

## 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- Business Builder/Retailer

**SECTOR:** RETAIL

**SUB-SECTOR:** RETAIL BUSINESS

**OCCUPATION:** CONSUMER SALES

**REFERENCE ID:** RAS/Q 0202

**ALIGNED TO:** NCO-2015/ 1120.2000

**Business Builder/Retailer** Individual in this position also known as store owner, dukandaar or retail outlet owner owns his/her business, while he/she is the primary or sole operator for the business who employs / engages others for daily operations. In case of direct selling, the individual manages a team and is responsible for selling of goods to consumers away from the fixed retail outlet either from home or any other non-store location

**Brief Job Description:** Individual in this position starts assuming the role of an employer and conducts profitable operations from trade or business

**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, business acumen, customer service skills and people management skills

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<b>Qualifications Pack Code</b>	<b>RAS/Q0202</b>		
<b>Job Role</b>	<b>Business Builder/Retailer</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 Business</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Consumer Sales</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>Business Builder/Retailer</b>
<b>Role Description</b>	Individuals in this position will own his/her own business in the capacity of an owner who engages a small team for daily operations and sales
<b>NSQF level</b>	5
<b>Minimum Educational Qualifications</b>	10th Standard Pass OR ITI Pass (2 Years after Class 8)
<b>Maximum Educational Qualifications</b>	OR Certified in NSQF level 4 Job role of Retail Sector / Any following Job roles - Individual Sales Professional/ Retail Sales Associate/ Retail Sales Associate Cum Cashier/ Retail/ Seller Activation Executive/ Distributor Salesman Not applicable
<b>Training</b> (Suggested but not mandatory)	Selling and Negotiation skills, Business Development , Interpersonal Skills
<b>Minimum Job Entry Age</b>	18 years, preferably
<b>Experience</b>	1 year experience in Sales
<b>Applicable National Occupational Standards (NOS)</b>	<p><b>Compulsory:</b></p> <ol style="list-style-type: none"> <li><a href="#">RAS / N0209 Implement legal compliances, policies and procedures</a></li> <li><a href="#">RAS / N0210 Plan and manage finances to accomplish business objectives</a></li> <li><a href="#">RAS / N0211 Manage inventory and sales</a></li> <li><a href="#">RAS / N0212 Manage marketing and sale of goods and services</a></li> <li><a href="#">RAS / N0213 Implement business systems and processes</a></li> <li><a href="#">RAS / N0206 Meet health and safety requirements at place of work</a></li> <li><a href="#">RAS / N0205 Build relationships with vendors/dealers to ensure smooth business operations and increase sales</a></li> <li><a href="#">RAS / N0207 Manage customer needs through need identification and strong customer relationship</a></li> <li><a href="#">RAS / N0214 Exhibit business acumen, self-discipline and demonstrate leadership skills</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 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.
Keywords /Terms	Description
NA	NA

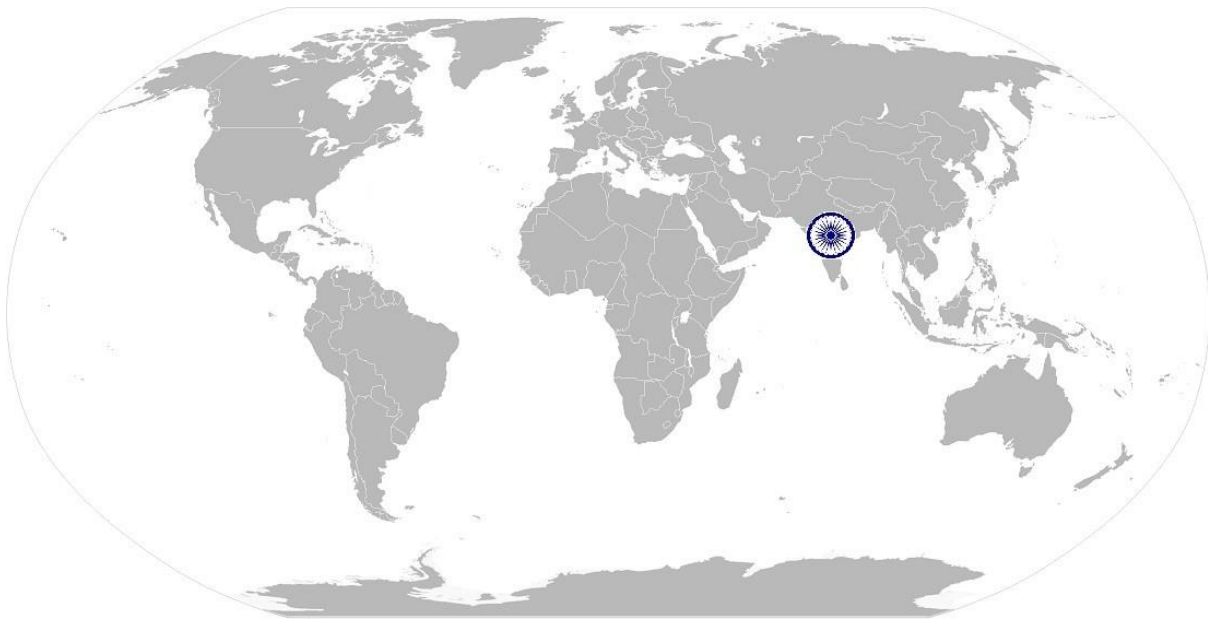
Acronyms

**RAS/ N 0209**

**Implement legal compliances, policies and procedures**

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# National Occupational Standard



## Overview

**This unit is about awareness and implementation of legal compliances, policies and procedures for managing one's business.**

**RAS/ N 0209**

**Implement legal compliances, policies and procedures**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0209</b>
<b>Unit Title (Task)</b>	<b>Implement legal compliances, policies and procedures</b>
<b>Description</b>	This unit deals in sub tasks that lead to effective implementation of legal compliances, policies and procedures for managing a business.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Liaison and interact with local corporations and government bodies for smooth conduct of business</li> <li>• Awareness of self and team on legal compliance, different forms of contracts and agreements, legal aspects of financial transactions, quality norms and legal requirements with regards to sale of products and services</li> <li>• Awareness of safety hazards and implement policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials.</li> </ul> <p>This role is specific to improving the efficiencies of a Business Builder/Retailer.</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Liaison and interact with local corporations and government bodies for smooth conduct of business</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. identify local corporations and government bodies that have a bearing on the particular business</p> <p>PC2. identify the contact persons of the particular corporations and government bodies</p> <p>PC3. interact and maintain relationships with the key persons to ensure smooth functioning of business</p>
<b>Awareness of self and team on legal compliance, different forms of contracts and agreements, legal aspects of financial transactions, quality norms and legal requirements with regards to sale of products and services</b>	<p>PC4. determine key elements of major legal oversight systems affecting business operations and follow relevant rules and policies</p> <p>PC5. compare various issues affecting different forms of contract and agreements within business operations</p> <p>PC6. ensure team conformance to the relevant rules and policies for smooth functioning of business</p> <p>PC7. describe the concept of minimizing losses and maximizing gains</p> <p>PC8. articulate legal aspects of financial transactions within business operations</p> <p>PC9. describe legal requirements for the sale of products and services</p> <p>PC10. describe various methods of regulating patents and trademarks in local business environment</p>
<b>Awareness of safety hazards and implement policies and procedures to ensure goods are handled, stored and transported safely and according to</b>	<p>PC11. identify and adhere to policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials</p> <p>PC12. ensure security checks and balances are conducted to prevent hazards and risks involved in the business process</p> <p>PC13. describe ways and means to handle emergencies and mitigate risks</p> <p>PC14. record, store and transfer information according to legislative and</p>



**RAS/ N 0209**

**Implement legal compliances, policies and procedures**

requirements for dangerous and hazardous materials	business requirements
<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. local corporations/authorities that have a bearing on the particular business KA2. policies and procedures that have a bearing on the particular business KA3. legal formalities applicable for the particular business
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. knowledge of systems and processes involved in the business KB2. hazards and risks involved in the business
<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. complete legal documentation accurately SA2. collate legal data when required
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read legal documentation and related information accurately SA4. read and interpret agreements, legal documents
	<b>Oral Communication (Listening and Speaking skills)</b>
	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>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 related to legal procedures and policies	
<b>Plan and Organize</b>	
The user/individual on the job needs to know and understand how to: SB2. prioritize activities and schedule daily activities accordingly; allocate start times, estimate completion times, documentation, material and assistance required for completion.	

**RAS/ N 0209**

**Implement legal compliances, policies and procedures**

	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB3. build strong relationships with representatives from local corporations, government organizations
	<b>Problem Solving</b>
	The user/individual on the job needs to know and understand how to: SB4. identify problems immediately and take up solutions quickly to resolve problems, deviations and delays SB5. evaluate the problem, identify 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: SB6. interpret data and legal documentation and arrive at inference SB7. break down complex problems into single and manageable component within the scope of responsibility
<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	

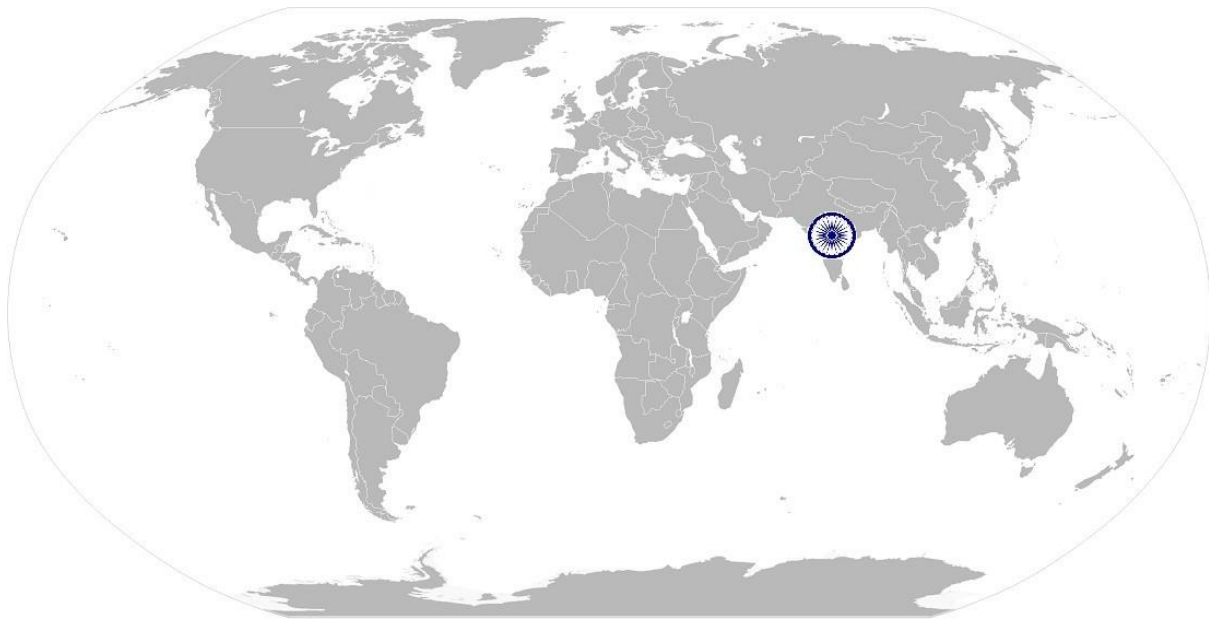


**RAS/ N 0209**

**Implement legal compliances, policies and procedures**

### NOS Version Control

NOS Code	RAS / N 0209		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	31/03/2016
Industry Sub-sector	Retail Business	Last reviewed on	21/05/2021
Occupation	Consumer Sales	Next review date	26/05/2024





RAS/ N 0210

Plan and manage finances to accomplish business objectives

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# National Occupational Standard



## Overview

This unit is about understanding and implementation of financial activities critical to business.

**RAS/ N 0210**

**Plan and manage finances to accomplish business objectives**

National Occupational Standard	<b>Unit Code</b>	<b>RAS / N 0210</b>
	<b>Unit Title (Task)</b>	<b>Plan and manage finances to accomplish business objectives</b>
	<b>Description</b>	This unit is about understanding and implementation of financial activities critical to business.
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Maintain Profit &amp; Loss Accounts</li> <li>• Negotiate and generate credit from vendors/suppliers</li> <li>• Raise additional funds for business expansion</li> <li>• Implement security procedures with respect to monetary transactions</li> </ul> <p>This role is specific to improving the efficiencies of a Business Builder/Retailer.</p>
	<b>Performance Criteria(PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<b>Maintain Profit &amp; Loss Accounts</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. describe elements of basic financial accounting            PC2. educate team on conducting basic accounting tasks            PC3. create and maintain accounting reports            PC4. describe sources of profits and causes of losses as reflected in the reports</p>
	<b>Negotiate and generate credit from vendors/suppliers</b>	<p>PC5. assess and interpret information on costs and resource allocation            PC6. instruct team members to actively control costs in their areas of responsibility            PC7. understand the business cycle from accounting point of view            PC8. calculate break-even point and payment schedules            PC9. calculate credit amount and credit period required in order to break even            PC10. define vendor credit cycle to ensure smooth borrowing process            PC11. negotiate with vendor and finalise credit cycle</p>
	<b>Plan, monitor and record the cash flow</b>	<p>PC12. identify credit sources for borrowing of funds            PC13. explain the terms and conditions of sources offering credit            PC14. assess risks involved in borrowing / raising of funds            PC15. select the suitable credit source after evaluation of creditors            PC16. raise additional funds for business expansion            PC17. promptly implement recommendations for improving cost reduction and communicate to team</p>
	<b>Ensure implementation of security procedures with respect to monetary transactions</b>	<p>PC18. maintain procedures in regard to preparation of budget or target figures            PC19. compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets            PC20. identify and describe possible fraudulent activities in monetary and financial transactions            PC21. implement procedures and systems to prevent monetary losses due to fraudulent activities            PC22. implement, monitor and maintain store systems for recording sales figures, revenue and expenditure</p>

**RAS/ N 0210**

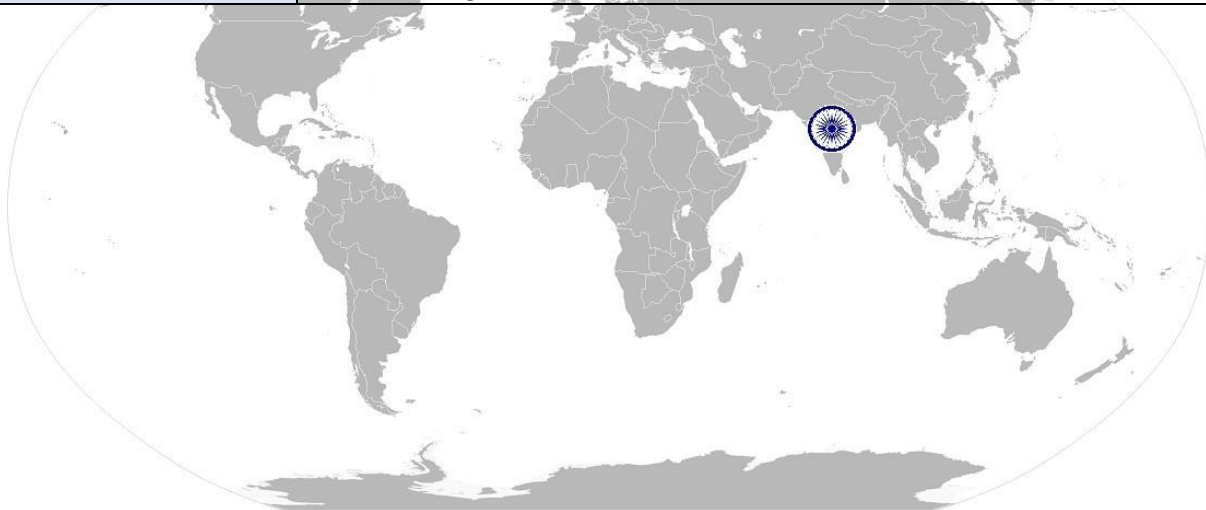
**Plan and manage finances to accomplish business objectives**

Knowledge and Understanding (K)	
<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. the importance of error free accounting KA2. legal implications of erroneous accounting KA3. reporting forms and formats of the organisation</p>
<b>B. Technical Knowledge</b>	<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 KB3. popular ways of accounting KB4. risks management while expanding business KB5. basic of IT systems for accounting purpose</p>
Skills (S) [Optional]	
<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 and update books of accounts SA2. complete accounting and financial documentation accurately SA3. collate financial and accounting data when required</p>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA4. read accounting and financial information accurately SA5. read and interpret data sheets</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
<b>B. Professional Skills</b>	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA6. use gestures or simple words to communicate where language barriers exist SA7. use questioning to minimise misunderstandings SA8. display courteous and helpful behaviour at all times</p>
	<b>Decision Making</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB1. make appropriate decisions regarding financial matters</p>
	<b>Plan and Organize</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan and organize accounting files/documents SB3. plan for controlling costs, resource utilization SB4. manage time to prepare, negotiate and complete budgets</p>
<b>Customer Centricity</b>	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. build relationships with banks, accounting firms and other financial institutions</p>

**RAS/ N 0210**

**Plan and manage finances to accomplish business objectives**

	<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 SB7. 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: SB8. interpret financial data and arrive at inferences SB9. break down complex problems related to finance and accounts into single and manageable components
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB10. apply, analyze, and evaluate the financial information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

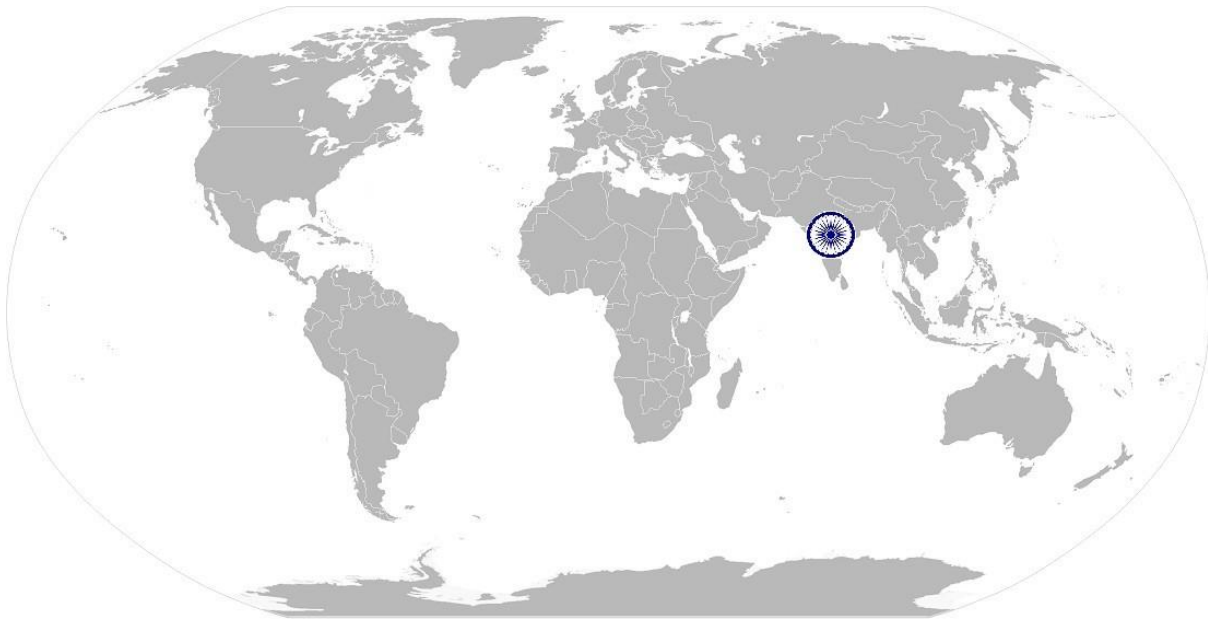


**RAS/ N 0210**

**Plan and manage finances to accomplish business objectives**

## NOS Version Control

<b>NOS Code</b>	<b>RAS / N 0210</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>31/03/2016</b>
<b>Industry Sub-sector</b>	<b>Retail Business</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Consumer Sales</b>	<b>Next review date</b>	<b>26/05/2024</b>



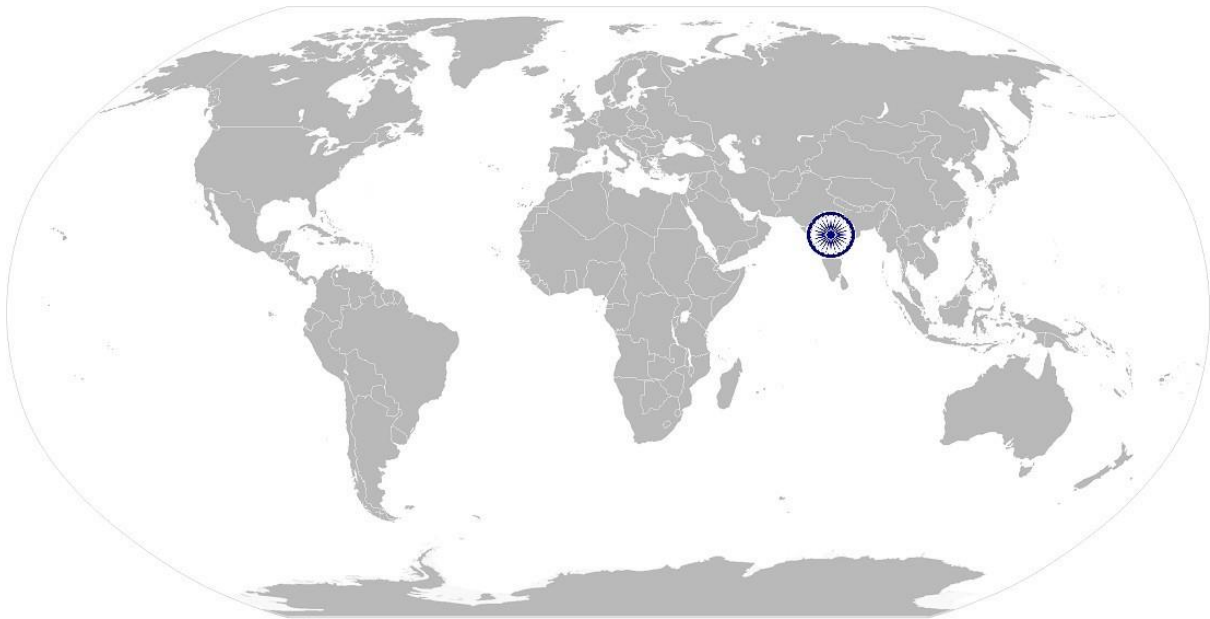


RAS/ N 0211

Manage inventory and sales

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# National Occupational Standard



## Overview

This unit is about conducting appropriate market analysis to ensure that the right product is stocked in right quantities and sold in the right manner.

**RAS/ N 0211**

**Manage inventory and sales**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0211</b>
<b>Unit Title (Task)</b>	<b>Manage inventory and sales</b>
<b>Description</b>	This unit is about ensuring appropriate market analysis to ensure that the right product is stocked in right quantities and sold in the correct manner.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Conduct market analysis to identify customer and plan product assortment/stocks accordingly</li> <li>Ensure effective management of Inventory and Sales</li> </ul> <p>This role is specific to improving the efficiencies of a Business Builder/Retailer.</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Conduct market analysis to identify need and plan assortment/stocks accordingly</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. identify target audience/consumer profile</p> <p>PC2. identify buying patterns and analyse sales data to define assortments and modify them as per trends observed</p> <p>PC3. understand competitors/other players/substitute products</p> <p>PC4. determine means to forecast demands on inventory</p> <p>PC5. describe the importance for monitoring market trends and technology changes as part of managing inventory demands</p>
<b>Effective inventory and sales management</b>	<p>PC6. describe inventory/procuring capacity as per demand</p> <p>PC7. determine required inventory is on hand</p> <p>PC8. monitor stock levels and maintain at required levels</p> <p>PC9. coordinate stocktake or cyclical count</p> <p>PC10. understand operational costs</p> <p>PC11. define targets for self and team to achieve business gains</p> <p>PC12. match logistics of delivery to inventory supply requirements</p> <p>PC13. calculate profits and margins</p> <p>PC14. take steps to prevent inventory losses</p> <p>PC15. plan for contingencies in case of stockout</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. products/services involved in the business</p> <p>KA2. related products/services</p> <p>KA3. competitors and substitutes</p> <p>KA4. all costs involved</p> <p>KA5. possible contingencies</p>

**RAS/ N 0211**

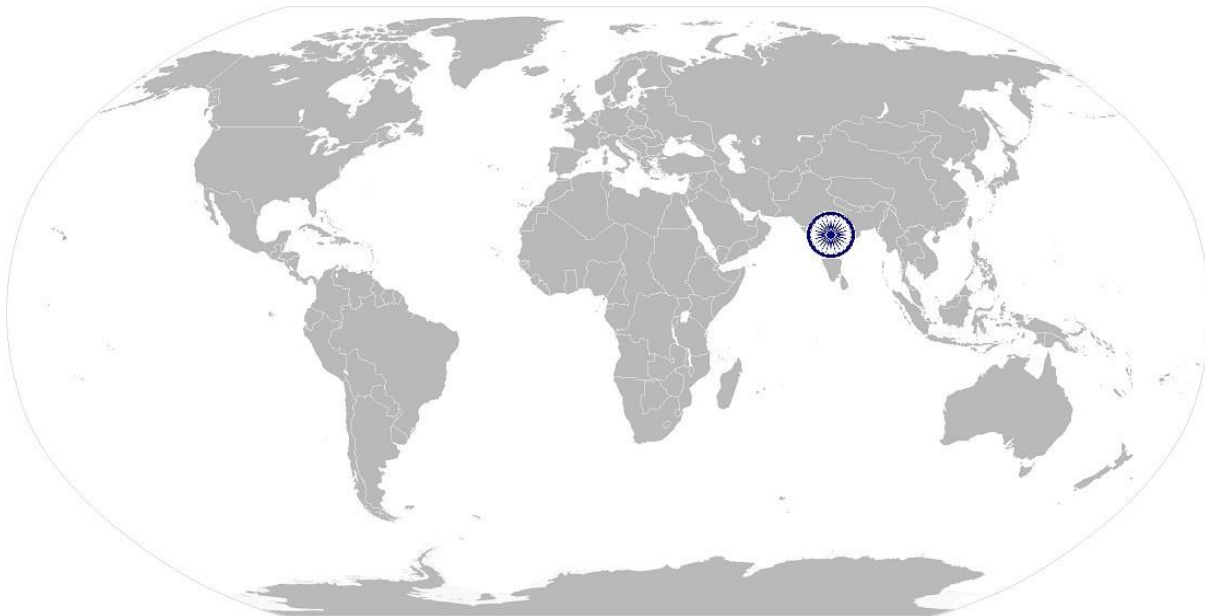
**Manage inventory and sales**

<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. equipment involved in the business</p> <p>KB2. calculating various costs</p> <p>KB3. possible sources of losses</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. complete inventory and sales-related documentation accurately</p> <p>SA2. collate market information data when required</p>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SA3. read market research reports, inventory and sales-related information accurately</p> <p>SA4. read and interpret market research data, inventory and sales-related information</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<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 within team or any other stakeholder</p> <p>SA7. display courteous and helpful behaviour to the team at all times</p>
	<b>B. Professional Skills</b>
<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>	
<b>Plan and Organize</b>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB2. plan for conducting market research and demand forecast</p> <p>SB3. schedule daily activities; help team prioritise and organise tasks, allocate start times, estimate completion times, materials, equipment and assistance required for completion.</p>	
<b>Customer Centricity</b>	
<p>The user/individual on the job needs to know and understand how to:</p> <p>SB4. build customer relationships with vendors by using customer centric approach</p>	
<b>Problem Solving</b>	
<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>	

**RAS/ N 0211**

**Manage inventory and sales**

	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB7. interpret and infer market research data SB8. analyse impact of various factors on current and future demand for inventory SB9. 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: SB10. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

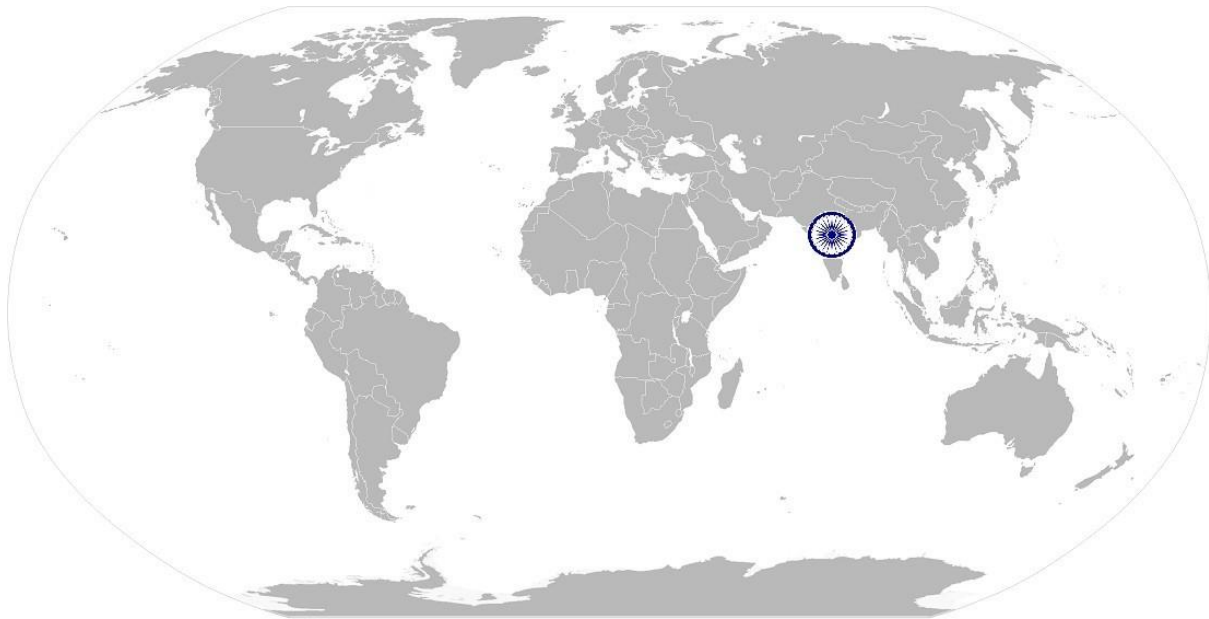


**RAS/ N 0211**

**Manage inventory and sales**

## NOS Version Control

<b>NOS Code</b>	<b>RAS / N 0211</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>31/03/2016</b>
<b>Industry Sub-sector</b>	<b>Retail Business</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
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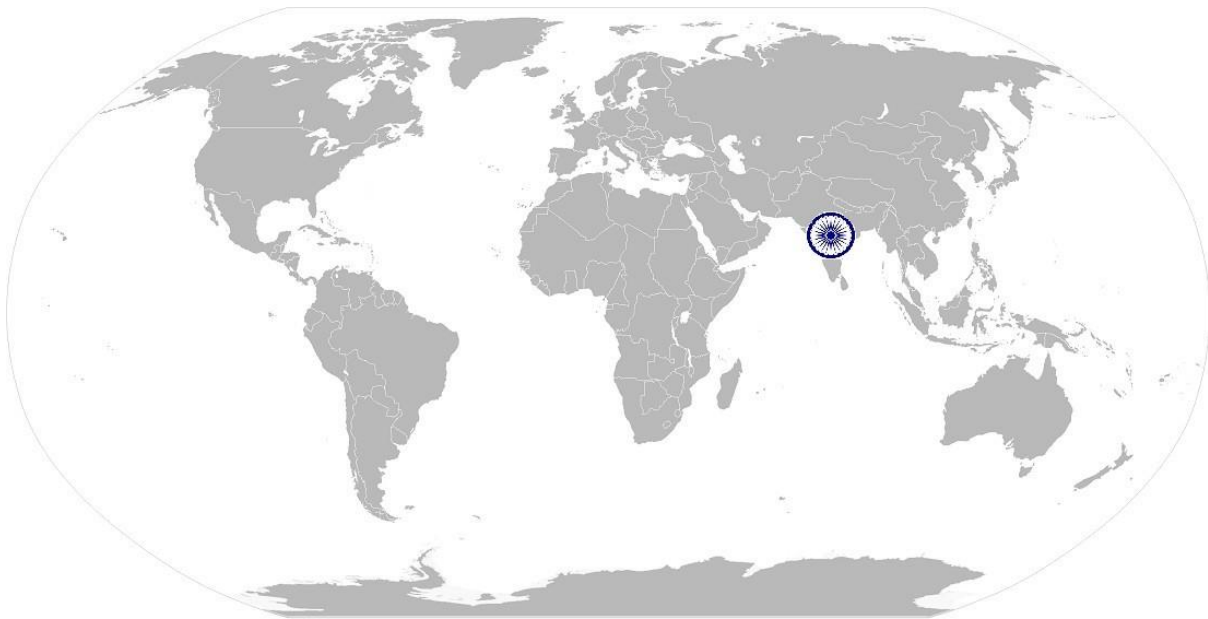


RAS/ N 0212

Manage marketing and sale of goods and services

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# National Occupational Standard



## Overview

This unit is about marketing and planning promotions to maximize business reach.

**RAS/ N 0212**

**Manage marketing and sale of goods and services**

National Occupational Standard	<b>Unit Code</b>	<b>RAS / N 0212</b>
	<b>Unit Title (Task)</b>	<b>Manage marketing and sale of goods and services</b>
	<b>Description</b>	This unit deals in sub tasks that lead to maximum reach with the help of promotions and related campaigns.
	<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Establish customer requirements</li> <li>Develop, implement and monitor marketing strategy</li> <li>Sell products and services</li> </ul> <p>This role is specific to improving the efficiencies of a Business Builder/Retailer.</p>
	<b>Performance Criteria(PC) w.r.t. the Scope</b>	
	<b>Element</b>	<b>Performance Criteria</b>
	<b>Establish customer requirements</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. engage with existing and potential customers to establish demand</p> <p>PC2. record customer requirements and preferences in relation to business products or services and factor into marketing strategy</p>
	<b>Develop, implement and monitor marketing strategy</b>	<p>PC3. devise marketing strategy to optimise sales and profit, according to customer requirements, market position, logistical capacity and business resources and forecasts relating to demand</p> <p>PC4. describe segmentation, targeting and positioning of a product</p> <p>PC5. define resource requirements for implementation of marketing plans</p> <p>PC6. decide cost of promotional activities to reach identified and potential customers</p> <p>PC7. allocate resources required to implement marketing strategy</p> <p>PC8. establish systems for regularly monitoring marketing activities and evaluating marketing strategies</p>
	<b>Sell products and services</b>	<p>PC9. develop and impart product knowledge to the team</p> <p>PC10. identify target customer, initiate customer contact and approach the customer</p> <p>PC11. record information by applying questioning technique, sound listening and interpretation of non-verbal cues</p> <p>PC12. direct the customer to the appropriate merchandise</p> <p>PC13. sell the product by demonstrating/communicating its features, benefits or any other additional offers/complementary products</p> <p>PC14. solve customer objections related to price, quality, delivery or any other by applying a problem solving technique</p> <p>PC15. close sale by encouraging customer to make the purchase decision</p>

**RAS/ N 0212**

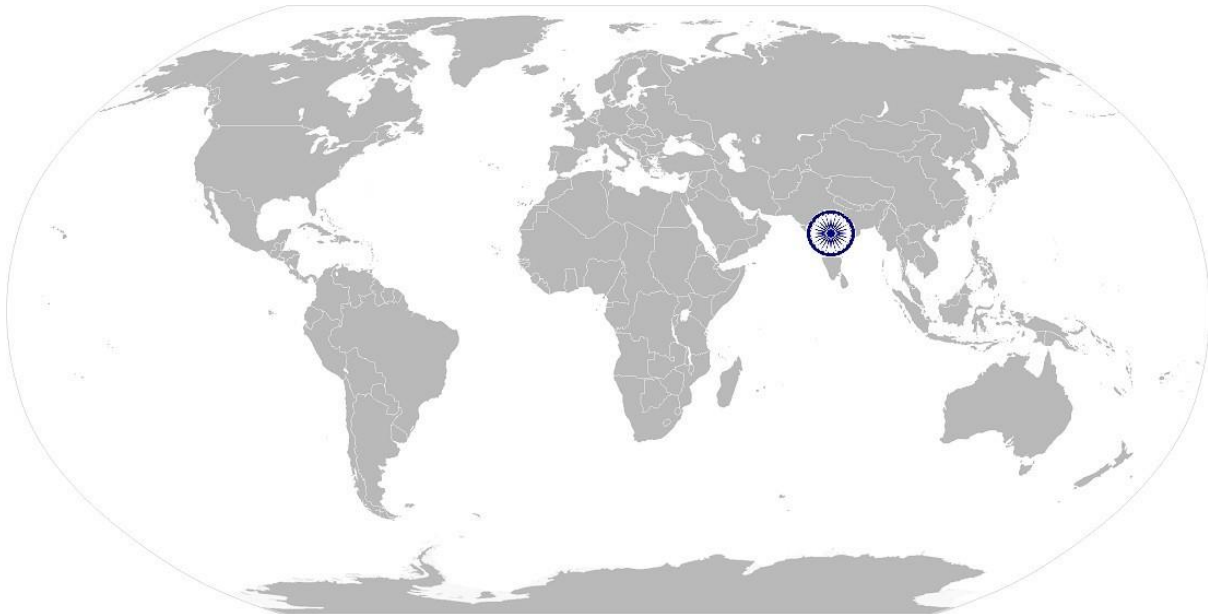
**Manage marketing and sale of goods and services**

Knowledge and Understanding (K)	
<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. customer buying behavior KA2. elements of marketing and promotion strategy KA3. stages involved in selling of product/services
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. the elements involved in sales process KB2. successful promotions in same/related industries KB3. leveraging partners/vendors in executing promotions
Skills (S) [Optional]	
<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. complete marketing documentation such as marketing strategy, marketing plan accurately SA2. collate market information and customer feedback when required
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read information accurately SA4. read and interpret data sheets
	<b>Oral Communication (Listening and Speaking skills)</b>
	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 technique with customers to minimise misunderstandings SA7. display courteous and helpful behavior with customers at all times
	<b>B. Professional Skills</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 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	
<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>	

**RAS/ N 0212**

**Manage marketing and sale of goods and services**

	<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><b>Analytical Thinking</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB7. interpret and infer market data and customer feedback</p> <p>SB8. break down complex problems into single and manageable components within his/her area of work</p>
	<p><b>Critical Thinking</b></p>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB9. interpret and infer data on marketing and sales</p> <p>SB10. break down complex problems into single and manageable components within his/her area of work</p>

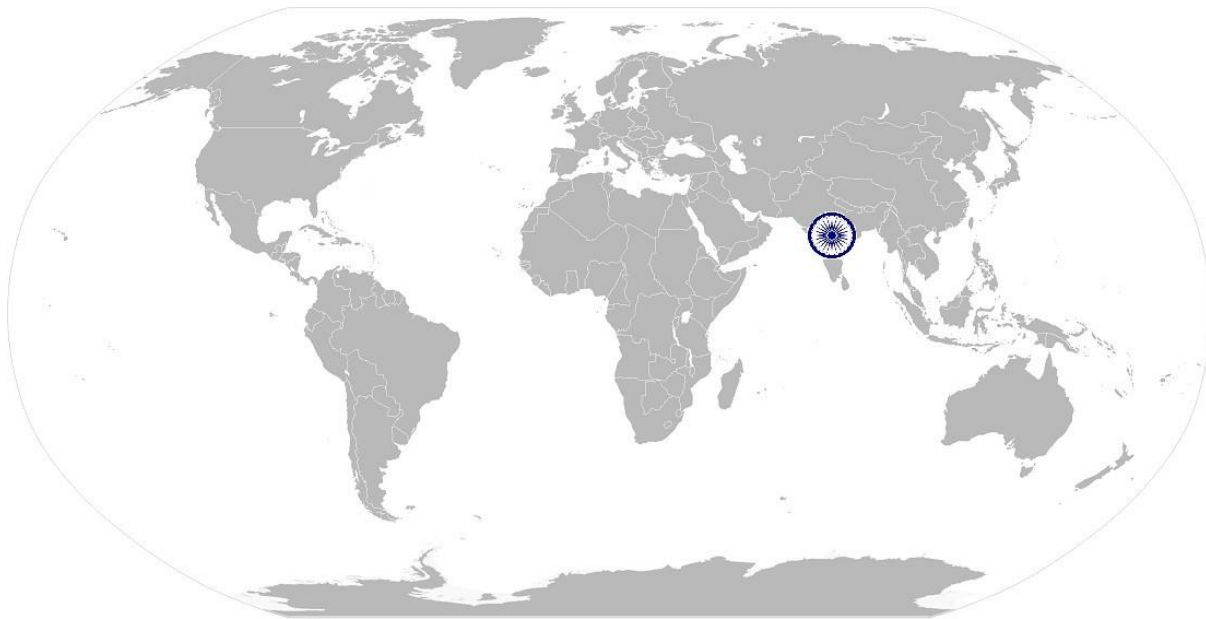


**RAS/ N 0212**

**Manage marketing and sale of goods and services**

## NOS Version Control

<b>NOS Code</b>	<b>RAS / N 0212</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>31/03/2016</b>
<b>Industry Sub-sector</b>	<b>Retail Business</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Consumer Sales</b>	<b>Next review date</b>	<b>26/05/2024</b>



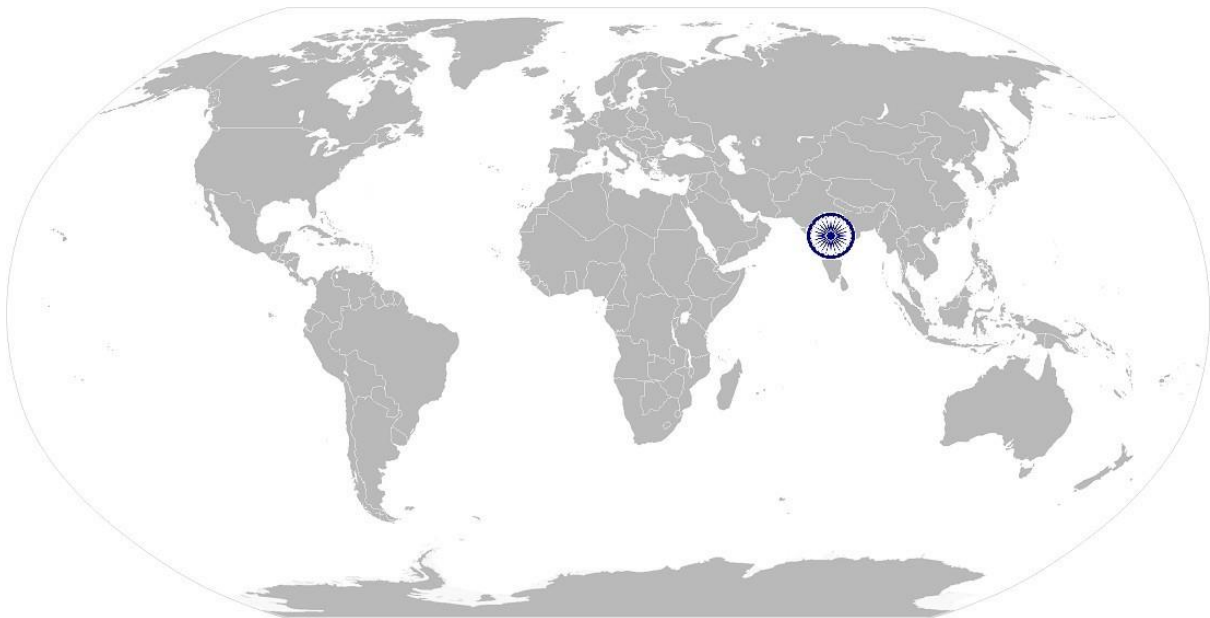


RAS/ N 0213

Implement business systems and processes

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# National Occupational Standard



## Overview

This unit is about updation of relevant information, operating equipment and sourcing, supplying and packaging of goods so as to maximize business.

**RAS/ N 0213 Implement business systems and processes**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0213</b>
<b>Unit Title (Task)</b>	<b>Implement business systems and processes</b>
<b>Description</b>	This unit deals in improving systems, processes and performances to ensure the best products and services
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Learning and updating product/service information relevant to business</li> <li>• Operating relevant systems and equipment required for daily operations</li> <li>• Knowing how to source, supply, package and market products/services</li> </ul> <p>This role is specific to improving the efficiencies of a Business Builder/Retailer</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Learning and updating product/service information relevant to business</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. describe in-depth knowledge of products/services involved in the business</p> <p>PC2. describe to staff features of products/services, their advantages and benefits with respect to comparative and complementary products in the market</p> <p>PC3. understand market trends with respect to sales patterns as against comparative and complementary products in the market</p> <p>PC4. describe related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business to the team</p>
<b>Operating relevant equipment required for daily operations</b>	<p>PC5. operate systems and equipment involved in running daily operations</p> <p>PC6. understand precautions and maintenance required while operating systems and equipment</p> <p>PC7. understand new technologies that can improve efficiencies and reduce risks</p> <p>PC8. train staff on use of systems and equipment relevant to business</p> <p>PC9. train staff to handle emergencies that could occur while handling the systems or equipment</p>
<b>Knowing how to source, supply, package and market products/services</b>	<p>PC10. understand the best sources of materials</p> <p>PC11. negotiate to arrive at the most profitable vendor relationship for the organization</p> <p>PC12. train staff on packaging and marketing of products/services being sold</p> <p>PC13. ensure quality check of products/services to maintain quality and conform to statutory quality requirements</p> <p>PC14. solicit and incorporate feedback on products/services received from the customers</p>
<b>Knowledge and Understanding (K)</b>	
<b>A. Organizational Context (Knowledge of the company / organization and its processes)</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KA1. product/service being sold</p> <p>KA2. competition and substitute product/service being sold</p> <p>KA3. equipment being used by self-packaging technology, as applicable</p> <p>KA4. quality assurance processes</p>

**RAS/ N 0213**

**Implement business systems and processes**

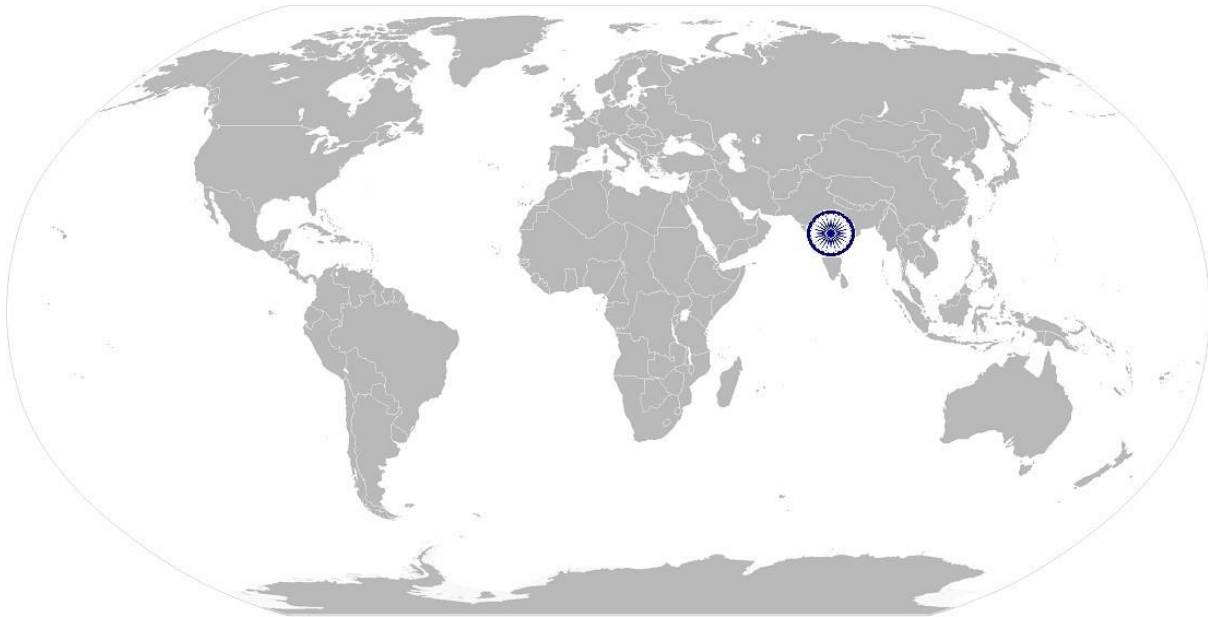
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. comparative offerings elsewhere KB2. best in class equipment being used by others KB3. best in class processes being used for the specific business</p>
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	<p>The user/ individual on the job needs to know and understand how to:</p> <p>SB1. complete required documentation accurately SB2. collate product information, competitor data when required</p>
	<b>Reading Skills</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB3. read information accurately SB4. read and interpret data sheets</p>
	<b>Oral Communication (Listening and Speaking skills)</b>
	<p>The user/individual on the job needs to know and understand how to:</p> <p>SB5. use gestures or simple words to communicate where language barriers exist SB6. use questioning to minimise misunderstandings SB7. display courteous and helpful behaviour at all times with stakeholders</p>
<b>B. Professional Skills</b>	<b>Decision Making</b>
	<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>
	<b>Plan and Organize</b>
	<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 drawing up priorities; allocate start times, estimation of completion times and materials, equipment and assistance required for completion.</p>
	<b>Customer Centricity</b>
	<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>
	<b>Problem Solving</b>
<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 SB6. think through the problem, evaluate the possible solution(s) and adopt an optimum /best possible solution(s)</p>	

**RAS/ N 0213**

**Implement business systems and processes**

## NOS Version Control

<b>NOS Code</b>	<b>RAS / N 0213</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>31/03/2016</b>
<b>Industry Sub-sector</b>	<b>Retail Business</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Consumer Sales</b>	<b>Next review date</b>	<b>26/05/2024</b>

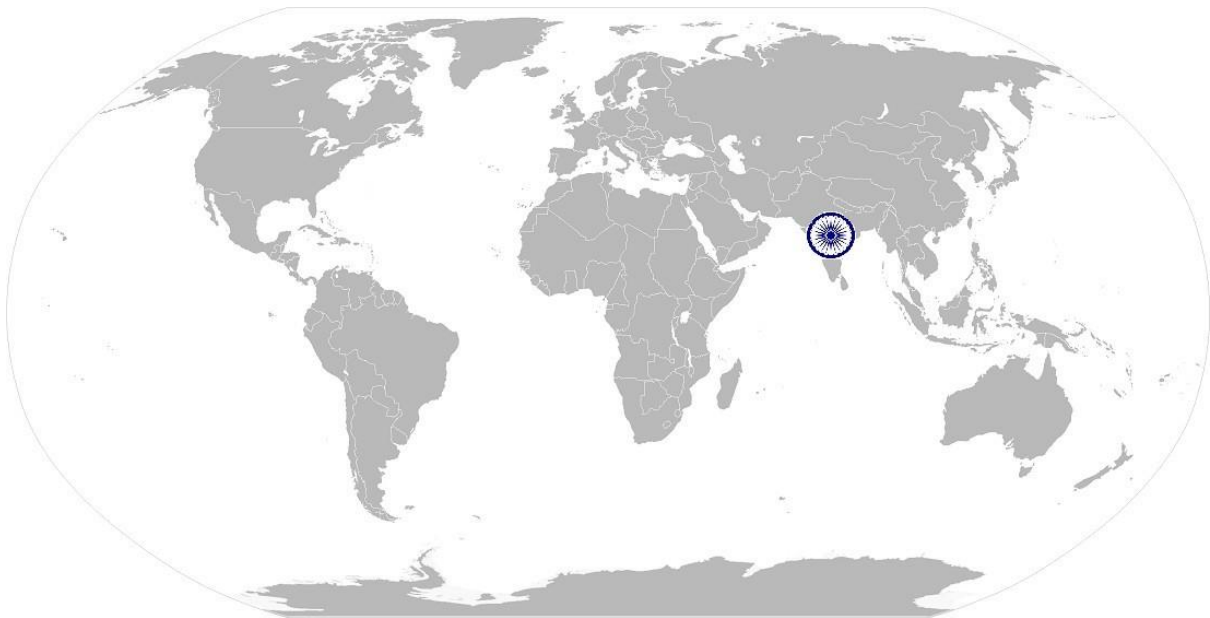


**RAS/ N 0206**

**Meet health and safety requirements at place of work**

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# National Occupational Standard



## Overview

This unit is about implementing overall basic hygiene factors and understanding emergency related procedures.



**RAS/ N 0206**

**Meet health and safety requirements at place of work**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0206</b>
<b>Unit Title (Task)</b>	<b>Meet health and safety requirements at place of work</b>
<b>Description</b>	This unit deals in building awareness and implementing overall basic hygiene factors and understanding emergency related procedure.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Implement overall basic hygiene factors and understanding emergency related procedures at the workplace</li> <li>• Develop healthy habits to maintain personal hygiene</li> <li>• Dispose of waste safely</li> <li>• Take precautionary measures to avoid work hazards</li> <li>• Follow standard safety procedure</li> </ul> <p>This role is specific to improving the efficiencies of a Business Builder/Retailer.</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Implementing overall basic hygiene factors and understanding emergency related procedures</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. wash hands with clean water and soap in order to keep them clean at all times</p> <p>PC2. wear clean and washed clothes every day</p> <p>PC3. be presentable and well groomed to service customers of all types</p> <p>PC4. use separate and clean handkerchief/cloth for wiping off perspiration or dust</p> <p>PC5. keep the cleaning aids dry and clean</p> <p>PC6. avoid sneezing or coughing around the area of work</p> <p>PC7. sweep the surrounding area to create a tidy atmosphere</p> <p>PC8. drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes</p> <p>PC9. use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste</p> <p>PC10. advise customers to throw waste at designated bins or waste areas</p> <p>PC11. prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors</p> <p>PC12. describe ways and means to handle emergency situations like fire, robbery, riots etc.</p> <p>PC13. describe ways and means to mitigate risks to people and property during emergencies</p>
<b>Disposing of waste safely</b>	<p>PC14. avoid locating the vending cart near heaps of dumped industrial or food waste with pests around</p> <p>PC15. ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station</p> <p>PC16. ensure that waste water is drained-off in closed drains or in a designated way</p> <p>PC17. describe other ways to maintain cleanliness. Not to litter and dump waste in an unauthorized area</p>



**RAS/ N 0206**

**Meet health and safety requirements at place of work**

<b>Taking precautionary measures to avoid work hazards</b>	<p>PC18. understand the various work hazards</p> <p>PC19. take necessary steps to eliminate or minimize hazards</p> <p>PC20. describe the causes of accidents at the workplace and identify measures to prevent such accidents from taking place</p> <p>PC21. take preventive measures to avoid risk of burns and other injury</p>
<b>Following standard safety procedure</b>	<p>PC22. check and review the storage areas frequently</p> <p>PC23. stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas</p> <p>PC24. follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies</p> <p>PC25. ensure display of safety signs at places where necessary for people to be cautious</p> <p>PC26. adhere to safety standards and ensure no material damage</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. legal implications of not implementing health and sanitation requirements</p> <p>KA2. possible emergencies</p>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <p>KB1. health and sanitation requirements and the importance of the same</p> <p>KB2. possible losses due to emergency situations</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. complete documentation accurately
	SA2. collate data when required
	<b>Reading Skills</b>
The user/individual on the job needs to know and understand how to:	
SA3. read information accurately	
SA4. read and interpret data sheets	
<b>Oral Communication (Listening and Speaking skills)</b>	
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>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	

**RAS/ N 0206**

**Meet health and safety requirements at place of work**

	<b>Plan and Organize</b>
	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 drawing up priorities; allocate start times, estimation of completion times and materials, equipment and assistance required for completion.
	<b>Customer Centricity</b>
	The user/individual on the job needs to know and understand how to: SB1. 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: SB4. identify problems immediately and take up solutions quickly to resolve delays SB5. 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: SB6. interpret data and take a call on future operations
	<b>Critical Thinking</b>
The user/individual on the job needs to know and understand how to: SB7. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action	

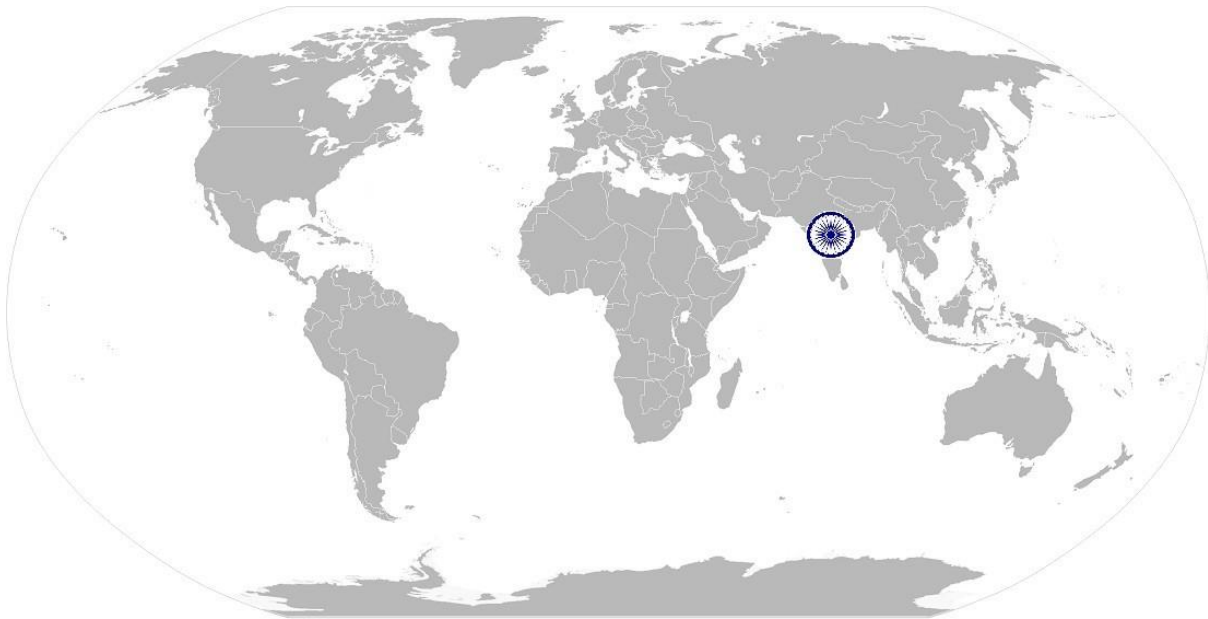


**RAS/ N 0206**

**Meet health and safety requirements at place of work**

### NOS Version Control

<b>NOS Code</b>	<b>RAS / N 0206</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>31/03/2016</b>
<b>Industry Sub-sector</b>	<b>Retail Business</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Consumer Sales</b>	<b>Next review date</b>	<b>26/05/2024</b>

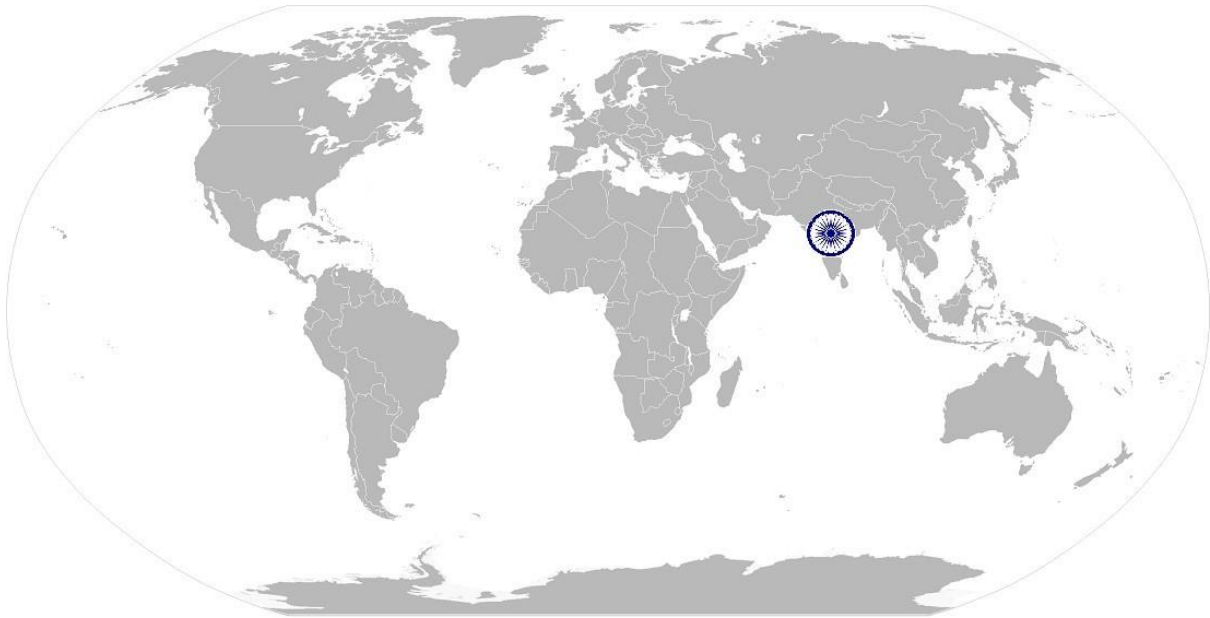


**RAS/ N 0205**

**Build relationship with vendors/dealers to ensure smooth  
business operations and increase sales**

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# National Occupational Standard



## Overview

This unit is about ensuring building relationships with partners and vendors to improve business performance.

**RAS/ N 0205**

**Build relationship with vendors/dealers to ensure smooth business operations and increase sales**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0205</b>
<b>Unit Title (Task)</b>	<b>Build relationship with vendors/dealers to ensure smooth business operations and increase sales</b>
<b>Description</b>	This unit deals in building relationships with dealers and vendors and using the network to enhance sales.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Establish and maintain good vendor/partner relationship, build and manage networks</li> <li>Establish trust and confidence in vendors and partners</li> </ul> <p>This role is specific to improving the efficiencies of a Business Builder/Retailer</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Build and manage networks with vendors and dealers</b>	<p>To be competent, the user/individual on the job must be able to</p> <ul style="list-style-type: none"> <li>PC1. communicate clearly in the required local language</li> <li>PC2. articulate clearly and coherently</li> <li>PC3. respond appropriately</li> </ul>
<b>Establish trust and confidence in vendors and partners</b>	<ul style="list-style-type: none"> <li>PC4. identify where to get help and information from</li> <li>PC5. understand what is required from specific vendors</li> <li>PC6. express need clearly and get into workable relationship with vendor/s</li> <li>PC7. negotiate with vendors for better deal</li> <li>PC8. ensure proper contracting with vendors</li> <li>PC9. ensure minimisation of possible risks and losses in vendor relationships</li> <li>PC10. understand best practices and maintain cordial relationships</li> </ul>
<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> <ul style="list-style-type: none"> <li>KA1. vendors and ways to connect with them</li> </ul>
<b>B. Technical Knowledge</b>	<p>The user/individual on the job needs to know and understand:</p> <ul style="list-style-type: none"> <li>KB1. local language</li> <li>KB2. basic offerings by vendors elsewhere</li> </ul>
<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> <ul style="list-style-type: none"> <li>SA1. complete documentation accurately</li> <li>SA2. collate simple data when required</li> </ul>

**RAS/ N 0205**

**Build relationship with vendors/dealers to ensure smooth business operations and increase sales**

	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read information accurately SA4. read and interpret data sheets
	<b>Oral Communication (Listening and Speaking skills)</b>
	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>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 service feedback files/documents SB3. schedule daily activities and drawing up priorities; allocate start times, estimate completion times, materials, equipment and assistance required for completion.
	<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 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)
	<b>Analytical Thinking</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: SB9. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action

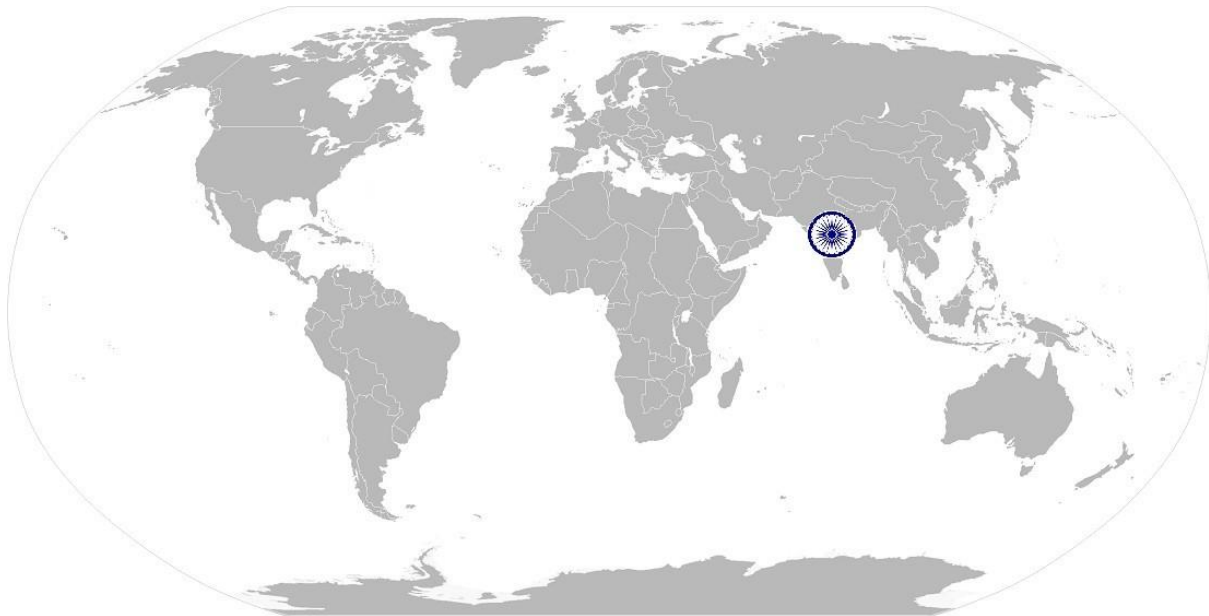


**RAS/ N 0205**

**Build relationship with vendors/dealers to ensure smooth  
business operations and increase sales**

### NOS Version Control

<b>NOS Code</b>	<b>RAS / N 0205</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>31/03/2016</b>
<b>Industry Sub-sector</b>	<b>Retail Business</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Consumer Sales</b>	<b>Next review date</b>	<b>26/05/2024</b>

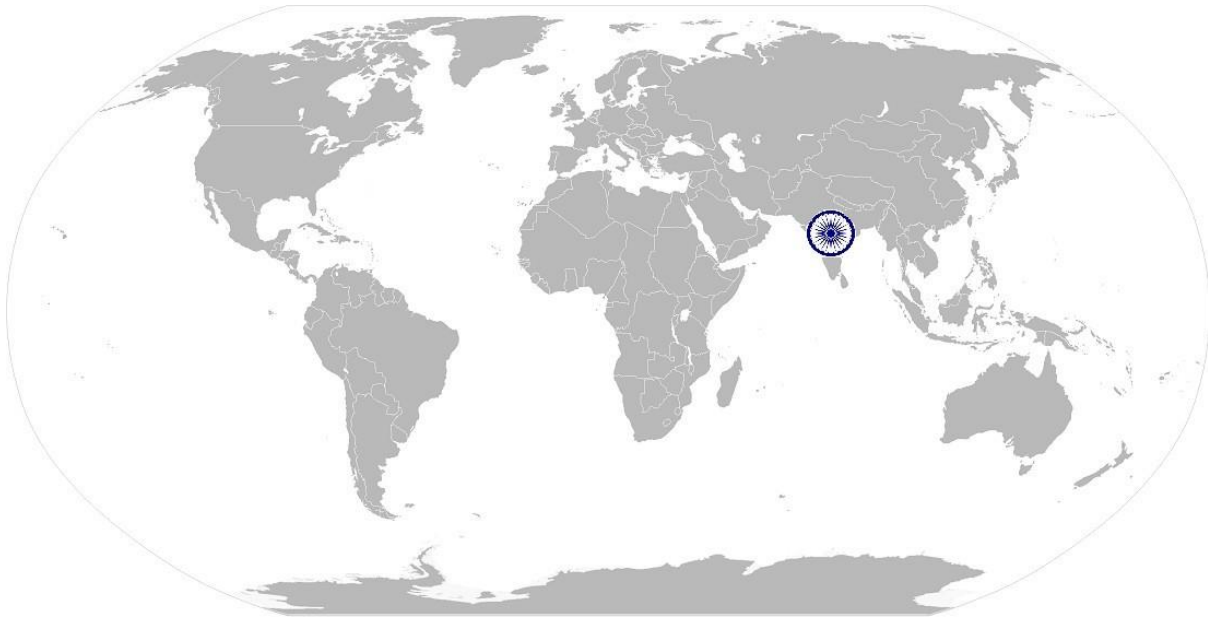


**RAS/ N 0207**

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

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# National Occupational Standard



## Overview

This unit is about enhancing customer satisfaction by identifying and meeting needs and building relationships with customers.

**RAS/N 0207**

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

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0207</b>
<b>Unit Title (Task)</b>	<b>Manage customer needs effectively through need identification and strong customer relationship</b>
<b>Description</b>	This unit deals in sub tasks that ensure enhancing customer satisfaction by identifying needs and building relationships with customers.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>Enhance customer satisfaction by identifying and catering to their needs and desires</li> <li>Build strong relationships and network</li> </ul> <p>This role is specific to improving the efficiencies of a Business Builder/Retailer</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Enhancing customer satisfaction by identifying and catering to their needs and desires</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>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</p>
<b>Build strong relationships and network</b>	<p>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 fulfilment            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</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. the target customer            KA2. acceptable service fulfillment norms</p>
<b>B. Technical Knowledge</b>	<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>

**RAS/N 0207**

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

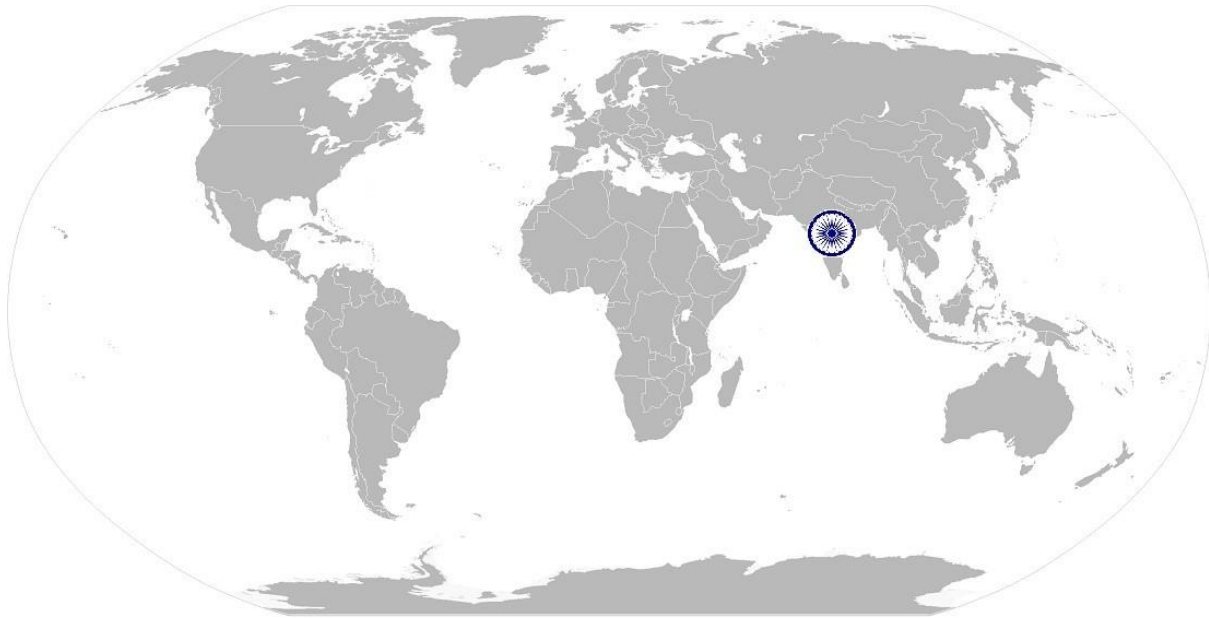
<b>Skills (S) [Optional]</b>	
<b>A. Core Skills/ Generic Skills</b>	<b>Writing Skills</b>
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately SA2. collate simple data when required
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read information accurately SA4. read and interpret data sheets
	<b>Oral Communication (Listening and Speaking skills)</b>
	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>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 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	
<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 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)	
<b>Analytical Thinking</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: SB9. apply, analyze, and evaluate the information gathered from observation, experience, reasoning, or communication, as a guide to thought and action	

**RAS/ N 0207**

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

### NOS Version Control

<b>NOS Code</b>	<b>RAS / N 0207</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>31/03/2016</b>
<b>Industry Sub-sector</b>	<b>Retail Business</b>	<b>Last reviewed on</b>	<b>21/05/2021</b>
<b>Occupation</b>	<b>Consumer Sales</b>	<b>Next review date</b>	<b>26/05/2024</b>

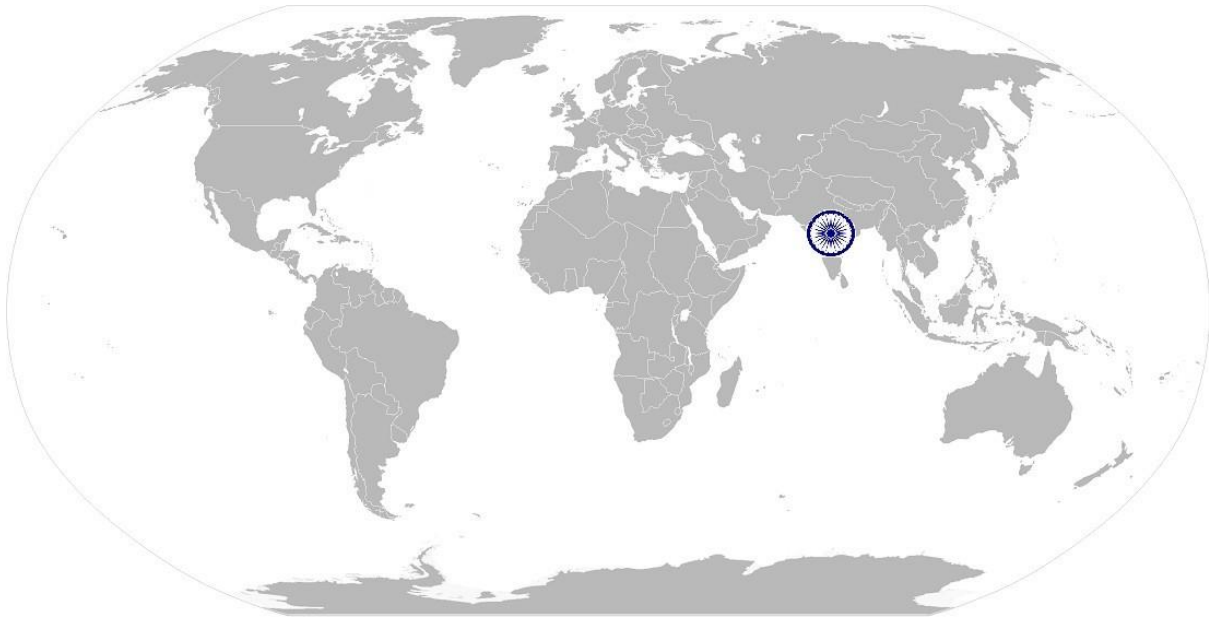


RAS/N 0214

Exhibit business acumen, self discipline and demonstrate  
leadership skills

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# National Occupational Standard



## Overview

This unit is about business acumen, creativity, innovation and self-motivation to sustain, enhance and grow business.



**RAS/N 0214 Exhibit business acumen, self discipline and demonstrate leadership skills**

National Occupational Standard

<b>Unit Code</b>	<b>RAS / N 0214</b>
<b>Unit Title (Task)</b>	<b>Exhibit business acumen, self discipline and demonstrate leadership skills</b>
<b>Description</b>	This unit deals in sub tasks that are about creativity, innovation/newness and self-discipline to sustain, enhance and grow business.
<b>Scope</b>	<p>This unit/task covers the following:</p> <ul style="list-style-type: none"> <li>• Validation of a sound business plan / create a strong business plan</li> <li>• Motivate self to enhance and grow his/her business</li> <li>• Display creativity and innovation for sustenance and business growth</li> <li>• Lead and manage a team</li> </ul> <p>This role is specific to improving the efficiencies of a Business Builder/Retailer.</p>
<b>Performance Criteria(PC) w.r.t. the Scope</b>	
<b>Element</b>	<b>Performance Criteria</b>
<b>Create and validate a strong business plan</b>	<p>To be competent, the user/individual on the job must be able to</p> <p>PC1. make short-term and long-term plans with respect to returns from the business</p> <p>PC2. define milestones and break them into achievable targets</p> <p>PC3. identify efforts and resources required</p> <p>PC4. get buy in from investors and other credit sources</p>
<b>Motivate self to enhance and grow his/her business</b>	<p>PC5. understand entrepreneurial thinking and perspective</p> <p>PC6. participate in workshops, seminars and engage with other successful business owners</p> <p>PC7. drive self-development through available mediums</p> <p>PC8. identify and get certifications in related line of business</p>
<b>Display creativity and innovation for sustenance and business growth</b>	<p>PC9. identify opportunities and create solutions to face uncertainties</p> <p>PC10. keep self-updated to be able to expand business in other fields/line of business as desired</p> <p>PC11. improvise methods so as to improve efficiencies</p>
<b>Lead and manage a team</b>	<p>PC12. demonstrate high personal standards in alignment to business ethics</p> <p>PC13. motivate team members to achieve high standards of performance</p> <p>PC14. use honest, open consultation to facilitate communication with team members</p> <p>PC15. deal with difficult situations fairly, openly and promptly</p> <p>PC16. develop clear, accurate and relevant team objectives, including expected performance standards, monitor and course correct performance</p>

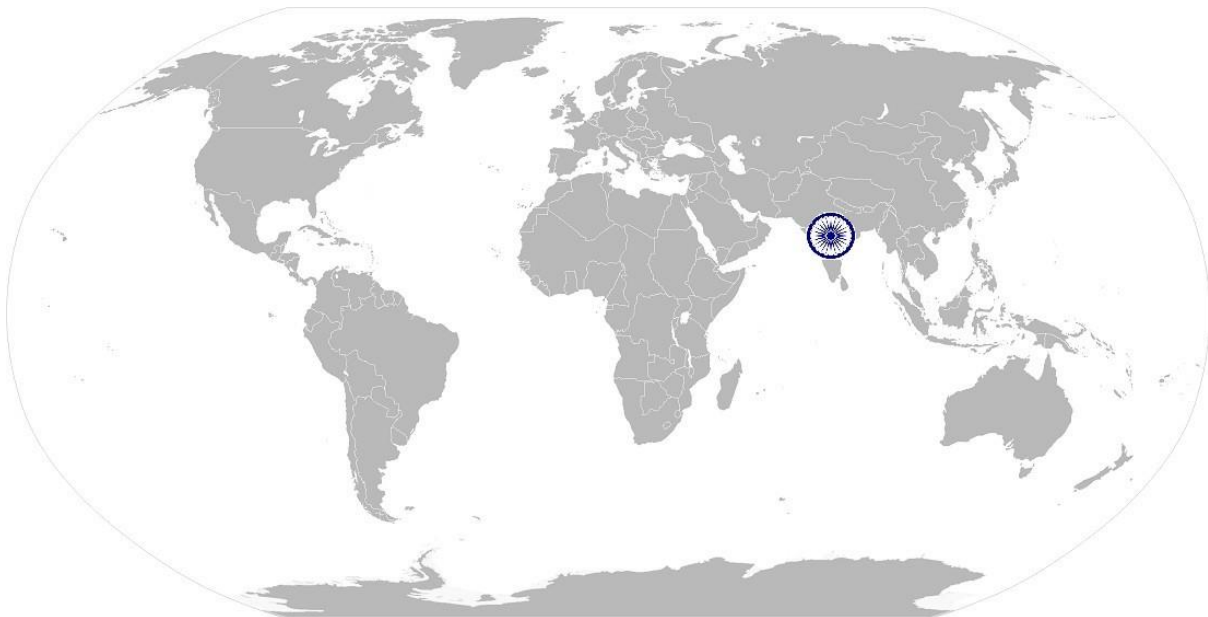
**RAS/N 0214 Exhibit business acumen, self discipline and demonstrate leadership skills**

Knowledge and Understanding (K)	
<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. success stories in the related field KA2. innovations in the relevant product/service KA3. other successful organisations in the same space
<b>B. Technical Knowledge</b>	The user/individual on the job needs to know and understand: KB1. strengths, weakness, opportunity of and threat to self and own organization
Skills (S) [Optional]	
<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. complete documentation accurately SA2. collate data when required
	<b>Reading Skills</b>
	The user/individual on the job needs to know and understand how to: SA3. read information accurately SA4. read and interpret data sheets
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**RAS/N 0214**

**Exhibit business acumen, self discipline and demonstrate leadership skills**

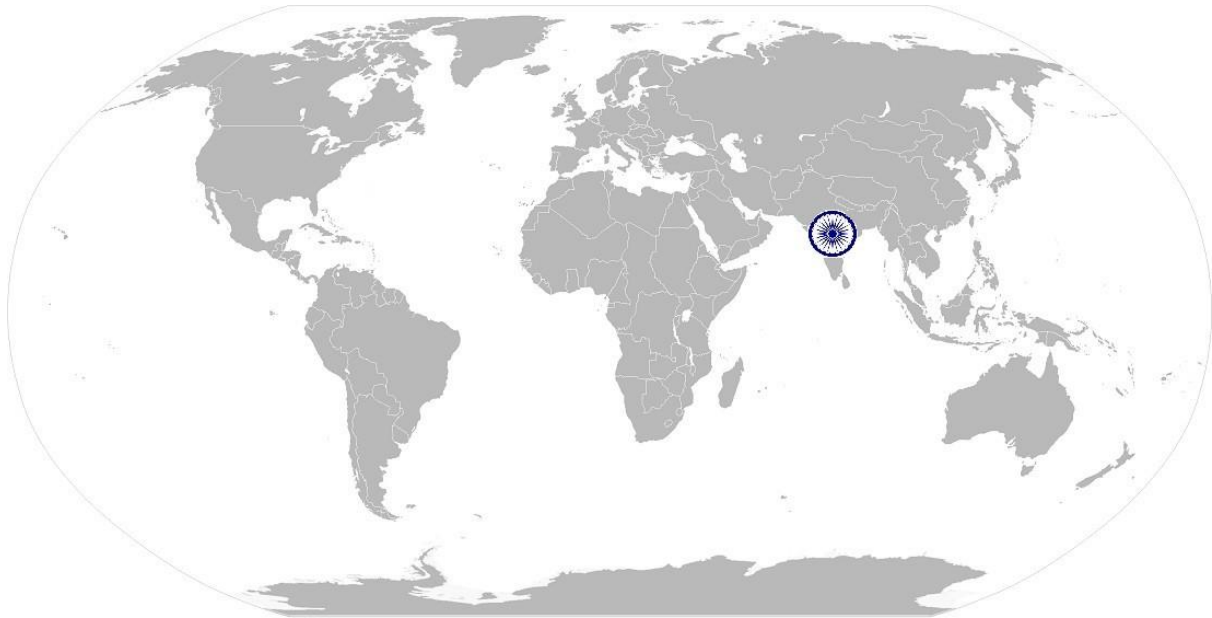
	<b>Analytical Thinking</b>
	The user/individual on the job needs to know and understand how to: SB7. interpret and infer data SB8. break down complex problems into single and manageable components within his/her area of work
	<b>Critical Thinking</b>
	The user/individual on the job needs to know and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



**RAS/N 0214      Exhibit business acumen, self discipline and demonstrate leadership skills**

**NOS Version Control**

NOS Code		RAS / N 0214	
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	31/03/2016
Industry Sub-sector	Retail Business	Last reviewed on	21/05/2021
Occupation	Consumer Sales	Next review date	26/05/2024

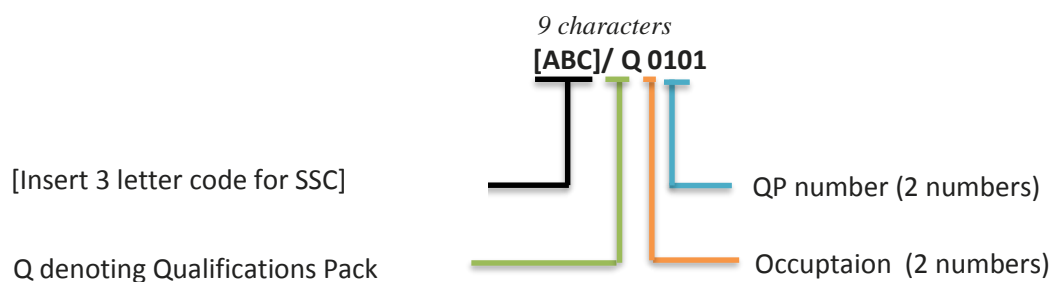


*Qualifications Pack For Business Builder/Retailer*

**Annexure**

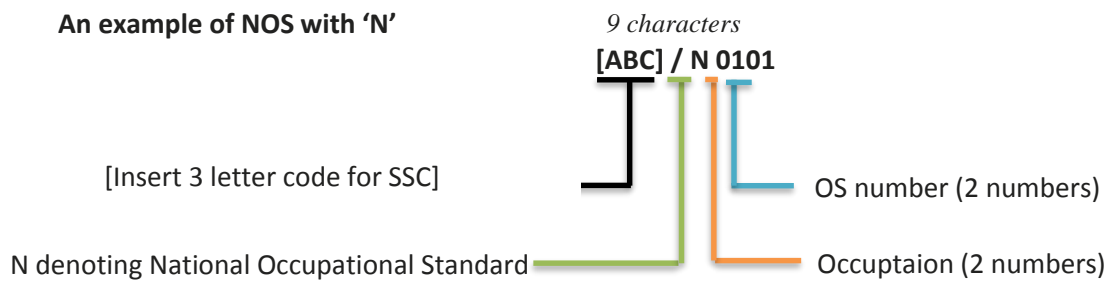
**Nomenclature for QP and NOS**

**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** Business Builder/ Retailer

**Qualification Pack** RAS/Q0202

**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/N0209 (Implement legal compliances, policies and procedures)	PC1. identify local corporations and government bodies that have a bearing on the particular business	<b>100</b>	10	3	7
	PC2. identify the contact persons of the particular corporations and government bodies		5	1.5	3.5
	PC3. interact and maintain relationships with the key persons to ensure smooth functioning of business		10	3	7
	PC4. determine key elements of major legal oversight systems affecting business operations and follow relevant rules and policies		10	3	7
	PC5. compare various issues affecting different forms of contract and agreements within business operations		5	1.5	3.5
	PC6. ensure team conformance to the relevant rules and policies for smooth functioning of business		5	1.5	3.5

*Qualifications Pack For Business Builder/Retailer*

	PC7. describe the concept of minimizing losses and maximizing gains		5	1.5	3.5
	PC8. articulate legal aspects of financial transactions within business operations		10	3	7
	PC9. describe legal requirements for the sale of products and services		10	3	7
	PC10. describe various methods of regulating patents and trademarks in local business environment		5	1.5	3.5
	PC11. identify and adhere to policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials		10	3	7
	PC12. ensure security checks and balances are conducted to prevent hazards and risks involved in the business process		5	1.5	3.5
	PC13. describe ways and means to handle emergencies and mitigate risks		5	1.5	3.5
	PC14. record, store and transfer information according to legislative and business requirements		5	1.5	3.5
		<b>Total</b>	100	30	70
2. RAS/N0210 (Plan and manage finances to accomplish business objectives)	PC1. describe elements of basic financial accounting	<b>100</b>	5	1.5	3.5
	PC2. educate team on conducting basic accounting tasks		5	1.5	3.5
	PC3. create and maintain accounting reports		5	1.5	3.5
	PC4. describe sources of profits and causes of losses as reflected in the reports		5	1.5	3.5
	PC5. assess and interpret information on costs and resource allocation		5	1.5	3.5
	PC6. instruct team members to actively control costs in their areas of responsibility		5	1.5	3.5
	PC7. understand the business cycle from accounting point of view		5	1.5	3.5
	PC8. calculate break-even point and payment schedules		3	1	2
	PC9. calculate credit amount and credit period required in order to break even		3	1	2
	PC10. define vendor credit cycle to ensure smooth borrowing process		5	1.5	3.5
	PC11. negotiate with vendor and finalise credit cycle		5	1.5	3.5
	PC12. identify credit sources for borrowing of funds		5	1.5	3.5

*Qualifications Pack For Business Builder/Retailer*

	PC13. explain the terms and conditions of sources offering credit		5	1.5	3.5
	PC14. assess risks involved in borrowing / raising of funds		5	1.5	3.5
	PC15. select the suitable credit source after evaluation of creditors		5	1.5	3.5
	PC16. raise additional funds for business expansion		5	1.5	3.5
	PC17. promptly implement recommendations for improving cost reduction and communicate to team		5	1.5	3.5
	PC18. maintain procedures in regard to preparation of budget or target figures		5	1.5	3.5
	PC19. compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets		3	1	2
	PC20. identify and describe possible fraudulent activities in monetary and financial transactions		5	1.5	3.5
	PC21. implement procedures and systems to prevent monetary losses due to fraudulent activities		5	1.5	3.5
	PC22. implement, monitor and maintain store systems for recording sales figures, revenue and expenditure		5	1.5	3.5
		<b>Total</b>	100	30	70
3. RAS/N0211 (Manage inventory and sales)	PC1. identify target audience/ consumer profile	<b>100</b>	5	1.5	3.5
	PC2. identify buying patterns and analyse sales data to define assortments and modify them as per trends observed		10	3	7
	PC3. Understand competitors/other players/ substitute products		5	1.5	3.5
	PC4. determine means to forecast demands on inventory		5	1.5	3.5
	PC5. describe the importance for monitoring market trends and technology changes as part of managing inventory demands		5	1.5	3.5
	PC6. describe inventory/procuring capacity as per demand		10	3	7
	PC7. determine required inventory is on hand		10	3	7
	PC8. monitor stock levels and maintain at required levels		10	3	7
	PC9. coordinate stocktake or cyclical count		10	3	7

*Qualifications Pack For Business Builder/Retailer*

	PC10. understand operational costs		5	1.5	3.5
	PC11. define targets for self and team to achieve business gains		5	1.5	3.5
	PC12. match logistics of delivery to inventory supply requirements		5	1.5	3.5
	PC13. calculate profits and margins		5	1.5	3.5
	PC14. take steps to prevent inventory losses		5	1.5	3.5
	PC15. plan for contingencies in case of stockout		5	1.5	3.5
		<b>Total</b>	100	30	70
4. RAS/N0212 (Manage marketing and sale of goods and services)	PC1. engage with existing and potential customers to establish demand	<b>100</b>	10	3	7
	PC2. record customer requirements and preferences in relation to business products or services and factor into marketing strategy		10	3	7
	PC3. devise marketing strategy to optimise sales and profit, according to customer requirements, market position, logistical capacity and business resources and forecasts relating to demand		10	3	7
	PC4. describe segmentation, targeting and positioning of a product		10	3	7
	PC5. define resource requirements for implementation of marketing plans		5	1.5	3.5
	PC6. decide cost of promotional activities to reach identified and potential customers		5	1.5	3.5
	PC7. allocate resources required to implement marketing strategy		10	3	7
	PC8. establish systems for regularly monitoring marketing activities and evaluating marketing strategies		5	1.5	3.5
	PC9. develop and impart product knowledge to the team		5	1.5	3.5
	PC10. identify target customer, initiate customer contact and approach the customer		5	1.5	3.5
	PC11. record information by applying questioning technique, sound listening and interpretation of non-verbal cues		5	1.5	3.5
	PC12. direct the customer to the appropriate merchandise		5	1.5	3.5
	PC13. sell the product by demonstrating/communicating its features, benefits or any other additional offers/complementary products		5	1.5	3.5
	PC14. solve customer objections related to price, quality, delivery or any other by applying a problem solving technique		5	1.5	3.5

*Qualifications Pack For Business Builder/Retailer*

	PC15. close sale by encouraging customer to make the purchase decision		5	1.5	3.5
		<b>Total</b>	100	30	70
5. RAS/N0213 (Implement business systems and processes)	PC1. describe in-depth knowledge of products/services involved in the business	<b>100</b>	8	2.4	5.6
	PC2. describe to staff features of products/services, their advantages and benefits respect to comparative and complementary products in the market		8	2.4	5.6
	PC3. understand market trends with respect to sales patterns as against comparative and complementary products in the market		2	0.6	1.4
	PC4. describe related products/services and possible opportunities with respect to up- selling, cross-selling, expansion of business to the team		6	1.8	4.2
	PC5. operate systems and equipment involved in running daily operations		8	2.4	5.6
	PC6. understand precautions and maintenance required while operating systems and equipment		8	2.4	5.6
	PC7. understand new technologies that can improve efficiencies and reduce risks		8	2.4	5.6
	PC8. train staff on using of systems and equipment relevant to business		8	2.4	5.6
	PC9. train staff to handle emergencies that could occur while handling the systems or equipment		8	2.4	5.6
	PC10. understand the best sources of materials		6	1.8	4.2
	PC11. negotiate to arrive at the most profitable vendor relationship for the organization		8	2.4	5.6
	PC12. train staff on packaging and marketing of products/services being sold		8	2.4	5.6
	PC13. ensure quality check of products/services to maintain quality and conform to statutory quality requirements		8	2.4	5.6
	PC14. solicit and incorporate feedback on products/services received from the customers		6	1.8	4.2
		<b>Total</b>	100	30	70
6. RAS/N0206 (Meet health and safety requirements at	PC1. wash hands with clean water and soap in order to keep them clean at all times	<b>100</b>	5	1.5	3.5
	PC2. wear clean and washed clothes every day		3	1	2

*Qualifications Pack For Business Builder/Retailer*

place of work)	PC3. be presentable and well groomed to service customers of all types	5	1.5	3.5
	PC4. use separate and clean handkerchief/cloth for wiping off perspiration or dust	3	1	2
	PC5. keep the cleaning aids dry and clean	3	1	2
	PC6. avoid sneezing or coughing around the area of work	3	1	2
	PC7. sweep the surrounding area to create a tidy atmosphere	5	1.5	3.5
	PC8. drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes	3	1	2
	PC9. use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste	5	1.5	3.5
	PC10. advise customers to throw waste at designated bins or waste areas	3	1	2
	PC11. prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors	3	1	2
	PC12. describe ways and means to handle emergency situations like fire, robbery, riots etc.	5	1.5	3.5
	PC13. describe ways and means to mitigate risks to people and property during emergencies	3	1	2
	PC14. avoid locating the vending cart near heaps of dumped industrial or food waste with pests around	3	1	2
	PC15. ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station	5	1.5	3.5
	PC16. ensure that waste water is drained-off in closed drains or in a designated way	3	1	2
	PC17. describe other ways to maintain cleanliness. Not to litter and dump waste in an unauthorized area	3	1	2
	PC18. understand the various work hazards	5	1.5	3.5
	PC19. take necessary steps to eliminate or minimize hazards	5	1.5	3.5
	PC20. describe the causes of accidents at the workplace and identify measures to prevent such accidents from taking place	5	1.5	3.5
	PC21. take preventive measures to avoid risk of burns and other injury	3	1	2
	PC22. check and review the storage areas	3	1	2



*Qualifications Pack For Business Builder/Retailer*

	frequently				
	PC23. stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas		5	1.5	3.5
	PC24. follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies		3	1	2
	PC25. ensure display of safety signs at places where necessary for people to be cautious		3	1	2
	PC26. adhere to safety standards and ensure no material damage		5	1.5	3.5
		<b>Total</b>	100	30	70
7. RAS/N0205 (Build relationship with vendors/dealers to ensure smooth business operations and increase sales)	PC1. communicate clearly in the required local language	<b>100</b>	12	3.6	8.4
	PC2. articulate clearly and coherently		7	2.1	4.9
	PC3. respond appropriately		7	2.1	4.9
	PC4. identify where to get help and information from		12	3.6	8.4
	PC5. understand what is required from specific vendors		12	3.6	8.4
	PC6. express need clearly and get into workable relationship with vendor/s		7	2.1	4.9
	PC7. negotiate with vendors for better deal		12	3.6	8.4
	PC8. ensure proper contracting with vendors		12	3.6	8.4
	PC9. ensure minimization of possible risks and losses in vendor relationships		12	3.6	8.4
	PC10. understand best practices and maintain cordial relationships		7	2.1	4.9
		<b>Total</b>	100	30	70
8. RAS/N0207 (Manage customer needs effectively through need identification and strong customer relationship)	PC1. identify target customers	<b>100</b>	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		10	3	7

*Qualifications Pack For Business Builder/Retailer*

	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
		<b>Total</b>	100	30	70
9. RAS/N0214 (Exhibit business acumen, self discipline and demonstrate leadership skills)	PC1. make short-term and long-term plans with respect to returns from the business	<b>100</b>	10	3	7
	PC2. define milestones and break them into achievable targets		5	1.5	3.5
	PC3. identify efforts and resources required		5	1.5	3.5
	PC4. get buy in from investors and other credit sources		5	1.5	3.5
	PC5. understand entrepreneurial thinking and perspective		5	1.5	3.5
	PC6. participate in workshops, seminars and engage with other successful business owners		5	1.5	3.5
	PC7. drive self-development through available mediums		10	3	7
	PC8. identify and get certifications in related line of business		5	1.5	3.5
	PC9. identify opportunities and create solutions to face uncertainties		10	3	7
	PC10. keep self-updated to be able to expand business in other fields/line of business as desired		10	3	7
	PC11. improvise methods so as to improve efficiencies		10	3	7
	PC12. demonstrate high personal standards in alignment to business ethics		5	1.5	3.5
	PC13. motivate team members to achieve high standards of performance		5	1.5	3.5
	PC14. use honest, open consultation to facilitate communication with team members		5	1.5	3.5

*Qualifications Pack For Business Builder/Retailer*

	PC15. deal with difficult situations fairly, openly and promptly		5	1.5	3.5
	PC16. develop clear, accurate and relevant team objectives, including expected performance standards, monitor and course correct performance		5	1.5	3.5
		<b>Total</b>	100	30	70