and desire PC3. identify possible options to satisfy customer need PC4. present options in an attractive manner that are mutually beneficial in nature PC5. establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes PC6. maximise sales opportunities by use of add-on and complementary sales techniques PC7. provide customer with detailed information about the product/service through product descriptions
	Build strong relationships and network	<ul style="list-style-type: none"> PC8. build relationships with customers to generate referrals PC9. collect feedback to improvise to increase business returns and reach PC10. manage on time delivery service fulfillment PC11. implement customer loyalty programs like vouchers , promotions PC12. plan and implement sales presentations PC13. understand customer complaints and problems and support difficult customers to produce positive outcome
	Knowledge and Understanding (k)	
	A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> KA1. the target customer KA2. acceptable service fulfillment norms

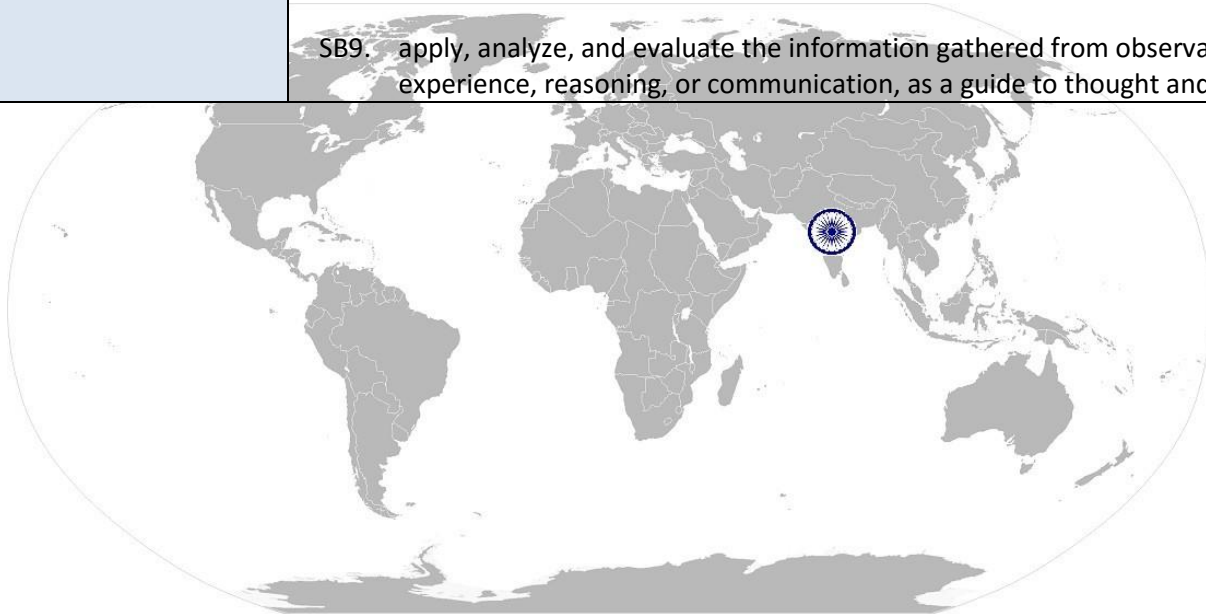
RAS/N0207

**Manage customer needs effectively through need identification
and strong customer relationship**

B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. how to build referrals KB2. what is a loyalty program</p>
Skills (S) [Optional]	
A. Core Skills/ Generic Skills	Writing Skills
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. complete documentation accurately SA2. collate simple data when required</p>
	Reading Skills
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read information accurately SA4. read and interpret data sheets</p>
	Oral Communication (Listening and Speaking skills)
<p>The user/individual on the job needs to know and understand how to:</p> <p>SA5. use gestures or simple words to communicate where language barriers exist SA6. use questioning to minimise misunderstandings SA7. display courteous and helpful behaviour at all times</p>	
B. Professional Skills	Decision Making
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make appropriate decisions regarding the responsibilities of the job role</p>
	Plan and Organize
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan and organize service feedback files/documents SB3. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion</p>
	Customer Centricity
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. build customer relationships and use customer centric approach</p>	

RAS/N0207 Manage customer needs effectively through need identification and strong customer relationship

	Problem Solving
	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)
	Analytical Thinking
	The user/individual on the job needs to know and understand: SB7. data interpretation and its inference SB8. how to break down complex problems into single and manageable components within his/her area of work
	Critical Thinking
	The 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

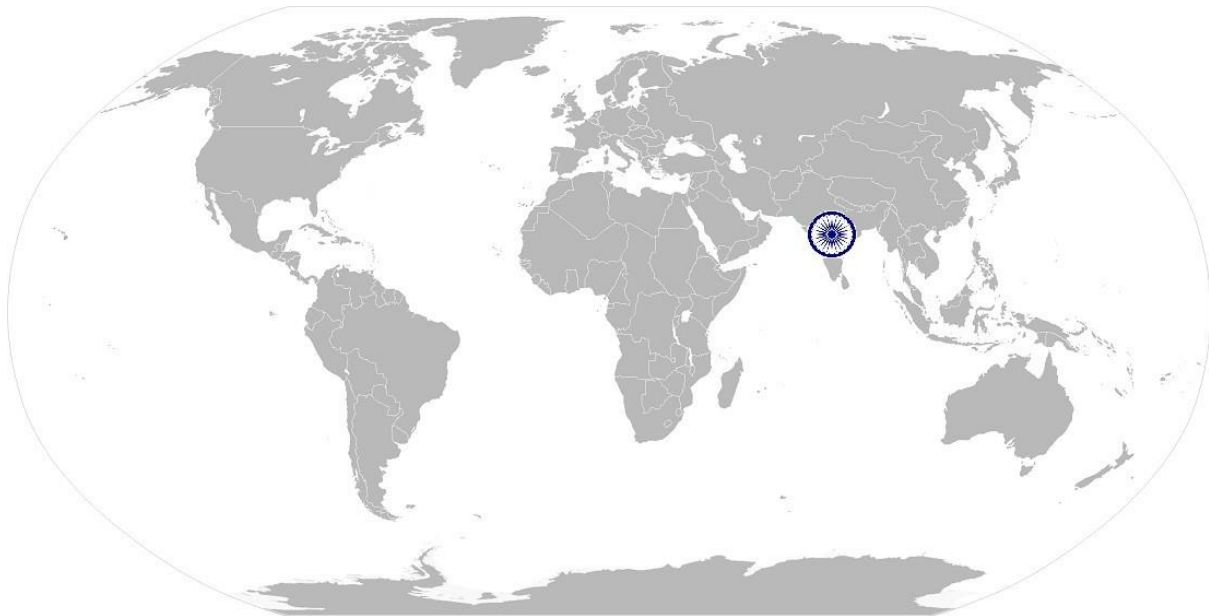


RAS/N0207

**Manage customer needs effectively through need identification
and strong customer relationship**

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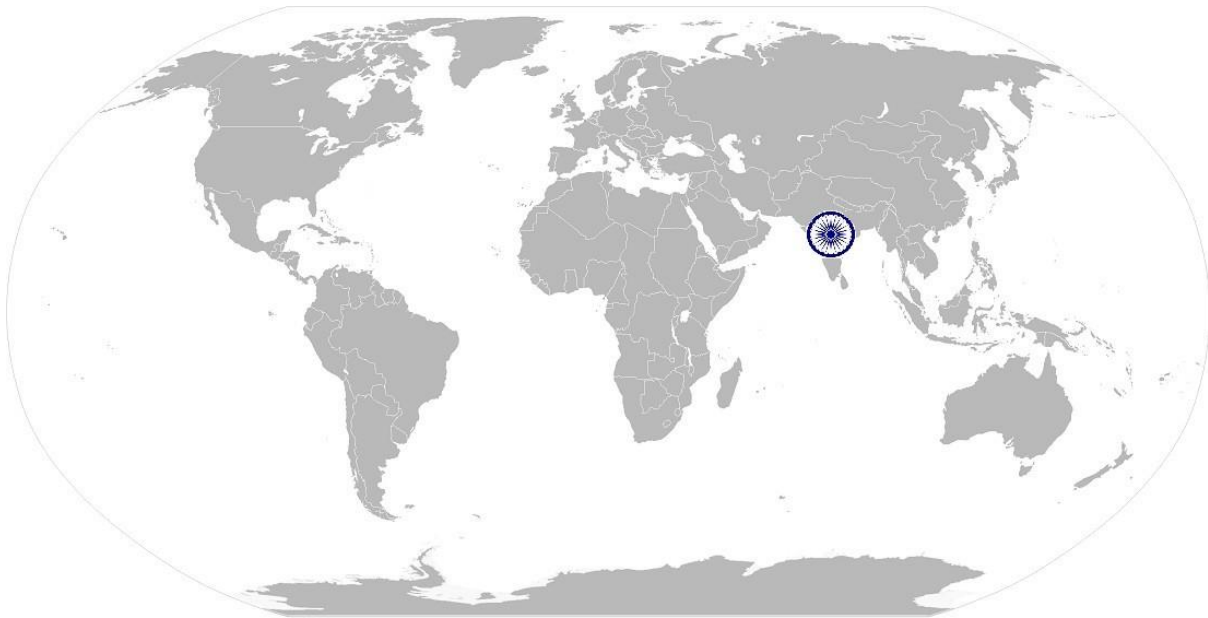
NOS Code	RAS/N0207		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	31/03/2016
Industry Sub-sector	Retail Business	Last reviewed on	31/07/2016
Occupation	Consumer Sales	Next review date	31/03/2021



RAS/N0208

**Demonstrate/show creativity, newness/innovation and
enthusiasm to grow business**

National Occupational Standard



Overview

This unit is about creativity, newness/innovation and enthusiasm to sustain, enhance and grow business.

RAS/N0208

Demonstrate/show creativity, newness/innovation and enthusiasm to grow business

National Occupational Standard	Unit Code	RAS/N0208
	Unit Title(Task)	Demonstrate/show creativity, newness/innovation and enthusiasm to grow business
	Description	This unit deals in sub tasks that are about creativity, newness/innovation and enthusiasm to sustain, enhance and grow business.
	Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Display creativity and innovation for sustenance and business growth • Motivate self to enhance and grow his/her business <p>This role is specific to improving the efficiencies of a Self-employed e-tailer.</p>
	Performance Criteria(PC) w.r.t. the Scope	
	Element	Performance Criteria
	Display creativity and innovation for sustenance and business growth	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. identify opportunities and create solutions to face uncertainties</p> <p>PC2. expand business in other fields/line of business as desired</p> <p>PC3. innovate and improvise to pick up performance</p>
	Motivate self to enhance and grow his/her business	<p>PC4. participate in discussions/workshops and engage with other successful vendors</p> <p>PC5. drive self-development through available media</p> <p>PC6. identify and gain certifications in related line of business</p>
	Knowledge and Understanding (K)	
	A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. success stories in the related field</p> <p>KA2. innovations in the relevant product/service</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. strengths, weakness, opportunity and threat to self and own organisation</p>	
Skills (S) [Optional]		
A. Core Skills/ Generic Skills	Writing Skills	
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SA1. complete documentation accurately</p> <p>SA2. collate simple data when required</p>	

RAS/N0208

Demonstrate/show creativity, newness/innovation and enthusiasm to grow business

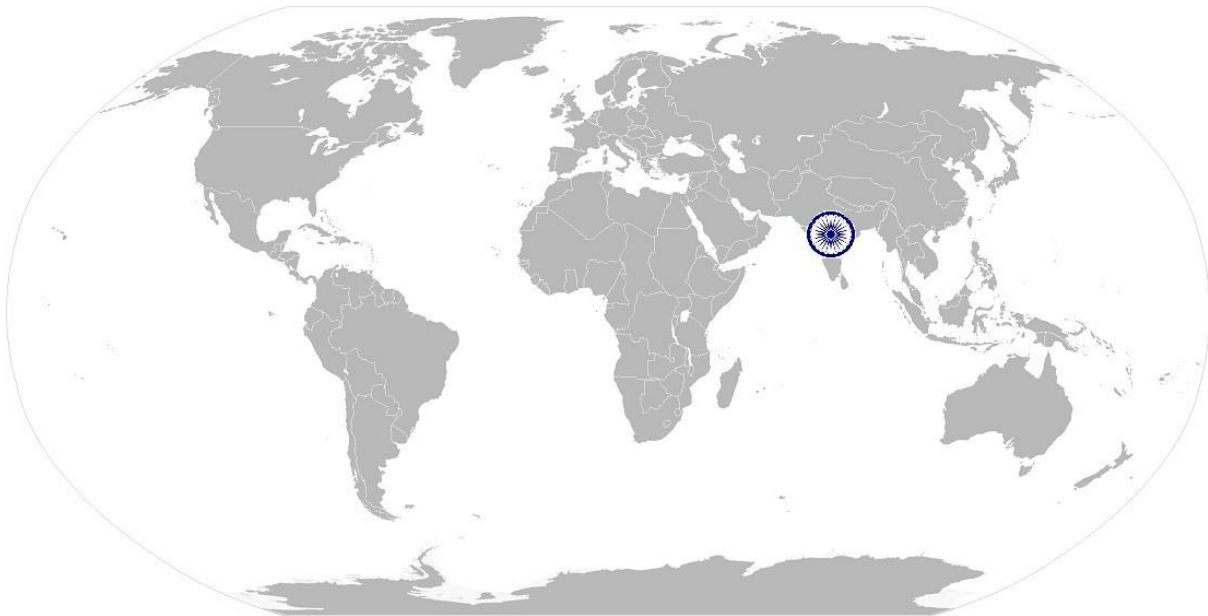
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read information accurately SA4. read and interpret data sheets
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. use gestures or simple words to communicate where language barriers exist SA6. use questioning to minimise misunderstandings SA7. display courteous and helpful behaviour at all times
B. Professional Skills	Decision Making
	The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. plan and organize service feedback files/documents SB3. schedule daily activities and draw up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB4. build customer relationships and use customer centric approach
	Problem Solving
	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)
	Analytical Thinking
	The user/individual on the job needs to know and understand: SB7. data and take a call on future operations SB8. how to break down complex problems into single and manageable components within his/her area of work
Critical Thinking	
The 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/N0208

**Demonstrate/show creativity, newness/innovation and
enthusiasm to grow business**

NOS Version Control

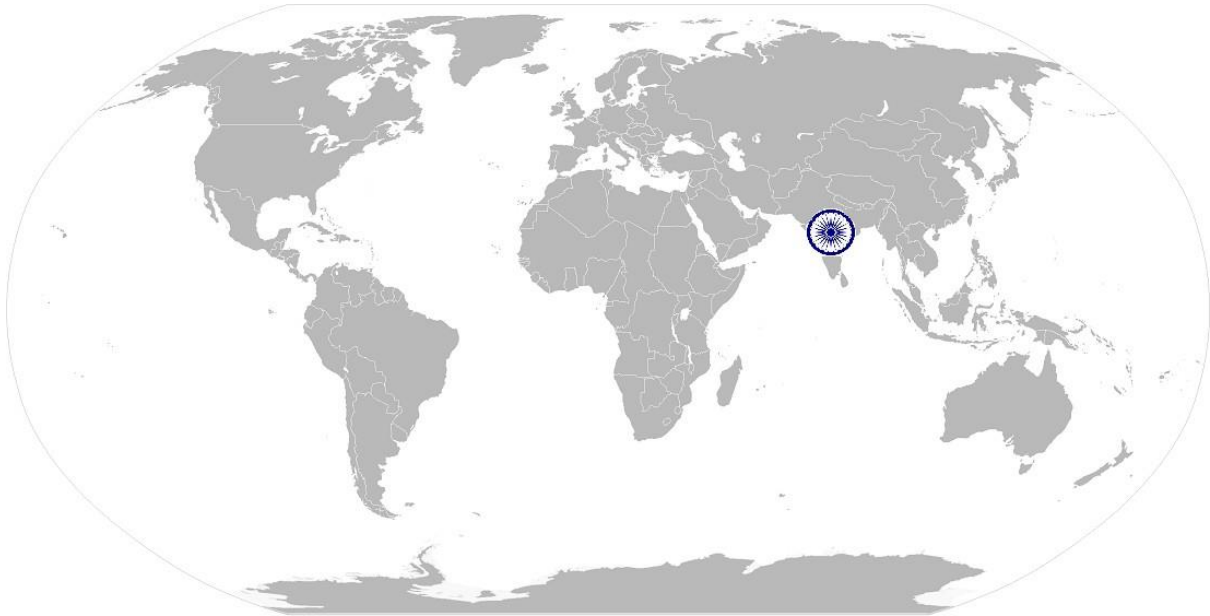
NOS Code	RAS/N0208		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	31/03/2016
Industry Sub-sector	Retail Business	Last reviewed on	31/07/2016
Occupation	Consumer Sales	Next review date	31/03/2021



RAS/N0301

**Conduct profiling and acquisition of sellers based
on business requirement**

National Occupational Standard



Overview

This unit is about knowledge and skills required to be able to conduct profiling of the seller companies and work with sellers.

RAS/N0301
Conduct profiling and acquisition of sellers based on business requirement

National Occupational Standard

Unit Code	RAS/N0301
Unit Title (Task)	Conduct profiling and acquisition of sellers based on business requirement
Description	This unit deals in sub tasks that list knowledge and skills required in order to be able to profile and acquire sellers effectively.
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Profiling and identifying seller company • Pitching business proposition to seller company • Error-free registration on the portal • Getting the documentation process successfully completed <p>This role is specific to improving the efficiencies of a Self-employed e-tailer.</p>
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Profiling and identifying sellers	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. study the market to be able to identify new seller companies</p> <p>PC2. study the prospective seller company base based on product categories in the marketplace</p>
Pitching business proposition to sellers	<p>PC3. set targets to approach, explain and register with seller companies</p> <p>PC4. update self on advantages and benefits about the online platform</p> <p>PC5. match offer proposition with prospective seller companies</p> <p>PC6. create relevant proposals entailing all required details about business</p>
Registration with sellers on the portal and getting the documentation process successfully completed	<p>PC7. identify prospective sellers for business development</p> <p>PC8. identify critical elements of online registration</p> <p>PC9. follow the process and documentation required for registration as per the standards of the seller company</p> <p>PC10. list down key elements of knowledge for registration</p> <p>PC11. understand the documentation requirement and registration process for undertaking business</p> <p>PC12. ensure accurate and timely completion of documentation process</p>
New and improved selling tactics with an eye on market trends	<p>PC13. keep abreast of international operating standards for benchmarking</p> <p>PC14. know about success stories of comparative organizations</p> <p>PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation</p> <p>PC16. attend regular training programs to keep self updated on technology platform enhancements</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. offers from the seller company</p> <p>KA2. processes of the seller company</p> <p>KA3. advantages and benefits that can be offered by the seller company</p>

RAS/N0301

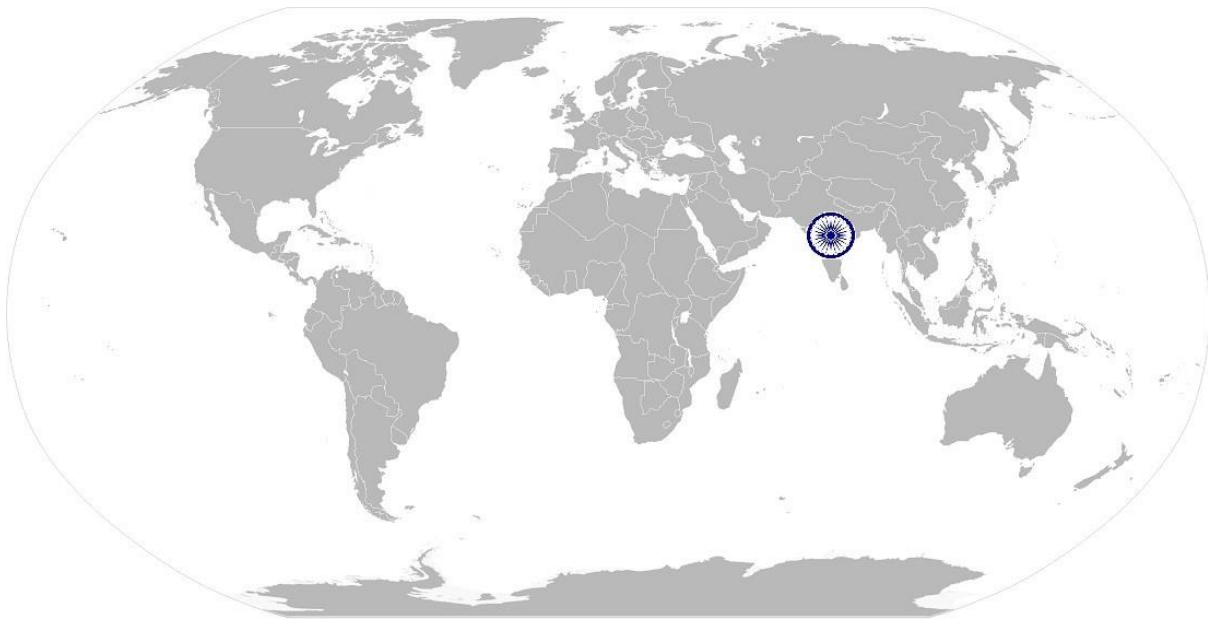
Conduct profiling and acquisition of sellers based on business requirement

processes)		
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. knowledge of processes involved in the business KB2. showcasing positives of the business proposition while pitching to the seller company	
Skills (S) [Optional]		
A. Core Skills/ Generic Skills	Writing Skills	
	The user/ individual on the job needs to know and understand how to: SA1. create proposals for registration SA2. collate simple data when required	
	Reading Skills	
	The user/individual on the job needs to know and understand how to: SA3. read and understand registration process documents SA4. read and understand information on the technology platform / portal	
	Oral Communication (Listening and Speaking skills)	
	The user/individual on the job needs to know and understand how to: SA5. follow instructions accurately SA6. communicate with seller company to complete registration SA7. use gestures or simple words to communicate where language barriers exist SA8. display courteous behaviour at all times	
	B. Professional Skills	Decision Making
		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
Plan and Organize		
The user/individual on the job needs to know and understand how to: SB2. prepare a plan to visit targeted seller companies SB3. plan and organize meetings with seller companies through calendaring		
Customer Centricity		
The user/individual on the job needs to know and understand how to: SB4. build relationships with seller company and use customer centric approach		
Problem Solving		
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/N0301

Conduct profiling and acquisition of sellers based on business requirement

	Analytical Thinking
	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
	Critical Thinking
	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

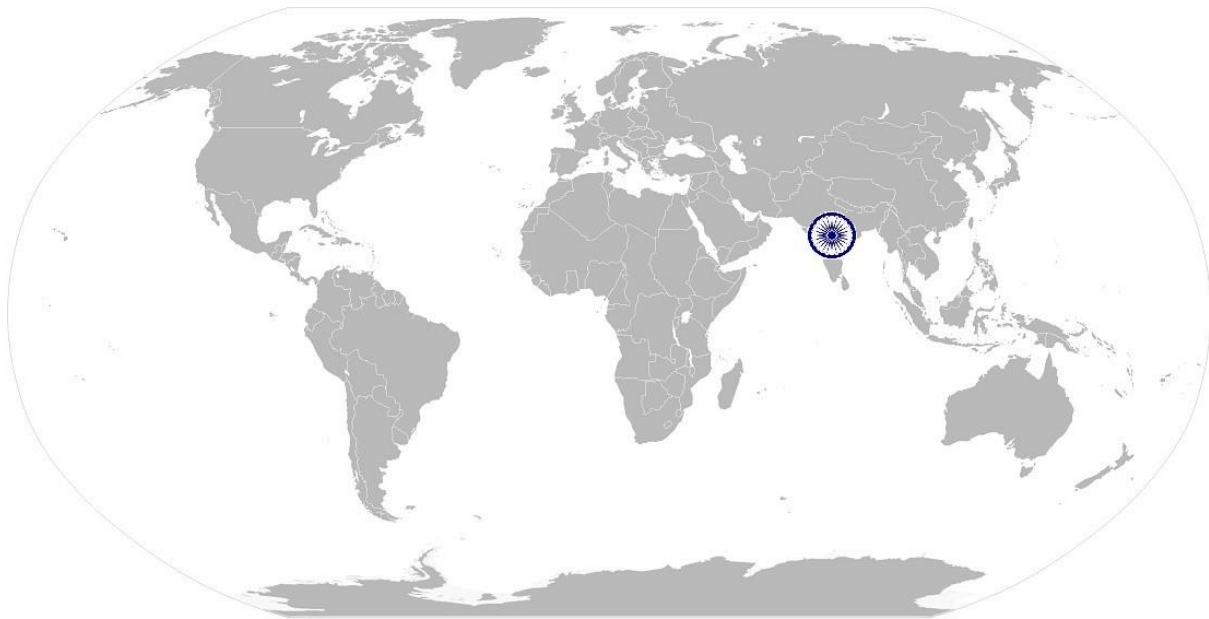


RAS/N0301

**Conduct profiling and acquisition of sellers based
on business requirement**

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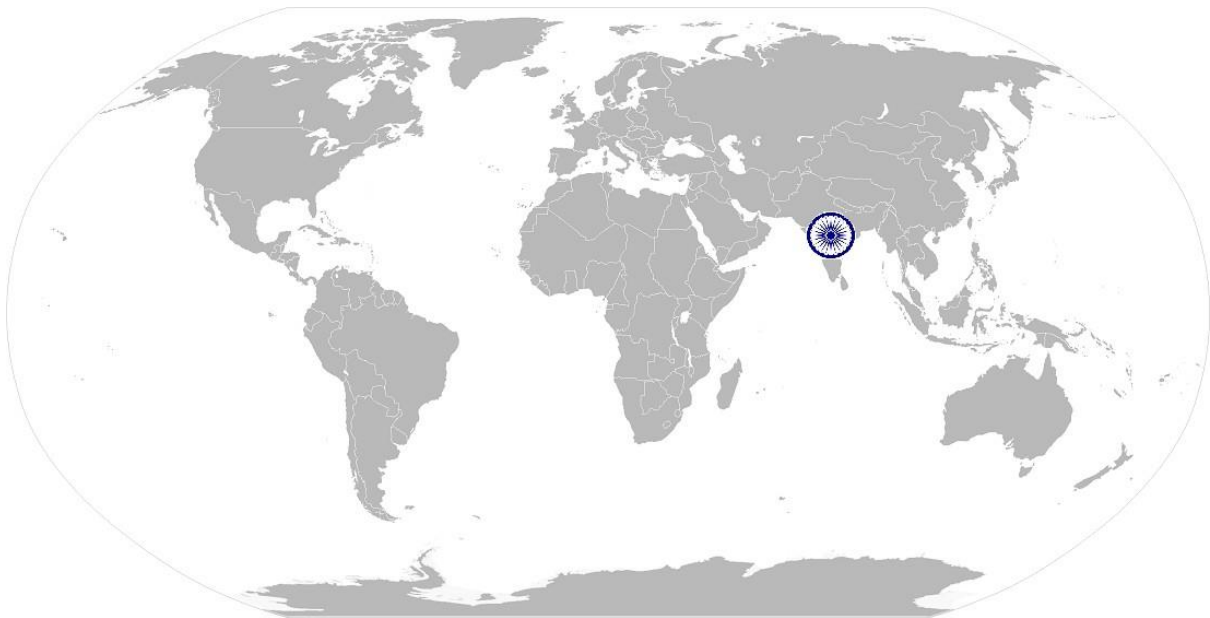
NOS Code	RAS/N0301		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	03/11/2015
Industry Sub-sector	E-commerce	Last reviewed on	02/08/2016
Occupation	Category Management	Next review date	31/03/2021



RAS/N0302

**Update the sellers on product promotions and orient
them on operating the technology platform**

National Occupational Standard



Overview

This unit is about understanding the product promotions and processes that are critical for business with seller companies.

RAS/N0302

Update the sellers on product promotions and orient them on operating the technology platform

National Occupational Standard

Unit Code	RAS/N0302
Unit Title (Task)	Update the sellers on product promotions and orient them on operating the technology platform
Description	This unit is about understanding the products and processes that are critical for business with seller companies
Scope	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> • Orienting self on operating the technology platform / portal • Evaluating and updating self on promotions by seller company <p>This role is specific to improving the efficiencies of a Self-employed e-tailer</p>
Performance Criteria(PC) w.r.t. the Scope	
Element	Performance Criteria
Orienting self on operating the technology platform / portal	<p>To be competent, the user/individual on the job must be able to:</p> <p>PC1. know and understand the critical aspects of the online portal</p> <p>PC2. orient self on the elements of portal operation and seller panel</p> <p>PC3. troubleshoot simple issues faced while operating the technology platform with seller company</p> <p>PC4. upload new products on online seller platform</p> <p>PC5. equip self in order processing, packaging and shipping procedures</p>
Evaluating and updating self on promotions by seller company	<p>PC6. keep abreast about existing promotions</p> <p>PC7. evaluate promotions and advise the advantages that one can derive from the promotions</p> <p>PC8. ensure one receives advantages and dues as per contract</p> <p>PC9. update self about upcoming promotions and technology applications</p> <p>PC10. plan work as per business information received</p> <p>PC11. update self about how to grow business online</p> <p>PC12. look for promotional offers on high-end brands and bulk offers on small brands</p>
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. basic portal operations</p> <p>KA2. promotions being offered</p> <p>KA3. contractual norms with seller company</p>
B. Technical Knowledge	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. basic mathematical skills</p> <p>KB2. evaluation of advantages and benefits of the promotions and business opportunity</p>
Skills (S) [Optional]	
	Writing Skills

RAS/N0302

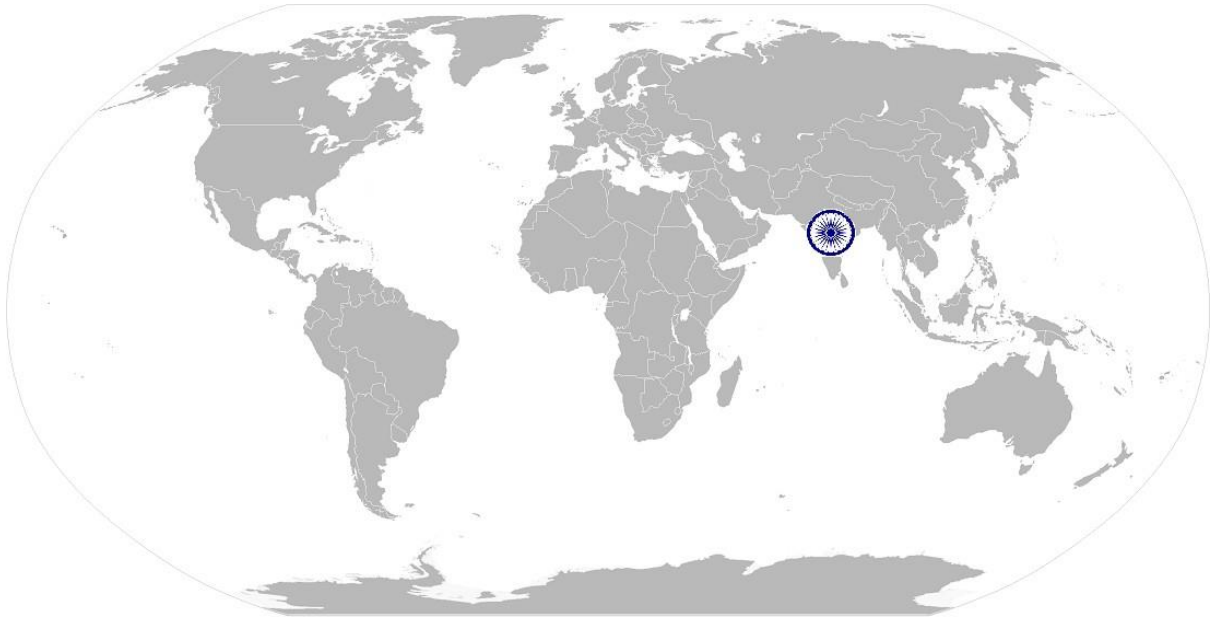
Update the sellers on product promotions and orient them on operating the technology platform

A. Core Skills/ Generic Skills	The user/ individual on the job needs to know and understand how to: SA1. document advantages and benefits of promotions SA2. collate simple data when required
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read and understand information on the technology platform / portal
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA4. follow instructions accurately SA5. orient self on the technology platform SA6. educate self about promotions SA7. use gestures or simple words to communicate where language barriers exist SA8. display courteous behaviour at all times
B. Professional Skills	Decision Making
	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
	Plan and Organize
	The user/individual on the job needs to know and understand how to: SB2. make a plan to visit targeted seller companies SB3. plan and organize meetings with seller companies through calendaring SB4. prepare work plans
	Customer Centricity
	The user/individual on the job needs to know and understand how to: SB5. build relationships with seller companies and use customer centric approach
	Problem Solving
	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 SB7. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)
	Analytical Thinking
The user/individual on the job needs to know and understand how to: SB8. interpret and infer data SB9. break down complex problems into single and manageable components within his/her area of work	

RAS/N0302

Update the sellers on product promotions and orient them on operating the technology platform

	Critical Thinking
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. apply, analyze, and evaluate the information gathered from observation, experience, reasoning or communication, as a guide to thought and action</p>

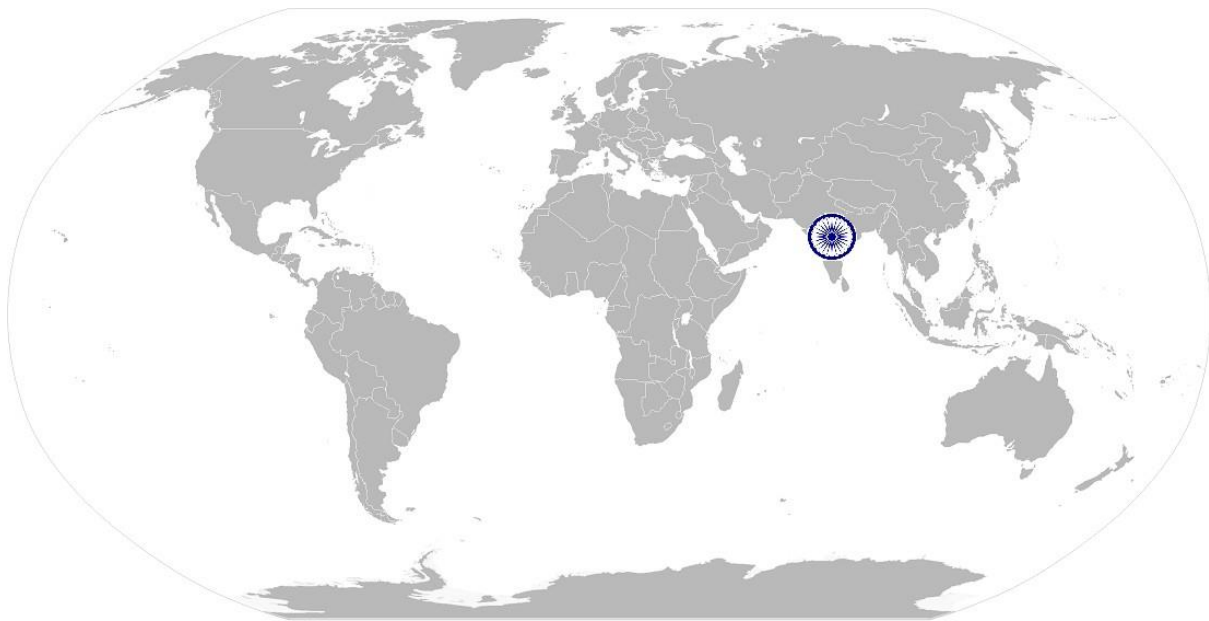


RAS/N0302

Update the sellers on product promotions and orient them on operating the technology platform

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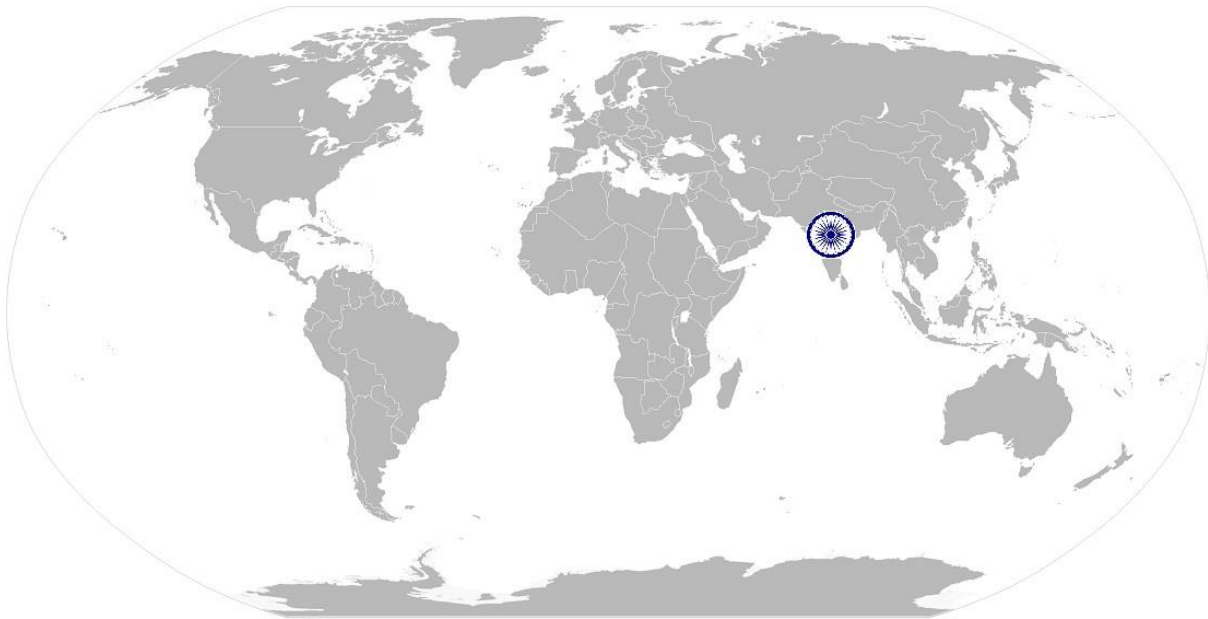
NOS Code	RAS/N0302		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	03/11/2015
Industry Sub-sector	E-commerce	Last reviewed on	02/08/2016
Occupation	Category Management	Next review date	31/03/2021



RAS/N0303

**Execute daily operational activities to enhance
business performance and improve seller satisfaction**

National Occupational Standard



Overview

This unit is about planning the daily activities that enhance business operations and improve seller company satisfaction.

RAS/N0303

Execute daily operational activities to enhance performance and improve seller satisfaction

National Occupational Standard	Unit Code	RAS/N0303
	Unit Title (Task)	Execute daily operational activities to enhance business performance and improve seller satisfaction
	Description	This unit is about planning and executing daily operational activities to enhance business performance and improve seller company satisfaction.
	Scope	This unit/task covers the following: <ul style="list-style-type: none"> Daily operational activities of a self-employed e-tailer
	Performance Criteria(PC) w.r.t. the Scope	
	Element	Performance Criteria
	Daily operational activities of a self-employed e-tailer	To be competent, the user/individual on the job must be able to: <ul style="list-style-type: none"> PC1. ensure complete tracking of product listing on the portal, product packaging, service fulfilment and return management PC2. undergo training on processes, guidelines and panels of the seller company PC3. raise queries and concerns/issues, if any to the seller company PC4. monitor and achieve business targets PC5. collect, collate and share feedback with seller companies PC6. use MIS reporting PC7. attend webinars and exhibitions conducted by seller companies PC8. manage the payment cycle with seller companies
	Knowledge and Understanding (K)	
	A. Organizational Context (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"> KA3. work processes KA4. products/services/promotions KA5. individual sales targets
	B. Technical Knowledge	The user/individual on the job needs to know and understand: <ul style="list-style-type: none"> KB2. MIS formats for reporting KB3. tracking sales on portals
Skills (S) [Optional]		
A. Core Skills/ Generic Skills	Writing Skills	
	The user/ individual on the job needs to know and understand how to: <ul style="list-style-type: none"> SA8. write MIS reports intelligibly SA9. collate simple data when required 	
	Reading Skills	

RAS/N0303

**Execute daily operational activities to enhance performance
and improve seller satisfaction**

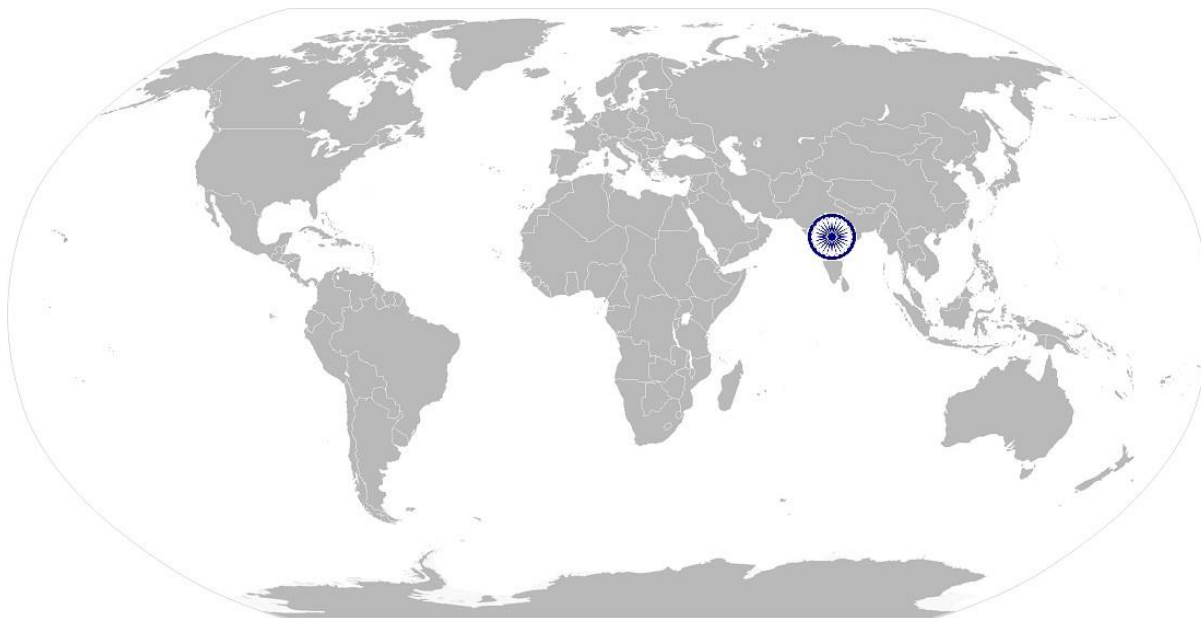
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA10. read and understand process documents</p> <p>SA11. read and understand information on the technology platform / portal</p> <p>SA12. read and interpret sales targets</p>
	<p>Oral Communication (Listening and Speaking skills)</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA13. follow instructions accurately</p> <p>SA14. communicate with internal and external stakeholders to execute operational activities</p> <p>SA15. gestures or simple words to communicate where language barriers exist</p> <p>SA16. display courteous behaviour at all times</p> <p>SA17. resolve customer queries and concerns</p>
B. Professional Skills	<p>Decision Making</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make appropriate decisions within the purview of responsibilities of the job role</p>
	<p>Plan and Organize</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. make a plan to achieve set targets</p> <p>SB3. plan and organize meetings with seller companies through calendaring</p>
	<p>Customer Centricity</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. build relationships with seller companies and use customer centric approach</p>
	<p>Problem Solving</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. identify problems immediately and take up solutions quickly to resolve delays</p> <p>SB6. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)</p>
	<p>Analytical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. interpret and infer data</p> <p>SB8. break down complex problems into single and manageable components within his/her area of work</p> <p>SB9. collect, collate and share feedback with seller companies</p>
	<p>Critical Thinking</p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB10. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action</p>

RAS/N0303

**Execute daily operational activities to enhance performance
and improve seller satisfaction**

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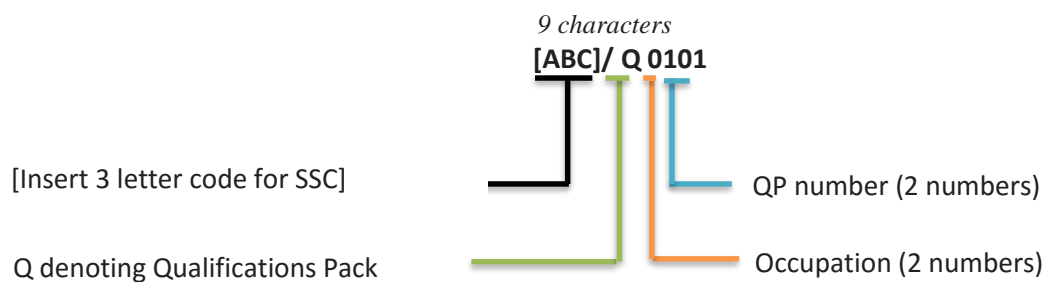
NOS Code	RAS/N0303		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	03/11/2015
Industry Sub-sector	E-commerce	Last reviewed on	02/08/2016
Occupation	Category Management	Next review date	31/03/2021



Annexure

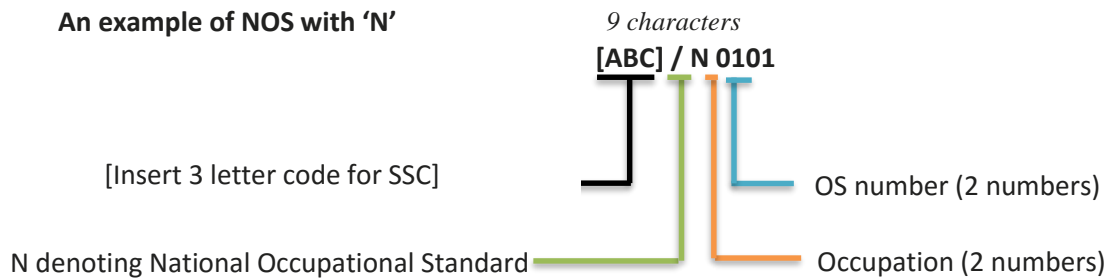
Nomenclature for QP and NOS

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 Self-employed e-tailer

Qualification Pack RAS/Q0205

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/N0201 (Get licenses, follow legal policies and procedures to start/run business)	PC1. identify local corporations/authorities that have a bearing on the particular business process	100	10	3	7
	PC2. build and maintain relationships with the key persons to ensure smooth functioning of business		5	1.5	3.5
	PC3. get permissions and compliances as per legal requirements		10	3	7
	PC4. complete business registration and other legal formalities		10	3	7
	PC5. examine legal options for the most suitable type of business structure		5	1.5	3.5
	PC6. seek legal and accounting expertise as required to inform final decision regarding business structure		5	1.5	3.5
	PC7. describe policies and procedures that have a bearing on the particular business		5	1.5	3.5
	PC8. describe the relevant rules and legislative policies		5	1.5	3.5
	PC9. conform to the relevant rules and policies for smooth functioning of business		5	1.5	3.5

	PC10. describe the concept of minimising losses and maximising gains		5	1.5	3.5
	PC11. secure information on purchase rights to products and services and ensure full understanding of their implications		5	1.5	3.5
	PC12. establish cost of procurement rights to products and services (if applicable)		10	3	7
	PC13. determine brand ownership and protection rights		10	3	7
	PC14. describe processes related to handling of goods, equipment and hazardous material involved in the business		5	1.5	3.5
	PC15. understand hazards and risks involved in the above processes		5	1.5	3.5
		Total	100	30	70
2. RAS/N0202 (Perform basic accounting practices)	PC1. assess and identify sourcing of funding and what is needed to secure that funding	100	10	3	7
	PC2. plan, monitor and record the cash flow		10	3	7
	PC3. open and manage a bank account		10	3	7
	PC4. control costs through assessment and interpretation of information on costs and resource allocation		10	3	7
	PC5. prepare budget to help better planning and management of finances		10	3	7
	PC6. control budget through monitoring of various financial elements such as income vis-a-vis expenditure, profit vis-a-vis loss etc. and correct deviations		10	3	7
	PC7. understand elements of basic financial accounting		5	1.5	3.5
	PC8. conduct basic accounting tasks		10	3	7
	PC9. create and maintain reports		5	1.5	3.5
	PC10. describe sources of profits and causes of losses as reflected in the reports		10	3	7
	PC11. understand possible fraudulent activities related to monetary transactions		5	1.5	3.5
	PC12. implement security procedures and checks to prevent monetary losses due to fraudulent activities		5	1.5	3.5
		Total	100	30	70
3. RAS/N0203 (Continuously update self on new products/services)	PC1. describe the products/services involved in the business	100	15	4.5	10.5
	PC2. understand the market trend with respect to sales patterns		15	4.5	10.5

offered by business)	PC3. identify related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business etc.		10	3	7
	PC4. describe the concept of sourcing and processing product and service data relevant to business		10	3	7
	PC5. maintain accurate and current details of products and services in product database		10	3	7
	PC6. conduct study of products/services offered by competition		10	3	7
	PC7. operate equipment involved in business		15	4.5	10.5
	PC8. describe the precautions and maintenance required		5	1.5	3.5
	PC9. identify and describe new technologies that can improve efficiencies and reduce risks		10	3	7
		Total	100	30	70
4. RAS/N0204 (Conduct daily business operations)	PC1. identify target audience profile/market	100	5	1.5	3.5
	PC2. identify buying patterns to define assortments and modify them as per trends observed		10	3	7
	PC3. identify customers easy to access in order to target selling to them		5	1.5	3.5
	PC4. identify products being offered by competitors /other e-tailers		5	1.5	3.5
	PC5. select right medium of promotions		5	1.5	3.5
	PC6. organize resources depending upon the marketing medium		5	1.5	3.5
	PC7. plan budget requirements for the promotional programs		5	1.5	3.5
	PC8. track and monitor effectiveness of the promotional programs		5	1.5	3.5
	PC9. assess inventory/production/procuring capacity as per costs involved		5	1.5	3.5
	PC10. assess operational costs		5	1.5	3.5
	PC11. calculate projected break-even point		5	1.5	3.5
	PC12. take steps to prevent inventory losses		5	1.5	3.5
	PC13. calculate profits and margins		5	1.5	3.5
	PC14. define targets to achieve business gains		5	1.5	3.5
	PC15. ensure required Inventory is on hand		5	1.5	3.5
	PC16. match logistics of delivery to inventory supply requirements		5	1.5	3.5
	PC17. monitor stock levels and maintain them at required levels		5	1.5	3.5
	PC18. coordinate stock take or cyclical count		5	1.5	3.5

	PC19. plan for contingencies		5	1.5	3.5
		Total	100	30	70
5. RAS/N0207 (Manage customer needs effectively through need identification and strong customer relationships)	PC1. identify target customers	100	10	3	7
	PC2. understand and assess target customer need and desire		10	3	7
	PC3. identify possible options to satisfy customer need		5	3	7
	PC4. present options in an attractive manner that are mutually beneficial in nature		10	3	7
	PC5. establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes		10	3	7
	PC6. maximise sales opportunities by use of add-on and complementary sales techniques		5	1.5	3.5
	PC7. provide customer with detailed information about the product/service through product descriptions		10	3	7
	PC8. build relationships with customers to generate referrals		5	1.5	3.5
	PC9. collect feedback to improve to increase business returns and reach		5	1.5	3.5
	PC10. manage on time delivery service fulfilment		10	3	7
	PC11. implement customer loyalty programs like vouchers , promotions		5	1.5	3.5
	PC12. plan and implement sales presentations		5	1.5	3.5
	PC13. understand customer complaints and problems and support difficult customers to produce positive outcome		10	3	7
		Total	100	30	70
6. RAS/N0208 (Demonstrate/show creativity, newness/ innovation and enthusiasm to grow business)	PC1. identify opportunities and create solutions to face uncertainties	100	14	4.2	9.8
	PC2. expand business in other fields/line of business as desired		20	6	14
	PC3. innovate and improvise to pick up performance		14	4.2	9.8
	PC4. participate in discussions/workshops and engage with other successful vendors		16	4.8	11.2
	PC5. drive self-development through available media		20	6	14
	PC6. identify and gain certifications in related line of business		16	4.8	11.2
		Total	100	30	70

7. RAS/N0301 (Conduct profiling and acquisition of sellers based on business requirement)	PC1. study the market to be able to identify new sellers	100	7	3.5	3.5
	PC2. study the prospective seller base based on product categories in the marketplace		7	3.5	3.5
	PC3. set targets to approach, explain and register with seller companies		7	3.5	3.5
	PC4. update self on advantages and benefits about the online platform		7	3.5	3.5
	PC5. match offer proposition with prospective seller companies		7	3.5	3.5
	PC6. create relevant proposals entailing all required details about business		7	3.5	3.5
	PC7. identify prospective sellers for business development		7	3.5	3.5
	PC8. identify critical elements of online registration		7	3.5	3.5
	PC9. follow the process and documentation required for registration as per the company standards		7	3.5	3.5
	PC10. list down key elements of knowledge for registration		7	3.5	3.5
	PC11. understand the documentation requirement and registration process for undertaking business		7	3.5	3.5
	PC12. ensure accurate and timely completion of documentation process		6	3	3
	PC13. keep abreast of international operating standards for benchmarking		6	3	3
	PC14. know about success stories of comparative organizations		6	3	3
	PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation		5	2.5	2.5
	Total	100	50	50	
8. RAS/N0302 (Update the sellers on product promotions and orient them on operating the technology platform)	PC1. know and understand the critical aspects of the online portal	100	8	4	4
	PC2. orient self on the elements of portal operation and seller panel		10	5	5
	PC3. troubleshoot simple issues faced while operating the technology platform with seller company		8	4	4
	PC4. upload new products on online seller platform		8	4	4
	PC5. equip self in order processing, packaging and shipping procedures		8	4	4

	PC6. keep abreast about existing promotions		8	4	4
	PC7. evaluate promotions and advise the advantages that one can derive from the promotions		10	5	5
	PC8. ensure seller receives advantages and dues as per contract		8	4	4
	PC9. update self about upcoming promotions and applications		8	4	4
	PC10. plan work as per business information received		8	4	4
	PC11. update self about how to grow business online		8	4	4
	PC12. give promotional offers on high-end brands and bulk offers on small brands		8	4	4
		Total	100	50	50
9. RAS/N0303 (Execute daily operational activities to enhance business and improve seller satisfaction)	PC1. ensure complete tracking of product listing on the portal, product packaging, service fulfilment and return management	100	12	6	6
	PC2. complete seller training about process, guidelines and panels of the seller company		16	8	8
	PC3. raise queries and concerns/issues, if any to the seller company		12	6	6
	PC4. monitor and achieve business targets		12	6	6
	PC5. collect, collate and share seller feedback with seller companies		12	6	6
	PC6. use MIS reporting		12	6	6
	PC7. attend webinars and exhibitions conducted by seller companies		12	6	6
	PC8. manage the payment cycle with seller companies		12	6	6
		Total	100	50	50