

RETAIL

NSQF LEVEL-III

Students
Handbook

CLASS XI



CENTRAL BOARD OF SECONDARY EDUCATION

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110 301 India

विद्यया ऽ मृतमश्नुते



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Retail NSQF Level - III Students
Handbook - Class XI

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भारत का संविधान

उद्देशिका

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

सामाजिक, आर्थिक और राजनैतिक न्याय,

विचार, अभिव्यक्ति, विश्वास, धर्म

और उपासना की स्वतंत्रता,

प्रतिष्ठा और अवसर की समता

प्राप्त कराने के लिए

तथा उन सब में व्यक्ति की गरिमा

²और राष्ट्र की एकता और अखंडता

सुनिश्चित करने वाली बंधुता बढ़ाने के लिए

दृढ़संकल्प होकर अपनी इस संविधान सभा में आज तारीख 26 नवम्बर, 1949 ई० को एतद्वारा इस संविधान को अंगीकृत, अधिनियमित और आत्मार्पित करते हैं।

1. संविधान (बयालीसवां संशोधन) अधिनियम, 1976 की धारा 2 द्वारा (3.1.1977) से “प्रभुत्व-संपन्न लोकतंत्रात्मक गणराज्य” के स्थान पर प्रतिस्थापित।
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भाग 4 क

मूल कर्तव्य

51 क. मूल कर्तव्य - भारत के प्रत्येक नागरिक का यह कर्तव्य होगा कि वह -

- (क) संविधान का पालन करे और उसके आदर्शों, संस्थाओं, राष्ट्रध्वज और राष्ट्रगान का आदर करे;
- (ख) स्वतंत्रता के लिए हमारे राष्ट्रीय आंदोलन को प्रेरित करने वाले उच्च आदर्शों को हृदय में संजोए रखे और उनका पालन करे;
- (ग) भारत की प्रभुता, एकता और अखंडता की रक्षा करे और उसे अक्षुण्ण रखे;
- (घ) देश की रक्षा करे और आह्वान किए जाने पर राष्ट्र की सेवा करे;
- (ङ) भारत के सभी लोगों में समरसता और समान भ्रातृत्व की भावना का निर्माण करे जो धर्म, भाषा और प्रदेश या वर्ग पर आधारित सभी भेदभाव से परे हों, ऐसी प्रथाओं का त्याग करे जो स्त्रियों के सम्मान के विरुद्ध हैं;
- (च) हमारी सामासिक संस्कृति की गौरवशाली परंपरा का महत्त्व समझे और उसका परिरक्षण करे;
- (छ) प्राकृतिक पर्यावरण की जिसके अंतर्गत वन, झील, नदी, और वन्य जीव हैं, रक्षा करे और उसका संवर्धन करे तथा प्राणी मात्र के प्रति दयाभाव रखे;
- (ज) वैज्ञानिक दृष्टिकोण, मानववाद और ज्ञानार्जन तथा सुधार की भावना का विकास करे;
- (झ) सार्वजनिक संपत्ति को सुरक्षित रखे और हिंसा से दूर रहे;
- (ञ) व्यक्तिगत और सामूहिक गतिविधियों के सभी क्षेत्रों में उत्कर्ष की ओर बढ़ने का सतत प्रयास करे जिससे राष्ट्र निरंतर बढ़ते हुए प्रयत्न और उपलब्धि की नई उंचाइयों को छू ले;
- ¹(ट) यदि माता-पिता या संरक्षक है, छह वर्ष से चौदह वर्ष तक की आयु वाले अपने, यथास्थिति, बालक या प्रतिपाल्य के लिये शिक्षा के अवसर प्रदान करे।

1. संविधान (छयासीवां संशोधन) अधिनियम, 2002 की धारा 4 द्वारा प्रतिस्थापित।

THE CONSTITUTION OF INDIA

PREAMBLE

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

JUSTICE, social, economic and political;

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

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

FRATERNITY assuring the dignity of the individual and the² unity and integrity of the Nation;

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

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

THE CONSTITUTION OF INDIA

Chapter IV A

FUNDAMENTAL DUTIES

ARTICLE 51A

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

- (a) to abide by the Constitution and respect its ideals and institutions, the National Flag and the National Anthem;
- (b) to cherish and follow the noble ideals which inspired our national struggle for freedom;
- (c) to uphold and protect the sovereignty, unity and integrity of India;
- (d) to defend the country and render national service when called upon to do so;
- (e) to promote harmony and the spirit of common brotherhood amongst all the people of India transcending religious, linguistic and regional or sectional diversities; to renounce practices derogatory to the dignity of women;
- (f) to value and preserve the rich heritage of our composite culture;
- (g) to protect and improve the natural environment including forests, lakes, rivers, wild life and to have compassion for living creatures;
- (h) to develop the scientific temper, humanism and the spirit of inquiry and reform;
- (i) to safeguard public property and to abjure violence;
- (j) to strive towards excellence in all spheres of individual and collective activity so that the nation constantly rises to higher levels of endeavour and achievement;
- ¹(k) to provide opportunities for education to his/her child or, as the case may be, ward between age of 6 and 14 years.

-
1. Subs. by the Constitution (Eighty - Sixth Amendment) Act, 2002

PREFACE

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

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

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

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

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

Sh. Vineet Joshi
Chairman (CBSE)



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Advisors

1. Sh. Vineet Joshi, IAS, Chairman, CBSE
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3. Sh. M.V.V. Prasada Rao, Director (Voc & Edusat), CBSE

Review Committee Experts

1. Prof. K.S. Rao, Andhra University
2. Dr. H. Singh, IMT, Gaziabad
3. Ms. Priya Gogia, Asst. Manager, Bharti Walmart
4. Dr. H. Dangi, Asstt. Prof., FMS, DU
5. Sh. Anand Kumar, Associate Professor, CVS, DU
6. Dr. M. Mishra, Asstt. Professor, IMI, Bhuvneshwar
7. Sh. Arvind Singhatiya, Metro Cash & Carry, Gurgaon

Editing & Coordination

1. Dr. Biswajit Saha, Additional Director (Voc. Education), CBSE
2. Ms. Swati Gupta, Deputy Director (Voc. Education), CBSE

Content Developed by

Pandit Sunderlal Sharma Central Institute of Vocational Education, Bhopal



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UNIT-1 FUNDAMENTALS OF RETAILING

Unit Code: RS301-NQ2012	Unit Title: Fundamental of Retailing			
Location: Classrooms, Retail Shop or Departmental Store	Duration: 25 Hours			
	Session 1: Basics of Retailing			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	1. Identify the Basics of Retailing	1. Meaning of Retailing 2. Retailing activities 3. Importance of retailing activities	1. Chart out retailing activities 2. Explain various retailing activities	Interactive Lecture: Retailing Activities Activity: Visit to a retail outlet and observe the basic retail activities
	2. Classification of retailers	1. Classification of retailers based on legal form a. Sole Proprietorship b. Partnership c. Limited Company d. Cooperatives 2. Classification of retailers based on operational structure a. Independent trader b. Chain store c. Cooperative stores 3. Classification of retailers based on range of merchandise 4. Classification of strong degree of services (i.e. Low and High) 5. Classification based on pricing a. Lower price	1. Classify the various types of retailers 2. Explain the basis of classifying different retailers 3. Identify the different characteristics of legal form of retail formats 4. Find out the different characteristics of operational retail formats 5. Chart out the different characteristics of other retail formats	Interactive Lecture: Classification of retailers Activity: Visit to various types of retail outlet and identify the different characteristics

		b. High Price 6. Based on size of outlet 7. Based on method of customer contact		
Session 2: Retail formats				
1. Understand the concept of "Retail Format"	1. Importance of retail formats 2. Benefits of retail formats to generate cells and draw in customers	1. Explain the importance and benefits of retail formats 2. Identify what are the formalities required to complete for establishment	Interactive Lecture: Retail Formats & Highlight the structure and importance of retail formats in competitive market conditions Activity: Visit to various types of retail formats and observing their activities.	
2. Types of retails format	1. Various types of retail format examples a. Mom and Pop stores (Family-owned business stores) b. Category Killers (e.g. Best Price) c. Malls d. Spatiality store e. discount stores f. Departmental stores g. Hyper markets h. Convenience store i. Multi brand outlets j. E-Retailers	1. Chart out various types of retail formats 2. Identify the different activities of various retail formats	Interactive Lecture: Retail Formats & Highlight the structure and types of retail formats Activity: Visit to various types of retail formats and observing nature and list out the characteristics.	

Session 3: Functions of Retailers			
1. Understand the functions of Retailers	1. Functions of Retailers 2. Importance of retailers from the various points of view	1. List out the functions of the Retailers 2. Practices the functions	Interactive Lecture: Functions of Retailers Activity: Visit to a Retail shops & observe the what kind of functions the retailers are performed
2. Identify the duties and responsibilities of retailers	1. Duties of the Retailers 2. Responsibilities of the retailers	1. Identify the duties and responsibilities of retailers 2. Practice the duties and responsibilities of retailers	Interactive Lecture: Duties and Responsibilities of Retailers Activity: Visit to a Retail shops & observe the what are the duties and responsibilities performed in the retail stores
Session 4: Trends in Retailing			
1. Identify the segments for urban and Rural areas	1. Various segments in Indian retailing 2. State the meaning of private brand retailing 3. Describe the advantages and disadvantages of online retailing and street shopping	1. Identify the various segment in Indian retailing 2. List out trends in different segments 3. Differentiate between online retailing and street shopping	Interactive Lecture: On various segments in Indian retailing. Activity: Visit to various retail stores for observation of various customers at different segments.

Introduction

Retailing in India is one of the biggest sectors witnessing tremendous transformation. The Indian retail industry is fifth largest industry and second largest employer after agriculture offering bright and exciting career opportunities.

Indian marketing system is transformed from ancient market to modern market. Ancient marketing where trade was conducted by barter system for example, a farmer who grew 500 kg of wheat would keep 100 kg needed other things, viz., for clothes, utensils, pulses, salt, etc. He would therefore exchange the balance 400 kg wheat with other people who made or produced other things. Trade also took place in village markets or Haats where people exchanged goods with each other.



Whereas in modern marketing money is used to buy daily needed things. Now a day's things which are of daily needs are available at nearest shop. This is because it is no longer possible to approach all the people who manufacture the goods you need directly. Also with improvement in transport system, goods that are manufactured far away, even overseas, are available in your neighbourhood.

It is general experience of shopping that it is extensively planned before entering into the retail environment. Sometimes decision of shopping any goods or item is made

because of the layout and display of products but not because of planned shopping list. Many times these decisions are made by someone working in **retail operations**. The main retail operations include - Cash handling, Safety and Security, Customer Service, Refunds and Returns, Visual Merchandising and Inventory etc. If you are interested in a career in this field, it is required that you probably have a good communication skills and the ability to handle difficult customers.

This unit will focus on fundamentals of retailing, its significance and the emergence of various formats in retailing. The four sessions will cover an understanding of the basics of retailing, retail formats, functions of retailers and trends in retailing.



Session - 1: Basics of Retailing

Relevant Knowledge

Retail refers as a business activity to sell the goods in small quantities as per the requirements of the customers. Retailing includes all the activities involved in selling goods or services to the final consumers for personal or non-business use. A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing.



In simple words, any organization selling to final consumers whether it is a manufacturer, wholesaler or retailer is doing retailing. It does not matter how goods or services are sold – in a store, on the street, or through internet. Retailing thus may be understood as the final step in the distribution of merchandise, for consumption by the end users. In easy terms, any individual or firm that sells products to the final consumers is performing the function of retailing.

Meaning and Importance of Retailing

It is first thing to understand meaning and origin of retailing. The term 'retail' is derived from French word 'retailer' which means to 'cut-off a piece' or 'to break the bulk'. Now we see the term retail, to refer as a business activity to sell the goods in small quantities as per the requirements of the customers. Retailing is seen as the final step in the distribution of products for consumption of end users. Therefore, it includes all the activities involved in the marketing of goods and services directly to the consumers for their personal or household consumption. For instance, we often see the kirana shopkeepers undertaking various activities of retailing in our localities.

The purpose of *Retail business* is to sell goods and services to the end users for their personal or household consumption at the right time and at the right place.

The person who does this business activity in a small quantity or one who repeats or relates is a Retailer.

Retailing business is now not the same as in the past. Retail business is undergoing rapid transformation in its marketing practices. Till a few years ago, we bought most items of daily use from small shops in our neighbourhood or a market close by.

These shops such as Kirana stores or general stores are owned by individuals, who usually sit in the shop themselves and sell their goods with the help of a few assistants. In the last few years, however, the concept of large departmental stores and malls has been introduced, which also provide us with the same products.

Today, the traditional formats like hawkers, grocers and paan shops co-exist with modern formats like super-markets, departmental stores, hypermarkets, shopping malls and non-store retailing units such as multi level marketing and teleshopping. Retailer's range in size from small, independent and owner- operated shops to national and international giant categories. The

increasing income levels, new products, standard of living, competition in the market and increasing consumption patterns have contributed for the demand creation of these varied stores.

On the other side, with the advancement of IT and communication, electronic-retailing became a reality to create a platform to the sellers to sell their products through television channels and internet for which payments can be made through online payments or e-banking.

With changing needs and wants of consumer the growth in retail sector is inevitable and is promising fast paced and exciting career options.

At this point, it is essential to understand the term wholesale as both wholesalers and retailers are intermediaries in distribution channels. Wholesale involves in selling to individuals or organizations for their business use or for resale purpose. In other words, wholesalers buy and resell merchandise to retailers and other merchants and not to the consumers. Normally, wholesalers sell large quantities. They take the title of the goods. They also provide credit facility to the retailers. A wholesaler acts as an intermediary between the manufacturer and the retailer.



Organized and Unorganized Retail

The retail sector is presently undergoing a great transition in India. Previously, customers used to purchase their necessities from kirana shops or from the mobile vendors or the mandis. This later changed to bigger shops run by one man with a few employees. Gradually, more sophistication seeped into this sector and department stores came into being. This has made the beginning for the organized sector. Therefore, retail sector can be seen as unorganized and organized retailing. Let us now understand each of these concepts.



The Indian Retail Industry, which was traditionally dominated by small family run kirana stores is characterized by poor infrastructure, inefficient upstream processes, lack of modern technology, inadequate funding and absence of skilled manpower and is known as unorganized retailing.

Organized retailing refers to running a business in an organized and scientific manner. Organized retailing has brought in a remarkable advantage for the consumers and has a huge potential for growth that leads to a higher GDP contribution to the country and generate employment.

In India **unorganized retailing** includes units whose activity is not registered by any statute or legal provision, and/or those, which do not maintain regular accounts. This sector is characterized by small and scattered units which sell products or services out of a fixed or mobile location. Mostly

these traditional units include mandis, haats, melas, and the local baniya/ kiranas, paanwala, and others like cobbler, vegetable, fruit vendor etc., would be termed as the unorganized retailers.

On the other hand, **organized retail** is a retail place where all the items are segregated and brought under one roof, unlike the unorganized retail where different goods are sold in different shops. Organized retailing provides large number of brands available and different types of products at one place. Organized retail deals with multiple formats, which is typically a multi-owner chain of stores or distribution centers run by professional management. Today, organized retailing has become an experience characterized by comfort, style and speed. It is something that offers a customer more control, convenience and choice along with an experience.



After understanding the concepts of unorganized and organized retailing let us now differentiate between these two.

Differences Between Organized and Unorganized Retail

Differences between organized and unorganized retail can be specified on the basis of their ownership, logistic and supply chain facilities and structure of management. The details are as follows:

1. In organized sector, the retail units offer **large variety of items** through its retail outlets. But in unorganized sector, **very few items** are offered for sale in the outlets.
2. In organized sector, the **size** of the retail outlet is **very large** and stores layout and design are very attractive and comfortable to the customers. But in unorganized sector, the **size is very small** and usually proper layout and design of the stores is not found.
3. The size of the **employees is very large** in organized sector. But in unorganized sector, the employees are **very less in comparison** with organized sector.
4. In organized retailing, the **capital** requirement is **very high** & does not enjoy perpetual succession. In unorganized retailing, the capital requirement is **very low** & the business enjoys perpetual succession.
5. Organized sector cover those enterprises or places of work where the **terms of employment** are regular and people have assured work. Whereas, the unorganized sector is characterized by **small and scattered units** which are largely outside the control of government.



6. In organized sector, the business unit is run on **corporate style**. But, in unorganized sector, the business units are **run as sole-trading** or partnership units.
7. In organized sector, the network of the retailer is vast and operates number of **branches** at different places. But in unorganized sector, the business is confined to a particular **locality** and carries the business in a single unit.



Classification of Retailers

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

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

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

Department stores: Very large stores offering a huge assortment of "soft" and "hard goods; often bear a resemblance to a collection of specialty stores. A retailer of such store carries variety of categories and has broad assortment at average price. They offer considerable customer service.

Discount stores: Tend to offer a wide array of products and services, but they compete mainly on price offers extensive assortment of merchandise at affordable and cutrate prices. Normally retailers sell less fashion-oriented brands.

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

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

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

Mom-and-Pop: Is a retail outlet that is owned and operated by individuals. The range of products are very selective and few in numbers. These stores are seen in local community often are family-run businesses. The square feet area of the store depends on the store holder.

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



Gap store then they find just Reebok and Gap products in the respective stores.

General store: A rural store that supplies the main needs for the local community;

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

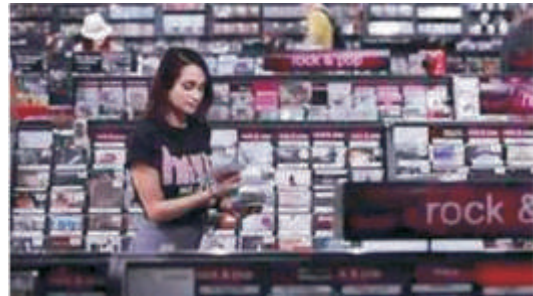
Hypermarkets: provides variety and huge volumes of exclusive merchandise at low margins. The operating cost is comparatively less than other retail formats.

Supermarkets: is a self service store consisting mainly of grocery and limited products on non food items. They may adopt a Hi-Lo or an EDLP strategy for pricing. The supermarkets can be anywhere between 20,000 and 40,000 square feet (3,700 m²).

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

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

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



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

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



Other Types of Retail Store Include:

- Automated Retail stores are self service, robotic kiosks located in airports, malls and grocery stores. The stores accept credit cards and are usually open 24/7. Examples include Zoom Shops and Redbox.
- Big-box stores encompass larger department, discount, general merchandise, and warehouse stores.
- Convenience store - a small store often with extended hours, stocking everyday or roadside items;
- General store - a store which sells most goods needed, typically in a rural area;

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

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

Exercise: Assignment

1. Visit a Kirana/retail shop nearby your locality, interact with the shopkeeper and ask the following questions and write their reply in not more than 50 words:

(a) Questions for Shopkeeper

- (i) What are the different categories of products that are being offered for sale in his Kirana/retail shop?

- (ii) What are the demographic characteristics of the customers who visit this shop?

(b) Questions for Customers

- (iii) For what reasons you feel satisfied while making purchases in the kirana/retail shop.

(iv) What are the shortcomings in the kirana/retail shop?

2. Visit a retail outlet in the organized sector and a nearby kirana shop and ask the following question and record their responses in not more than 50 words:

(c) Questions for organized retail

(i) What is the profile of your unit?

(ii) What are the amenities provided by your outlet to the customers?

(d) Questions for unorganized retail

(iii) What is the profile of your outlet?

(iv) What are your experiences with regard to competition from organized sector outlets?

Assessment

A. Fill in the blanks

1. Retailing includes all the activities involved in selling goods or services directly to the _____.
2. The goods or services sold under retailing are used for _____ or _____ use.
3. Retailing is the final step in the _____ channels of goods and services.
4. Retailer has to understand the _____ needs and wants.
5. _____ buy and resell merchandise to retailers.
6. Wholesalers acts as an intermediary between the _____ and the retailer.
7. Unorganized retail is characterized by _____ and _____ units.
8. The local baniya/ kirana shop come under _____ retailing.
9. Large number of brands is provided in _____ retail outlets.
10. All items are _____ under one roof in organized retailing.

11. Retailing is a _____ function where one organization buys products from supplying firms or manufactures the product themselves, and then sells these directly to _____.
12. Retail is the sale of _____ and _____ from individuals or businesses to the end-user.
13. The nations that have enjoyed the greatest _____ and _____ progress have been those with a strong retail sector.
14. Retailing is extremely important to everyone because without _____ we would not have access to everyday products that we need.

B. Multiple Choice Questions

Tick the correct answer

1. The purpose of retail business is to -
 - a) Go for partnership
 - b) Make maximum promotion
 - c) Extend to other localities
 - d) Create employment
 - e) Offer products and services
2. Place utility is making the products available at -
 - a) Showrooms
 - b) Convenient location
 - c) Distant places
 - d) Regional stores
3. The retail shop changes the format to suit the requirements of -
 - a) Wholesalers
 - b) Producers
 - c) Consumers
 - d) Tax payers
4. Under organized retailing, the most common feature is -
 - a) Number of brands and products are large
 - b) Purchases are on credit basis
 - c) Few employees exist
 - d) Regular accounts are not maintained
 - e) All the above
5. Unorganized retail is mostly confined to a -
 - a) Particular locality
 - b) Different branches
 - c) Chain of stores
 - d) All the above

6. The capital requirement is high in -
 - a) Unorganized retail
 - b) Organized retail
 - c) Both (a) & (b)
 - d) None of the above
7. The unorganized retail units operate on the basis of -
 - a) Partnership
 - b) Sole-trader
 - c) Chain stores
 - d) All the above
8. Retail is the sale of goods and services from individuals or businesses to the -
 - a) End-user
 - b) Consumers
 - c) Ultimate user
 - d) All of the above
9. Retail has changed our lives and changed the -
 - a) Way we without live
 - b) Way we not live
 - c) Way we live
 - d) None of the above

Checklist for Assessment Activity

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

Part A

- Identify the functions of a retailer.
- Specify the essential requirements of a retailer.
- Identify the services to be rendered by the retailers.
- Identify the wholesaler and the retailer.
- Identify the features of unorganized retail.
- List out the features of organized retail.
- Differentiate between organized and unorganized retail.
- Categorize the retailers.

Part B

Discussed in class the following:

- What is retailing?
- What are the functions of retailing?
- State the essential features of retailing?

RETAIL OPERATIONS - I

- What are the services to be rendered by the retailers?
- Differentiate between wholesaler and the retailer.
- What is unorganized retail?
- What is the importance of unorganized retail?
- State the features of organized retail?
- How does the organized retailers operate?
- What are the benefits of organized retail to the consumers?

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify the functions of a retailer.		
Able to specify the essentials required for retailing.		
Able to specify the services to be rendered by the retailers.		
Able to identify the difference between wholesaler and retailer.		
Able to identify the various types of unorganized retail units.		
Able to identify the features of organized retail units.		
Able to list out the benefits of unorganized retail.		
Able to identify different types of organized retail units.		

Session - 2: Retail Formats

Relevant Knowledge

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



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

Ways to Categorize Retailers

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

- Target Markets Served
- Product Offerings
- Pricing Structure
- Promotional Emphasis
- Distribution Method
- Service Level
- One operational factor
- Store Retailing

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

1. Target Markets Served

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

- ✿ **Mass Market** - Mass market retailers appeal to the largest market possible by selling products of interest to nearly all consumers. With such a large market from which to draw customers, the competition among these retailers is often fierce.
- ✿ **Specialty Market** - Retailers categorized as servicing the specialty market are likely to target buyers looking for products having certain features that go beyond mass marketed products, such as customers who require more advanced product options or higher level of customer service. While not as large as the mass market, the target market serviced by specialty retailers can be sizable.
- ✿ **Exclusive Market** - Appealing to this market means appealing to discriminating customers who are often willing to pay a premium for features found in very few products and for highly personalized services. Since this target market is small, the number of retailers addressing this market within a given geographic area may also be small.

2. Product Offerings

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

- ❁ **General Merchandisers** - These retailers carry a wide range of product categories (i.e., broad width) though the number of different items within a particular product line is generally limited (i.e., shallow depth).
- ❁ **Multiple Lines Specialty Merchandisers** - Retailers classified in this category stock a limited number of product lines (i.e., narrow width) but within the categories they handle they often offer a greater selection (i.e., extended depth) than are offered by general merchandisers. For example, a consumer electronics retailer would fall into this category.
- ❁ **Single Line Specialty Merchandisers** - Some retailers limit their offerings to just one product line (i.e., very narrow width), and sometimes only one product (i.e., very shallow depth). This can be seen online where a relatively small website may sell a single product such as computer gaming software. Another example may be a small jewelry store that only handles watches.

3. Pricing Strategy

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

- ❁ **Discount Pricing** - Discount retailers are best known for selling low priced products that have a low profit margin (i.e., price minus cost). To make profits these retailers look to sell in high volume. Typically discount retailers operate with low overhead costs by vigorously controlling operational spending on such things as real estate, design issues (e.g., store layout, website presentation), and by offering fewer services to their customers.
- ❁ **Competitive Pricing** - The objective of some retailers is not to compete on price but alternatively not to be seen as charging the highest price. These retailers, who often operate in specialty markets, aggressively monitor the market to insure their pricing is competitive but they do not desire to get into price wars with discount retailers. Thus, other elements of the marketing mix (e.g., higher quality products, nicer store setting) are used to create higher value for which the customer will pay more.
- ❁ **Full Price Pricing** - Retailers targeting exclusive markets find such markets are far less price sensitive than mass or specialty markets. In these cases the additional value added through increased operational spending (e.g., expensive locations, more attractive design, more services) justify higher retail prices. While these retailers are likely to sell in lower volume than discount or competitive pricing retailers, the profit margins for each product are much higher.

4. Promotional Focus

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

- ❁ **Advertising** - Many retailers find traditional mass promotional methods of advertising, such as through newspapers or television, continue to be their best means for creating

customer interest. Retailers selling online rely mostly on Internet advertising as their promotional method of choice.

- ❁ **Direct Mail** - A particular form of advertising that many retailers use for the bulk of their promotion is direct mail - advertising through postal mail. Using direct mail for promotion is the primary way catalog retailers distribute their materials and is often utilized by smaller local companies who promote using postcard mailings.
- ❁ **Personal Selling** - Retailers selling expensive or high-end products find a considerable amount of their promotional effort is spent in person-to-person contact with customers. While many of these retailers use other promotional methods, in particular advertising, the consumer-salesperson relationship is key to persuading consumers to make purchase decisions.

5. Distribution Method

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

- ❁ **Store-Based Sellers** - By far the predominant method consumers use to obtain products is to acquire these by physically visiting retail outlets (a.k.a. brick and- mortar). Store outlets can be further divided into several categories. One key characteristic that distinguishes categories is whether retail outlets are physically connected to one or more other stores.
- ❁ **Stand-Alone** - These are retail outlets that do not have other retail outlet connect.
- ❁ **Strip-Shopping Center** - A retail arrangement with two or more outlets physically connected or that share physical resources (e.g., share parking lot).
- ❁ **Shopping Area** - A local center of retail operations containing many retail outlets that may or may not be physically connected but are in close proximity to each other such as a city shopping district.
- ❁ **Regional Shopping Mall** - Consists of a large self-contained shopping area with many connected outlets.
- ❁ **Non-Store Sellers** - A fast growing method used by retailers to sell products is through methods that do not have customers physically visiting a retail outlet. In fact, in many cases customers make their purchase from within their own homes.
- ❁ **Online Sellers** - The fastest growing retail distribution method allows consumer to purchase products via the Internet. In most cases delivery is then handled by a third-party shipping service.
- ❁ **Direct Marketers** - Retailers that are principally selling via direct methods may have a primary location that receives orders but does not host shopping visits. Rather, orders are received via mail or phone.

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

6. Service Level

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

- ✿ **Self-Service** - This service level allows consumers to perform most or all of the services associated with retail purchasing. For some consumers self-service is considered a benefit while others may view it as an inconvenience. Self-service can be seen with: 1) self-selection services, such as online purchasing and vending machine purchases, and 2) self-checkout services where the consumer may get help selecting the product but they use self-checkout stations to process the purchase including scanning and payment.
- ✿ **Assorted-Service** - The majority of retailers offer some level of service to consumers. Service includes handling the point-of-purchase transaction; product selection assistance; arrange payment plans; offer delivery; and many more.
- ✿ **Full-Service** - The full-service retailer attempts to handle nearly all aspects of the purchase to the point where all the consumer does is select the item they wish to purchase. Retailers that follow a full-price strategy often follow the full-service approach as a way of adding value to a customer's purchase.

7. Store Retailing

Store retailing is classified into two categories which are on the basis of ownership and on the basis of merchandise offered.

a) On the basis of Ownership

- Independent Retailer:** He is one who owns and operates with a few locals or family members as assistants. He has direct rapport with the customers. Examples are local baniya/ kirana store, and the paanwala. He determines the retail strategy depending on the location and the product mix.
- Chain Retailer or Corporate Retail Chain:** When two or more outlets are under a common ownership, it is called a retail chain. These stores are characterized by similarity in the products offered the ambience, advertising and promotions. Examples are Bata, Arrow, Louis Philippe, Food World etc.
- Franchising:** A franchise is a contractual agreement between the franchiser and the franchisee, which allows the franchisee to conduct business under an established name as per as that particular business format, in return for a fee or compensation. Examples are Mc Donald, Pizza Hut, Van Heusen, etc.

- iv) **Consumer co-operatives:** A consumer co-operative is a retail institution owned by its member customers. This type arises largely because of dissatisfied consumers whose needs are not fulfilled by the existing retailers. Members run these cooperatives and there is no limitation on their growth opportunities. Examples are Apna Bazars in Mumbai, Kendriya Bhandars, Sahakari Bhandars, Super bazaars, etc.

b) On the basis of Merchandise Offered

- i) **Convenience Stores:** these are relatively small stores located near residential areas; they are open for long hours and offer a limited line of convenience products like eggs, bread, milk, vegetables etc.



- ii) **Supermarkets:** Supermarkets are large retailing stores selling a wide variety of consumer products, mostly food, household use and grocery items with a low marginal gain. It operates on self-service style but has high turnover. It offers minimum services and operates on cash and carry basis.

- iii) **Hypermarkets:** Hypermarkets combine the features of a supermarket and a general merchandise store. It is a very large store at typically destination locations. They are designed to attract customers from a significantly large area with their low price offers, unique range and offers. It follows self-service style.

- iv) **Specialty Stores:** A store specializing in a particular type of merchandise or single product of durable goods (furniture, household goods, consumer electronics, sports, domestic appliances, jewellery, etc) is termed as specialty store. They have a very clearly defined target market and their success lies in serving their needs. Examples are Gautier furniture, Sony electronics, Tata Gold, etc.

- v) **Departmental Stores:** Departmental stores are located in central places or busy locality offering a wide variety of goods under one roof. It requires more capital to maintain different departments and huge stock of goods. Profit or loss is calculated on the entire stock. It is a combination of decentralized buying and centralized selling. They also establish restaurants inside these stores. They provide home delivery services.



- vi) **Catalogue Showrooms:** Catalogue retailers usually specialize in hard goods (house ware, jewelry, consumer electronics, etc). A customer visits the showroom and makes his choice of the products using the catalogue mentioning the code number of the item. The retailer arranges it from the warehouse for inspection and purchase.

8. Non-Store Retailing

Non-store type retailing can be classified as **direct personal contact** and **direct response marketing**.

- i) **Direct Personal Contact:** Direct selling involves making a personal contact with the end consumer, at his home or place of work. Cosmetics, jewelry, home appliances, educational materials, nutritional products, etc. This type of retailing follows the party plan or the multi level network. They display and demonstrate on invited to a party or the customers act like master distributors appointed on commission basis. For example, Eureka Forbes, Amway, Tupperware are some wellknown companies involved in direct selling.
- ii) **Direct Response Marketing:** Under this type, the customer becomes aware of the products/services offered through a non- personal medium like mail, catalogues, phones, television or the internet. It includes various forms of communication with the consumers like:
 - a) **Mail Order Retailing:** this form of retailing eliminates personal selling and store operations. Appropriate for specific products, the key is using customer database to develop target catalogs that appeal to narrow target markets.
 - b) **Television Shopping:** In this form of retailing, the product is advertised on television and details about the product features, price, and guarantee/ warranty are explained. Phone numbers are provided for different cities where the products can be ordered and are home delivered. For example, the Tele-brands programme, which usually presents the fitness and health related products.
 - c) **E-Shopping:** This format allows the customer to evaluate and purchase from the comfort of his home through the web sites using internet. The products are delivered after online payment, to their homes with a strong supply chain and delivery mechanism.
 - d) **Telemarketing:** Telemarketing is the process of communicating with customers through the telephone, to promote products or services. The executive contacts customers at a time that is convenient to them. Most companies give their tollfree numbers for customers to respond. For example, South Element System, a Hyderabad-based company offers telemarketing services.

9. Ownership Structure

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

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

- ✿ **Corporate Chain** - A retail chain consists of multiple retail outlets owned and operated by a single entity all performing similar retail activities. While the number of retail outlets required to be classified as a chain has never been specified, we will assume that anyone owning more than five retail locations would be considered a chain.
- ✿ **Corporate Structure** - This classification covers large retailers predominantly operating in the non-store retail arena such as online, catalog and vending.
- ✿ **Contractually Licensed and Individually Operated** - The contractual channel arrangement discussed in the Distribution Decisions tutorial has lead to a retail ownership structure in which operators of the retail outlet are not the out-right owners of the business. Instead, the arrangement often involves a legal agreement in which the owner of the retail concept allows the operator to run the owner's business concept in exchange for financial considerations such as a percentage of revenue. This structure is most often seen in retail franchising. Retailers are faced with many issues as they attempt to be successful. The key issues include:
 - **Customer Satisfaction** - Retailers know that satisfied customers are loyal customers. Consequently, retailers must develop strategies intended to build relationships that result in customers returning to make more purchases.
 - **Ability to Acquire the Right Products** - A customer will only be satisfied if they can purchase the right products to satisfy their needs. Since a large percentage of retailers do not manufacture their own products, they must seek suppliers who will supply products demanded by customers. Thus, an important objective for retailers is to identify the products customers will demand and negotiate with suppliers to obtain these products.
 - **Product Presentation** - Once obtained products must be presented or merchandised to customers in a way that generates interest. Retail merchandising often requires hiring creative people who understand and can relate to the market.
 - **Traffic Building** - Like any marketer, retailers must use promotional methods to build customer interest. For retailers a key measure of interest is the number of people visiting a retail location or website. Building "traffic" is accomplished with a variety of promotional techniques such as advertising, including local newspapers or Internet, and specialized promotional activities, such as coupons.
 - **Layout** - For store-based retailers a store's physical layout is an important component in creating a retail experience that will attract customers. The physical layout is more than just deciding in what part of the store to locate products. For many retailers designing the right shopping atmosphere (e.g., objects, light, sound) can add to the appeal of a store. Layout is also important in the online world where site navigation and usability may be deciding factors in success of a website.
 - **Location** - Where to physically locate a retail store may help or hinder store traffic. Well placed stores with high visibility and easy access, while possibly commanding

higher land usage fees, may hold significantly more value than lower cost sites that yield less traffic. Understanding the trade-off between costs and benefits of locations is an important retail decision.

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

Now that we have presented ways in which retailers can be classified, we now use these categories to distinguish general formats or business models that best describes a retail operation. These categories are designed to identify the primary format a retailer follows. In some cases, particularly with the advent of the Internet, a retailer will be involved in more than one format.

- ❁ **Mom-and-Pop** - Represent the small, individually owned and operated retail outlet. In many cases these are family-run businesses catering to the local community often with a high level of service but relatively small product selection.
- ❁ **Mass Discounters** - These retailers can be either general or specialty merchandisers but either way their main focus is on offering discount pricing. Compared to department stores, mass discounters offer fewer services and lower quality products.
- ❁ **Warehouse Stores** - This is a form of mass discounter that often provides even lower prices than traditional mass discounters. In addition, they often require buyers to make purchases in quantities that are greater than what can be purchased at mass discount stores. These retail outlets provide few services and product selection can be limited.
- ❁ **Category Killers** - Many major retail chains have taken what were previously narrowly focused, small specialty store concepts and have expanded them to create large specialty stores. These so-called "category killers" have been found in such specialty areas as electronic (e.g., Best Buy), office supplies (e.g., Staples) and sporting goods (e.g., Sport Authority).
- ❁ **Department Stores** - These retailers are general merchandisers offering mid-to high quality products and strong level of services, though in most cases these retailers would not fall into the full-service category. While department stores are classified as general merchandisers some carry a more selective product line. For instance, while Sears carries a wide range of products from hardware to cosmetics, Nordstrom focuses their products on clothing and personal care products.
- ❁ **Boutique** - This retail format is best represented by a small store carrying very specialized and often high-end merchandise. In many cases a boutique is a full service retailer following a full-pricing strategy.
- ❁ **Catalog Retailers** - Retailers such as Lands' End and LL Bean have built their business by having customers place orders after seeing products that appear in a mailed catalog. Orders are then delivered by a third-party shipper.

- ❁ **E-tailers** - Possibly the most publicized retail model to evolve in the last 50 years is the retailer that principally sells via the Internet. There are thousands of online-only retail sellers of which Amazon.com is the most famous. These retailers offer shopping convenience including being open for business all day, every day. Electronic retailers or E-tailers also have the ability to offer a wide selection of product since all they really need in order to attract orders is a picture and description of the product. That is, they may not need to have the product on-hand the way physical stores do. Instead an E-tailer can wait until an order is received from their customers before placing their own order with their suppliers. This cuts down significantly on the cost of maintaining products in-stock.
- ❁ **Franchise** - As noted in the Distribution Decisions tutorial, a franchise is a form of contractual channel in which one party, the franchisor, controls the business activities of another party, the franchisee. Under these arrangements, an eligible franchisee agrees to pay for the right to use the franchisor's business methods and other important business aspects, such as the franchise name. For instance, McDonald's is a well-known franchisor that allows individuals to use the McDonald's name and methods to deliver food to consumers.
- ❁ **Convenience Store** - As the name implies these general merchandise retailers cater to offering customers an easy purchase experience. Convenience is offered in many ways including through easily accessible store locations, small store size that allows for quick shopping, and fast checkout. The product selection offered by these retailers is very limited and pricing can be high.
- ❁ **Vending** - Within this category are automated methods for allowing consumers to make purchases and quickly acquire products. While most consumers are well aware of vending machines allowing customers to purchase smaller items, such as beverages and snack food, newer devices are entering the market containing more expensive and bulkier products. These systems require the vending machine that have either Internet or telecommunications access to permit purchase using credit cards.

Exercise: Assignment

Visit retail organised and unorganised sectors and prepare a report including their comparison with each other and practical suggestions for improvement to attract more number of customer in the store. Report should include:

1. About the store
2. Category of the store
3. Products categories and sections in the store
4. Technology using by the store
5. Facilities provided by the store
6. Your opinion about the store
7. Suggestions for store to improve

Assessment

A. Fill in the blanks

- 1) When two or more outlets are under a common ownership, it is termed as a _____
- 2) A franchise is a contractual agreement between the _____ and _____
- 3) Hypermarkets combine the features of a _____ and _____ store.
- 4) In a _____ profit or loss is calculated on the entire stock.
- 5) In _____ retailing the key is the customer database.

B. Multiple Choice Questions

Tick the correct answer

1. The independent retailer operates his business with
 - a) Partners
 - b) Professionals
 - c) Few locals/ family members
 - d) None
2. Corporate retail chain is also called as
 - a) Franchise
 - b) Chain retailer
 - c) Independent retailer
 - d) None
3. Specialty stores have a very clearly defined
 - a) Producers
 - b) Competitors
 - c) Target market
 - d) Both (a) and (b)

Checklist for Assessment Activity

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

Part A

- ♦ Classify the store type retailers on the basis of ownership.
- ♦ Classify the store type of retailers on the basis of merchandise.
- ♦ Identify various formats in non-store type of retailing.

Part B

Discussed in class the following:

- ♦ What do understand by independent retailer?
- ♦ What is franchise retailing?

- ❖ State the features of consumer co-operatives?
- ❖ What is organized retailing?
- ❖ What are the features of hypermarkets?
- ❖ What is a departmental store?
- ❖ What are the various forms of non –store retailing?

Part C

Performance Standards

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

Performance Standards	Yes	No
Able to identify the various types of store retailing formats.		
Able to identify the various types of non-store retailing formats.		
Able to specify the basis of classifying store retailing.		
Able to specify the basis of classifying non-store retailing.		

Session - 3: Functions of Retailer

Relevant Knowledge

The role of a retailer is to provide the products that he needs in the required quantity at the required place and at right time. This creates real added value or utility to the customers. This comes from four different perspectives; they are,

- ❖ first, is the **form utility** of a product that is acceptable to the customer,
- ❖ second, is the **time utility** keeping the store open when the consumers prefer to shop,
- ❖ third, is the **place utility** being available at a convenient location, and
- ❖ fourth, is **ownership utility** when the product is sold.

Retailer's Services to the Customers

- ❖ To supply the goods in small quantities to consumers at reasonable prices.
- ❖ To practice personal relations, courtesy, attentiveness and honesty.
- ❖ To anticipate the consumer demand and make available such stock.
- ❖ To guide the consumer in buying and providing necessary information.
- ❖ To provide replacement facility for the damages.
- ❖ To display and demonstrate the goods to attract the customers.
- ❖ To offer credit facility to regular and reliable customers.



Retailer's Services to the Wholesaler

- To provides valuable market information with regard to taste, fashion and demand for the goods to the wholesaler.
- To maintains direct contact with the customers and so he relieves the wholesaler with regard to maintenance of direct contact.
- To helps the wholesaler in getting their goods distributed to the consumer.
- To creates demand for the products by displaying the goods to the consumers.

Essential Requirements of Retailers

- Establish the shop in a place where customers are attracted.
- Stock the goods which are needed by the customers.
- Compete in price and quality of goods to be sold.
- Be financially sound and cautious of over-stocking or under-stocking.
- Up-date with trends in the market and its position.
- Ensure window display and counter display to promote sales.
- Always be accessible to the customers.

Generally the retailers are performing more number of functions. These are as under:

- The retailer buys a variety of products from the wholesaler or a number of wholesalers. He thus performs two functions like buying of goods and assembling of goods.
- The retailer performs storing function by stocking the goods for a consumer.
- He develops personal contact with the consumers and gives them goods on credit.
- He bears the risks in connection with Physical Spoilage of goods and fall in price. Besides he bears risks on account of fire, theft, deterioration in the quality and spoilage of goods.
- He resorts to standardization and grading of goods in such a way that these are accepted by the customers.
- He makes arrangement for delivery of goods and supply valuable market information to both wholesaler and the consumer.

In the process of acting as a link between the wholesaler (or the manufacturer) and the consumer, a retailer performs different functions. These are mentioned below:

Buying and Assembling

The retailer stocks wide variety of products to meet the requirements of a large number of customers. In this context, the retailer has to assemble products of different manufacturers from different wholesalers through the process of buying. He selects the best merchandise from each wholesaler and brings all the goods under one roof. In this way, he performs the twin functions of buying and assembling of goods.

Warehousing and Storing

After purchase of products thus assembled have to be stored by the retailer so that they are held in

reserve stocks out of which consumers requirements are met without any interruption by selling in small quantities. He maintains ready stock of goods and displays them in his shop.

Grading and Packing

The retailer has to sort out in different lots of goods or products left ungraded by the producer or the wholesaler. He must make arrangements for proper packing of goods which are sold loose in small lots for the convenience of consumers.

Selling

The main purpose of retailing business is to sell the products to the consumers. The retailer is sometimes referred to as buying agent of consumers, producers and manufacturers regard retailer as a means of dispersing goods to the market and drawing income into their hands so that they can continue their business of production. The retailer sells goods in small quantities according to the demand and choice of consumers. He employs efficient methods of selling to increase his sales turnover.

Risk Bearing

The retailer has to bear the risk of physical deterioration of goods and fall in value. The retailer has to stock goods in anticipation of demand from his customers. He bears the risk of loss due to fire, theft, spoilage, price fluctuations, etc.

- ◆ The products stored are subject to the usual risks of flood and other natural calamities.
- ◆ Risk of spoilage and deterioration due to the very nature of goods
- ◆ Risk of change in fashion is a very real risk to a retail trader.

Providing Finance

The retailers have to grant credit to consumers. Credit sale in effect means facilitating the flow of products through the marketing channel to its ultimate goal. Thus retailers contribute in financing the marketing process.

Supply of Market Information

Retailers are being in touch with the consumers and provide knowledge to consumers about new products and uses of old products. They study consumers' behaviour, changes in the tastes, fashions and demand etc. They also collect valuable information pertaining to the problems of marketing and guide consumers in better choice of goods. They also provide market information to wholesalers and manufacturers.

Providing Sales Promotion

The retailers display the goods in the racks of retail store. They carry out publicity through shop decoration, window display, etc. They maintain direct and personal contacts with consumers. They persuade consumers to buy goods through personal selling.

Arrange the Transportation

Retailers bear the transportation cost of carrying goods from wholesalers and manufacturers to their shops. They bear the delivery expenses of delivering of goods to the consumer's houses.

From the customer point of view, the retailer serves him by providing the goods that he needs in the required assortment, at the required place and time.

- **Arranging Assortment:** manufacturers usually make one or a variety of products and would like to sell their entire inventory to few buyers to reduce costs. Final consumers in contrast prefer a large variety of goods and services to choose from and usually buy them in small units.
- **Breaking Bulk:** to reduce transportation costs, manufacturer and wholesalers typically ship large cartons of the products, which are then tailored by the retailers into smaller quantities to meet individual consumption needs.
- **Holding Stock:** Retailers maintain an inventory that allows for instant availability of the product to the consumers. It helps to keep prices stable and enables the manufacture to regulate production.
- **Promotional Support:** small manufacturers can use retailers to provide assistance with transport, storage, advertising, and pre- payment of merchandise.

The Retailer also serves the manufacturers by following way:

- Accomplishing the function of distributing the goods to the end users
- Creating and Managing a channel of information from manufacturer to the consumer
- Act as a final link in the distribution chain
- Recommending products where brand loyalty is not strong or for unbranded products.

Exercise: Assignment

1. Visit two independent retailers in your locality, interact with them and ask the following questions and write their reply in not more than 50 words:

Questions for Retailer

- (i) What are the different categories of products that are being offered for sale in his retail shop?

- (ii) What are the demographic characteristics of the customers who visit his shop?

(iii) What are the important features of their retail business? Specify them separately.

(iv) What are the three main strategies of business?

Questions for Customers

- (i) What makes them to purchase the products in this kirana shop?
- (ii) What are the features of a supermarket you have visited in your place?
- (iii) What are the features of a hypermarket?
- (iv) What are your observations on visiting a departmental store?

Assessment

A. Fill in the blanks

1. Retailers maintain an _____ that allows for instant availability of the product to the consumers. (inventory)
2. The _____ performs storing function by _____ the goods for a _____. (retailer, stocking, consumer)
3. The _____ keeping the store open when the consumers prefer to shop. (time utility)
4. The _____ utility when the product is sold. (ownership)
5. Retailer makes arrangement for delivery of goods and supply valuable market information to both _____ and the _____. (Wholesaler, consumer)

B. Multiple Choice Questions

Tick the correct answer

1. Retailer provide following services to the customer
 - a) To supply the goods in small quantities
 - b) To consumers at reasonable prices.
 - c) To practice personal relations
 - d) All the above
2. Retailer never provide following services to the customers
 - a) To guide the consumer in buying and providing necessary information
 - b) To provide replacement facility for the damages
 - c) To display and demonstrate the goods to attract the customers
 - d) None of the above

3. Wholesaler receive service from the retailer for
 - a) Retailer provides valuable market information to the wholesaler
 - b) Retailer never relieves the wholesaler with regard to maintenance of direct contact
 - c) never creates demand for the products
 - d) none of the above
4. The retailers are performing more number of functions. These are as:
 - a) He never bears the risks
 - b) He resorts to standardization and grading of goods
 - c) He does not supply valuable market information
 - d) All the above

Checklist for Assessment Activity

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

Part A

1. Describe the functions of the retailer.
2. What is the role of retailer?
3. What responsibilities retailer bears?

Part B

Discussed in class the following:

1. Functions of retailer.
2. Role and responsibilities of retailer.

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify the role of retailer.		
Able to identify responsibilities of retailer.		
Able to identify functions of retailer.		

Session - 4: Trends in Retailing

Relevant Knowledge

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

Indian retailing is undergoing a process of evolution and is poised to undergo dramatic

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

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

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

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

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

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

The recent increased power of retailers has led to the introduction of new tactics by manufactures such as everyday low pricing, partnership with retailers and increased use of direct marketing methods.

Rural bias: Nearly two thirds of the stores are located in rural areas. Rural retail industry has typically two forms: "Haats" and "Melas". Haats are the weekly markets: serve groups of 10-50 villages and sell day-to-day necessities. Melas are larger in size and more sophisticated in terms of the goods sold (like TVs).

Growth Drivers for Indian Retailing

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

- ❖ **Demography Dynamics:** Approximately 60 percent of Indian population is below 30 years of age. Double Incomes: Increasing instances of Double Incomes in most families coupled with the rise in spending power is another factor.
- ❖ **Plastic Revolution:** Increasing use of credit cards for categories relating to Apparel, Consumer Durable Goods, Food and Grocery etc.

- ➡ **Urbanization:** Increased urbanization has led to higher customer density areas thus enabling retailers to use lesser number of stores to target the same number of customers. Aggregation of demand that occurs due to urbanization helps a retailer in reaping the economies of scale.
- ➡ **Easy Availability of Transportation:** Covering distances has become easier with increased automobile penetration and an overall improvement in the transportation infrastructure. Now a customer can travel miles to reach a particular shop, if he or she sees value in shopping from a particular location.
- ➡ **Technology in Retail:** Over the years as the consumer demand increased and the retailers geared up to meet this increase, technology has evolved rapidly to support this growth.

Customer Interfacing Systems

- ➡ **Bar Coding and Scanners:** Point of sale systems use scanners and bar coding to identify an item using pre-stored data to calculate the cost and generate the total bill for a client. Tunnel Scanning is a new concept where the consumer pushes the full shopping cart through an electronic gate to the point of sale. In a matter of seconds, the items in the cart are hit with laser beams and scanned. All that the consumer has to do is to pay for the goods.
- ➡ **Payment:** Payment through credit cards has become quite widespread and this enables a fast and easy payment process. Electronic cheque conversion, a recent development in this area, processes a cheque electronically by transmitting transaction information to the retailer and consumer's bank. Rather than manually process a cheque, the retailer voids it and hands it back to the consumer along with a receipt, having digitally captured and stored the image of the cheque, which makes the process very fast.
- ➡ **Internet:** Internet is also rapidly evolving as a customer interface, removing the need of a consumer physically visiting the store.

Operation Support Systems

- ➡ **ERP System:** Various ERP vendors have developed retail-specific systems which help in integrating all the functions from warehousing to distribution, front and back office store systems and merchandising. An integrated supply chain helps the retailer in maintaining his stocks, getting his supplies on time, preventing stock-outs and thus reducing his costs, while servicing the customer better.
- ➡ **CRM Systems:** The rise of loyalty programs, mail order and the Internet has provided retailers with real access to consumer data. Data warehousing & mining technologies offers retailers the tools they need to make sense of their consumer data and apply it to business. This, along with the various available CRM (Customer Relationship Management) Systems, allows the retailers to study the purchase behavior of consumers in detail and grow the value of individual consumers to their businesses.

Strategic Decision Support Systems

- ➡ **Store Site Location:** Demographics and buying patterns of residents of an area can be used

to compare various possible sites for opening new stores. Today, software packages are helping retailers not only in their location decisions but in decisions regarding store sizing and floor-spaces as well.

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

Entry of Major Formats of In-Store Retailing

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

Formats Adopted by Key Players in India

Retailer	Original Formats	Later Formats
RPG Retail	Supermarket (Food world)	Hypermarket (Spencer's) Specialty Store (Health and Glow)
Piramal's	Department Store (Piramyd Megastore)	Discount Store (Tru Mart)

Pantaloon Retail	Small format outlets (Shoppe) Department Store (Pantaloon)	Supermarket (Food Bazaar) Hypermarket (Big Bazaar) Mall (Central)
K Raheja Group	Department Store (shopper's stop) Specialty Store (Crossword)	Supermarket (TBA) Hypermarket (TBA)
Tata/Trent	Department Store (Westside)	Hypermarket (Star India Bazaar)
Landmark Group	Department Store (Lifestyle)	Hypermarket (TBA)
Others	Discount Store (Subhiksha, Margin Free, Apna Bazaar), Supermarket (Nilgiri's), Specialty (Electronics)	

Entry of Shopping Malls

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

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

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

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

Entry of Non-store Retailing

Non-store retailing is the selling of goods and services outside the confines of a retail facility. It is a generic term describing retailing taking place outside of shops and stores (that is, off the premises of fixed retail locations and of markets stands). The non-store distribution channel can be divided into direct selling (off premises sales) and distance selling, the latter including all forms of electronic commerce. Distance selling includes mail order, catalogue sales, telephone solicitations and automated vending. Electronic commerce includes online shopping, Internet trading platforms, travel portals, global distribution systems and tale shopping. Direct selling includes party sales and all forms of selling in consumers' homes and offices, including even garage sales.

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

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

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

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

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

- **Direct Selling:** It involves direct personal contact, which may include product demonstration by the salesman. It is also known as door-to-door selling.
- **Direct Response Marketing:** It does not involve direct contact, which may include catalogue retailing, direct mailing, TV retailing, e-retailing and vending machine. It uses a non-personal print or electronic medium to communicate with consumers.

Exercise: Assignment

1. Prepare a checklist of the minimum facilities that should be set up at any store and specify type of store
 1. _____
 2. _____
 3. _____
 4. _____
 5. _____
 6. _____
 7. _____
 8. _____
 9. _____
 10. _____
 11. _____
 12. _____

Assessment

A. Fill in the blanks

1. Customer save time and purchase the different products at _____ while shopping in mall. (one place)
2. _____ retailing is the selling of goods and services outside the confines of a retail facility. (non-store)
3. _____ help in integrating all the functions from warehousing to distribution, front and back office store systems and merchandising. (ERP Systems)
4. _____ systems, allows the retailers to study the purchase behavior of consumers in detail. (Customer Relationship Management)
5. Rural retail industry has typically two forms " _____" and " _____". (Haats, Melas)

B. True/false

1. Direct Selling does not include product demonstration by the salesman. (F)
2. Direct Response Marketing does not include catalogue retailing, direct mailing, TV retailing, e-retailing and vending machine. (F)
3. A shopping mall is a modern, indoor version of the traditional marketplace. (T)
4. Demographics and buying patterns of residents of an area cannot be used to compare various possible sites for opening new stores. (F)
5. Aggregation of demand that occurs due to urbanization helps a retailer in reaping the economies of scale. (T)
6. Modern stores trend to be large, carry more stock keeping units, and have a selfservice format and an experiential ambience. (T)

C. Answer the following Questions

1. Describe operation support system and customer interface system.
2. What non-store retailing means?
3. Enlist major formats of retailing

Checklist for Assessment Activity

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

Part A

1. Differentiated between different formats of retail store.
2. Differentiate between Customer interface system and Operating support systems.

Part B

Discussed in class the following:

1. Types of formats

2. Retailing growth drivers
3. Store and non-store retailing
4. Customer interface system
5. Operating support systems

Part C

Performance Standards

The performance standard may include, but not limited to:

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

UNIT-2

RETAIL MARKETING MIX

Unit Code: RS302-NQ2012	Unit Title: Retail Marketing Mix			
Location: Classrooms, Market survey, visit to Malls, Kirana stores, Manufacturing Units, Advertising agencies	Duration: 25 Hours			
	Session 1: Product Mix			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	1. Acquainted with the concept of Marketing Mix	1. Concept of Marketing Mix 2. Importance of 7Ps 3. Concept of Product Mix 4. Significance of product Mix	1. Illuminate the meaning of Marketing mix 2. Explain the importance of 7Ps 3. Light up on significance of product mix 4. Identify the elements of product mix	Interactive Lecture: Clear the terms of Marketing Mix with the help of Advertisement through PPT Poster Making: Four students can prepare four "P"s posters and describe it through illustrations Activity: Visit to Manufacturing unit and tell the importance of 4Ps about Product to the students to showing them every "P"
	2. Features of Product Mix	1. Various features of products like shape, size, color, brand, warranty etc.	1. List out the features of Product and clarify the product mix	Interactive Lecture: Product Mix Features Activity: Conduct the Workshop and shows the product examples and describe the features of product Mix

	3. Product Life Cycle	1. Details about PLC and stages 2. Strategies at the stages of PLC	1. Enumerate the stages of PLC with the help of Diagram 2. Analyze the which stage is beneficial for retailer how to sustain that stage years long	Interactive Lecture: Stages of PLC with diagram to understand the stages. Activity: Take a real product which is presently sold in the market and analyze its stages and strategies at every level.
	Session - 2 : Price Mix			
	1. Identify the Price Mix features and its importance	1. Various Pricing features like Credit facilities, Installment, EMI etc. 2. The significance of Price Mix	1. Scrutinize the features of Price Mix 2. Explain the importance of Price Mix 3. Identify the factors influencing the pricing of retail products	Interactive Lecture: Highlight on price Mix with giving examples of various products and services Activity: Visit to the Mall or Retail shops and show the students about the importance and methods of price Mix Assignment: Assign them work to make a small project about the impact of price changes on the consumers and thereby Retail Market
	2. Identify the methods of Pricing in retailing	1. Methods of Pricing in Retailing	1. Identify the different methods available in fixing the prices in retailing	Interactive Lecture: Highlight the methods of pricing Activity:

				Visit to the retail outlet and ask the marketing manger what methods are used to fix up the prices in the retailing
Session 3: Promotion Mix				
1. Identify the concept of Promotion Mix and its importance	1. Meaning of Promotion Mix 2. Importance of Promotion Mix	1. Clarify the elements of Promotion Mix 2. List out the factions influencing the Promotion Mix	Interactive Lecture: Promotion Mix and its importance Activity: Write a brief note on Promotion Mix and its importance	
2. Identify the objectives and Elements of Promotion Mix	1. Various Objectives of Promotion Mix 2. Factors or elements of Promotion Mix like Advertising, Public Relations, Publicity, Sales Promotion, Personal selling etc.	1. Identify the various objectives of Promotion Mix 2. List out the promotional aspects in retailing 3. Classify the promotional aspects	Interactive Lecture: Objectives of the Promotion Mix and list out the elements of the Promotion Mix Activity: Visit to the retail shop and observe the factors influencing the Promotion Mix how it creates impact on the selling of products and services Role Play to act for each element and make them understand the concepts.	
Session 4: Place Mix				
1. Understand the concept of Place Mix and its importance and Process	1. Meaning and importance of Place Mix 2. The process of Place Mix	1. Discuss in detail about Place Mix 2. Enlist the elements of Place Mix 3. Demonstrate	Interactive Lecture: Importance and the concepts of Place Mix	

			the process of Place Mix	Activity: Visit to a retail store and find out the process of place mix
	2. Find out the objectives and features of Place Mix	1. Various objectives & features of Place Mix	1. List out and express the view on the objectives of Place Mix 2. Enumerate the features of Place Mix	Interactive Lecture: Objectives and the Features of Place Mix Activity: Assign the work to the students to write a small report on objectives and features of Place Mix.
	3. Describe the various modes of transportation and its objectives	1. Common modes of retail transportation 2. Factors affecting modes of transportation 3. Describe the objectives of retail transport	1. Differentiate between various modes of transportation 2. Identify the factors determining combination of mode of transportation 3. Enlist various objectives of retail transport	Interactive lecture: Modes of transportation and their cost benefit analysis Activity: Make a small report on cost effective modes of retail transportation and analyze the objectives of transportation.
Session 5: Process, People and Physical Evidence				
	1. Identify the concept and features of Process	1. Meaning and features of Process	1. Identify the elements of Process and explain its features	Interactive Lecture: Features of Process Activity: Visit to a retail shop and observe the features of Process and make a small report on it.

	2. Identify the concept and features of People Mix	1. Meaning and features of People Mix	1. List out the features "People Mix"	Interactive Lecture: Features of People Mix Activity: Visit to a retail shop and observe the features of People Mix and make a note on it.
	3. Identify the concept and features of physical evidence	1. Meaning and features of physical evidence	1. Explain the steps in Physical Evidence and enlist its features.	Interactive Lecture: Features of Physical evidence Activity: Visit to a retail shop and observe the features of Physical Evidence and make a small case study on it.

Introduction

Marketing is regarded as crucial element for the success of any enterprise. Over the last decade, the Retail Marketing in India has grown significantly. We have witnessed the launch of a large number of retailers entering into Retail Industry. Retail is the final stage of any economic activity. By virtue of this fact, retail occupies an important place in the world economy. Retailing refers to all the activities involved in selling goods or services to the final consumers for personal, non-business use. A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing. Put simply, any firm that sells products to the final consumer is performing the function of Retailing.

Retail Market refers to a place where a group of consumers with similar needs and a group of retailers meet using a similar retail format to satisfy those consumer needs. Retail Marketing is defined as the process by which a retailer tries to identify the target market, workout the mix in terms of nature of merchandise offered, pricing policy, promotion and advertising, location, store design and visual merchandising in order to satisfy the target market's needs and building a sustainable competitive advantage. The Retail Marketing Mix can be defined as marketing tools that a retail organization uses to pursue its marketing objectives. These marketing mix provide right goods to the consumer with the right tools or activities enable the retailers to provide at right place and at the right time.

In this unit we will study the various aspects of retail Marketing Mix which identifies the needs of

target market and satisfy those needs more effectively and efficiently than their competitors. Hence, the Retail Marketing Mix should be devised properly to build up customer loyalty, fostering good human resources management programmes for employees, efficient distribution and information systems, display unique merchandise, develop strong relationships with vendors and offer excellent customer services.

Components of Retail Mix

- Product
- Price
- Promotion
- Place
- Process
- People
- Physical evidence

Session - 1: Product Mix

Relevant Knowledge

It comprises policies and procedures retailing to product line to be offered, markets to sell, new product policy, research and development, branding, packaging, labeling etc. the products are also termed as merchandise. The different products that the store offers are termed as Product Mix/ Merchandise Mix. It means retailer offers a set of all product lines and items for sale to buyers.

Product Classification helps marketers to focus their efforts using consumers' buying behavior. Business can use these buying habits to design marketing efforts for a clearly defined target audience. Products can be broadly classified into two categories:

1. Consumer Product
2. Business Product

1. **Consumer Product:** refers to "Product bought by final consumer for personal consumption". It includes four classes.

- a) Convenience product
- b) Shopping Product
- c) Specialty Products
- d) Unsought Product

a) **Convenience Product:** Consumer product that the customer usually buys frequently, immediately, and with a minimum of comparison and buying effort, consumer products can be divided further into staples, impulse products, and emergency products.

Staples Products are those product that consumers buy on a regular basis, such as ketchup, tooth paste etc., impulse products are those product that purchased with little planning or search effort, such as candy bar, and magazine, emergency product are those when consumer need is urgent, for example, umbrellas during a rainstorm, etc.

b) **Shopping Product:** Consumer good that the consumer, in the process of selection and purchase, characteristically compares on bases such as suitability, quality, price, and style. For example, furniture, clothing, used cars, major appliances and hotel and motel services.

c) **Specialty Products:** The consumer products with unique characteristic or brand

identification, for which a significant group of buyers are willing to make a special purchase effort. For example, specific brands and types of cars, high-priced photographic equipment, designer clothes, etc.

d) Unsought Products: Unsought products are consumer products that the consumer either does not know about or knows about but does not normally think of buying. Examples include batteries or life insurance. Your consumers essentially buy unsought goods when they have to, almost as an inconvenience rather than the newest, latest, greatest product they can't wait to purchase. Other examples of know but unsought products and services are life insurance and blood donations to the Red Cross.

2. **Business Product:** Business products represent a very important product category, and in the case of some manufacturers, they are the only product sold. These are goods that are sold to other businesses, and used to produce other goods. Business products are marketed differently than convenience, shopping and specialty products, due to their different nature as well as the different nature of the prospective buyers. Business Products are sold to other businesses as opposed to end consumers, and used to produce other products.

Branding

Brand is the heart, the soul and the essence of a Company or a product. It is important to spend time investing in researching, defining and building the brand. It is because brand is one of the most effective and competitive tool and in a way differentiates the product from competitor's products. Hence, there is a need to understand the basic concepts of branding which are detailed below:

- a) **Brand:** It refers to a name, sign, symbol or design or a combination of them which is intended to be identified from the competitors goods and services.
- b) **Brand Name:** It is that part of the brand which can be vocalised or utterable.
- c) **Brand Mark:** It is that part of the brand which can be recognized but not utterable such as symbol, design, distinctive colour, etc.
- d) **Trade Mark:** It refers to a brand that is given legal protection.
- e) **Branding:** It is the process of giving a name to the product to identify it as the product of a particular manufacture or distributor.

Objectives of Branding

The objectives that a good brand will achieve include,

- i) It delivers the message clearly.
- ii) It confirms the company's credibility.
- iii) It connects the target prospects emotionally with the company.
- iv) It motivates the buyers to buy the product.
- v) It strengthens the buyers' loyalty.

It has become very important part of Product Management. According to Philip Kotler, Packaging is an activity which is concerned with protection, economy, convenience and potential consideration

of a Product. Normally, people are confused with the words Package, people are confused with the words package, Packing and Packaging which denotes different meanings.

Packaging

- a) Package is a container in which a product is offered for sale.
- b) Packing is the process of wrapping a product or putting a product into packages or containers.
- c) Packaging is the process which includes all activities related to planning and designing of the packages, containers or wrappers.

Hence, packaging is a broader term which includes the activities of both package and packing. It is considered as the science, art and technology of enclosing or wrapping the products for distribution, storage, sale and use.

Objectives of Packaging

The objectives of packaging are as follows,

- i) To provide Protection to the products from its spoilage and deterioration.
- ii) To differentiate the product from that of competitor's products.
- iii) To provide convenience in handling products in the transportation.
- iv) To generate higher profits to the retailer since effective packaging cuts the costs of transportation, handling and damages to the product.
- v) To project the image of the product, retailer and the consumer.
- vi) To facilitate the information on the price of the product.
- vii) To act as a promotional tool for the product.
- viii) To help in easy identification of product from that of competitor's brands.

Labeling

It refers to the act of attaching or tagging labels.

Purposes of Labeling

The purpose of Labeling are,

- To bring home the product features.
- To facilitate the exchange of goods.
- To encourage self-service.
- To know about the product and its Producer.
- To get information on date of manufacturing and expiry.
- To learn about the ingredients used in the product.
- To know the process of usage of product.
- To learn the name of the manufacturer and to examine his credentials.
- To understand the volume and weight of the product.

Types of Labeling

There are three types of Labeling viz., Brand Label, Grade Label and Descriptive Label.

- a) **Brand Label:** It is used to make a brand more popular. People may prefer to buy the goods by watching the brand only.
- b) **Grade Label:** It tells about the quality or grade of the product. Grade Label uses a letter or a number or even a word for products identification. It is normally used for perishable and non-perishable products.
- c) **Descriptive Label:** It provides maximum information about the product to the consumer. It gives information on composition, usage, storage, colour, price, date of manufacturing, expiry date, etc.

Exercise: Assignment

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

A. Questions to Employee/owner

- 1. How many product lines are offered by you?
- 2. In each product line how many varieties are offered to the customer in Retail Stores?
- 3. Do you follow the branding for unnamed products? If yes, what are the brands for which names are given?
- 4. Which type of packaging methods are adopted by you?
- 5. Which type of labeling is adopted by the Retail stores?

B. Questions to Employees

- 1. What are the reactions of the customers with regard to products offered by the retailers?
- 2. What are the expectations of customers regarding Packaging and labeling?

Assessment

A. Fill in the blanks

- 1. Products are also termed as _____.
- 2. The different Products that the store offers to consumers is called as _____.
- 3. The products which are tangible that survive many uses and for a long time are called as _____.
- 4. The goods which are frequently purchased by consumers are called as _____.
- 5. The Products which the consumers purchase on a regular basis are termed as _____.
- 6. The unbranded and undifferentiated products are called as _____ products.

7. _____ is that part of product brand which can be vocalised or utterable.
8. The brand that is given legal protection is called as _____.
9. _____ is a container in which a product is offered for sale.

B. Multiple choice Questions

Tick the correct answer:

1. The goods which are purchased without any planning or search effort are called as-
 - (a) Emergency goods
 - (b) Impulse goods
 - (c) Shopping goods
 - (d) Specialty goods
2. The goods with unique characteristics which a significant group of buyers are habitually willing to make a purchasing effort are called as-
 - (a) Specialty goods
 - (b) Staple goods
 - (c) Convenience goods
 - (d) Unsought goods
3. The process of wrapping a product or putting a product into packages and containers is called as -
 - (a) Packaging
 - (b) Packing
 - (c) Package
 - (d) None of the above
4. The label which provides maximum information about the product is called as-
 - (a) Brand label
 - (b) Grade label
 - (c) Descriptive label
 - (d) None of the above

Checklist for Assessment Activity

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

Part A

- Differentiated the various products offered for sale in retail stores.
- Differentiated the basic concepts of branding.
- Differentiated the concepts Package, Packing and Packaging.
- Identify the difference between Brand, Grade and Descriptive labels.

Part B

Discuss the following in Class Room:

- Define durable and non- durable goods with suitable examples?
- What is the convenience product?
- What are shopping products?
- What is meant by Generic Product?
- What is meant by branded and unbranded Product?
- What are objectives of branding?
- What are objectives of packaging?
- What are the purposes of Labeling?
- Differentiate Brand, Grade and Descriptive Labels.

Part C

Performance Standards

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

Performance Standards	Yes	No
Able to identify the difference between various types of products.		
Able to understand the objectives of Branding and Packaging.		
Able to learn the Purpose of Labeling.		
Able to identify the differences between various types of Labeling.		

Session - 2: Price Mix

Relevant Knowledge

Price is an integral element in the Retail Marketing Mix. It is the factor, which is the source of revenue for the retailer. The price of the product also communicates the image of the retail store to the customers.

To a retailer, price represents quantity of money received from the customer on sale of goods and services. To a customer, it represents sacrifice and hence his perception of value of the product. Conceptually, it is-

$$\text{Price} = \frac{\text{Quantity of money received by the retailer}}{\text{Quantity of goods and services received by the Buyer/ Customer}}$$

"Pricing is a managerial task that involves establishing Pricing objectives identifying the factors governing the price, ascertaining their relevance and significances, determining the product value in monetary term and formulation of price policies and strategies, implementing them and controlling them for the best results".

The above definition of Pricing indicates number of activities involved in the process of determining the retail price of a product, which are as follows:

- a) It is a managerial task of establishing pricing objectives.
- b) It identifies the factors influencing the price.
- c) It ascertains the relevance and significance of factors influencing the price.
- d) It determines the value of the product offered for sale by retailer in terms of money.
- e) It formulates the price policies and strategies.
- f) It helps the retailer to implement the price policies and strategies.
- g) It enables the retailer to control the price policies and strategies to get best results.

The Retailer today, has little choice in price decision, but to ensure that every product in the store is on sale at a price that grows profits, preserves market share and builds customer loyalty.

Objectives of Retail Pricing

Pricing of product is very sensitive issue, both undercharging and overcharging are dangerous to the retailer, because if prices are undercharged it will not be able to cover its costs and will get into losses. Before determining the price, the retailer must establish a pricing objective compatible with the goals of the organization and its marketing programme. The following are some of the pricing objectives which should be considered while determining the price of the products:

1. To Maximum profit of the organization.
2. To get target return on investment.
3. To get target market share.
4. To meet or prevent the competition.
5. To stabilize the price of the products.
6. To expedite cash collection
7. To help in the sale of weak items in the product line.
8. To make it affordable to consumers.
9. To skim the market.
10. To maintain the loyalty of the customers.

Factor Affecting Retail Pricing

- Retail Business Model
- Competitors Pricing
- Economic Conditions
- Target Market and Demand
- Unique of Product

Pricing Methods

In Retail Industry, there are three ways of setting prices viz. Cost Oriented Pricing, Demand Oriented Pricing and Competition Oriented Pricing.

1. **Cost Oriented Pricing:** The Price determined by the retailer is based on the costs incurred by him in procuring and sale of Goods. Following are the cost based methods:

- a) **Cost Plus Method:** It is also called as Full Cost Pricing and Mark Up Pricing. Under this method, the price is set to cover cost of materials, labours and overheads and a

predetermined percentage for profit. The percentage differs from retailer to retailer and even among the products of the same retail unit.

- b) **Marginal Cost Pricing:** Under this method, fixed costs are ignored and prices are determined on the basis of marginal cost. The Retailer uses only those costs that are directly attributable to the output of a specific product. The firm seeks to fix its prices so as to maximize its total contribution to fixed costs and profit.
 - c) **Rate of Return Pricing:** In this method, the main aim of the firm is to fix a target rate of return on investment that it would be able to yield during the particular time frame. The investment usually includes the cost of development and commercialization. The target return is set by the firm after studying the market conditions. This return on investment is also known as expected profits for the firm.
2. **Demand Oriented Pricing:** Under this Method, the price is determined on the basis of demand prevailing for the product in the market. Following are the Demand Oriented Pricing Methods:
- a) **What the traffic can bear Method:** It is very much used by retail traders. This method brings high profits in the short term. But buyer opposition and consumerism is bound to set in course of time when a firm sets its prices on the basis of what the traffic can bear.
 - b) **Skimming Pricing:** This method aims at high price and high profits in the early stage of marketing the products. This method skims the market in the first instance through high price and subsequently settles down for a lower price. This method is very useful in pricing the new products, especially the luxury items.
 - c) **Penetration Pricing:** This method seeks to achieve greater market penetration through relatively low prices. This method is quite useful in pricing of new products to bring out large volume of sales at a reasonable price before competitors enter the market with a similar product.
3. **Competition Oriented Pricing:** This method of pricing is based on the principle of competitive parity. The three competition based pricing methods are premium pricing, discount pricing and parity pricing/ going rate pricing.
- a) **Premium Pricing:** Under this method, the price of the product offered for sale is more than the price of competitor in the market.
 - b) **Discount Pricing:** Under this method, the price of the product offered for sale will be less than the competitor's price in the market.
 - c) **Parity Pricing:** Under this method, the price of the product offered for sale will be the same as sold by the competitor in the market.

Exercise: Assignment

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

A. Questions to Owner

1. Which method of pricing is adopted by you for unbranded products and how it is determined?
2. What are the problems faced by you in determining the price of a product?

B. Question to Employees

1. What are the reactions of consumers on pricing method adopted by the retailer?

Assessment

Answer the following questions:

A. Fill in the Blanks

1. To a _____ price represents quantity of money received from customer.
2. The cost plus method is also called as _____ pricing.
3. _____ method, fixed costs are ignored and prices are determined on the basis of marginal cost.
4. _____ pricing aims at high price and high profits.

B. Multiple Choice Questions:

1. The method which seeks to achieve greater market penetration through relatively low price is called as-
 - (a) Penetration Pricing
 - (b) Skimming Pricing
 - (c) Rate of Return Pricing
 - (d) Premium Pricing
2. The cost plus pricing is also called as-
 - (a) Make Up Pricing
 - (b) Marginal Cost Pricing
 - (c) Rate of Return Pricing
 - (d) Premium Pricing
3. The method of pricing in which, the price of the product offered for sale will be the same as sold by the competitors-
 - (a) Discount Pricing
 - (b) Premium Pricing
 - (c) Parity Pricing
 - (d) None of the above

Checklist for Assessment Activity

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

Part A

- Identify the factors affecting Retail Pricing.
- Determine objectives of Pricing.
- Differentiate the various methods of Pricing.

Part B

Discuss the following questions in the Class Room:

- What is Retail Pricing?
- What factors influence Retail Pricing?
- What are the objectives of Retail Pricing?
- How cost oriented price is determined?
- How demand oriented price is determined?
- How is competition based pricing determined in Retailing?

Part C

Performance Standards

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

Performance Standards	Yes	No
Able to identify the objectives of pricing.		
Able to differentiate various methods of pricing.		
Able to assess the factors affecting the retail pricing.		

Session - 3: Promotion Mix

Relevant Knowledge

Retail Promotion Mix, is a set of tools, used to inform the customers about the retailer, the merchandise, services and offers. This is an important component of Marketing Mix. It is because, after developing the product in the market, the next task of the marketing manager is to formulate a suitable strategy for promoting the product. It gives proper information about the products, persuade the customers to buy them and influence their purchasing decision.

Importance of Promotion in Retailing

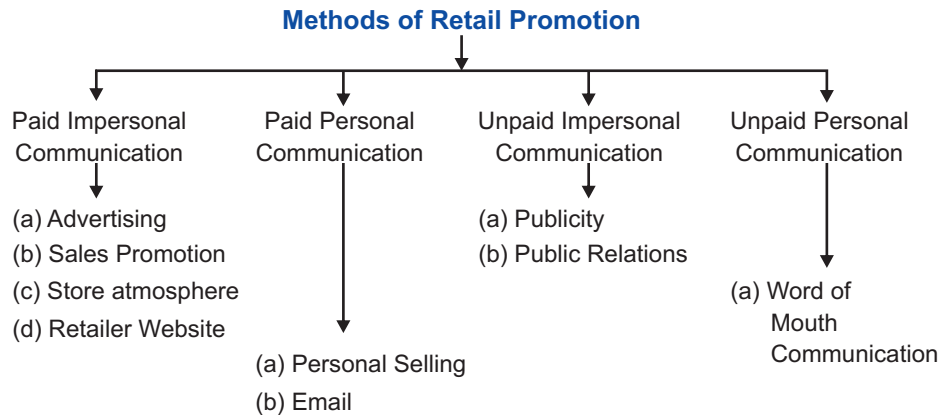
The importance of promotion in retailing can be understood with the following aspects:

- Promotion makes a positive influence on the customer's perception, attitude and behavior which will lead to an increase in store loyalty, store visit and product purchase.
- Promotion objectives will be specific, measurable, actionable, realistic and resulted oriented.
- Promotion enables to identify the specific market, the merchandise, goals and the period for which the promotional activities will be carried out.

4. Promotion provides information and knowledge about the products to the consumers.
5. Promotion ensures favorable attitude of consumers towards the retailer and his products.

Forms of Retail Promotion

The different methods of communicating with customers are presented below:



The details are as follows:

Methods of Paid Impersonal Communication

- a) **Advertising:** It is defined as any paid form of non- personal presentation of goods, ideas, services by an identified sponsor.

The objectives of advertising are:

1. To communicate with a large number of people through a single message.
2. To increase the sales of retailer.
3. To inform potential buyers about the Product, its attributes, colour, size, price, uses, design etc.
4. To attract new customers and to retain existing customers.
5. To keep the product alive in customer's mind.
6. To encourage consumers to increase the frequency of their purchases.
7. To stimulate impulse purchases.
8. To increase consumer awareness of the firm's products.
9. To generate enquiries from specific type of customers.
10. To remind the consumers of the key advantages of the brand.
11. To improve the retailer's image among targeted customer groups.

The Retailer follows different media which carry the advertising messages. There are various categories of media vehicles available to the Retailer. They are print media, broadcast media and outdoor media. Print media includes newspapers, magazines, journals, circulars,

business reply envelopes, price list, catalogues, leaflets and folders, booklets and personal letters.

The Broadcast media includes T.V., Radio, Cinema, Slides, Fairs and Exhibitions, Loud Speakers, Demonstration, Point of Purchase ad, Specialty ad etc. The Outdoor Media includes posters, boards, electric display, sandwichmen ad, bus, trains and train ads and sky ads.

- b) **Sales Promotion:** It is defined as short term incentives to encourage purchase of a product or service. It consists of promotional activities other than advertising, personal selling, trade fairs and exhibitions.

The objectives of Sales Promotion are:

1. To inform prospective buyers about the product, its features, colour, size, design, model, price, packaging etc.
2. To increase sales through the techniques of distributing samples, free gifts, purchase premiums, discount coupons etc.
3. To build the morale of the sale force.
4. To increase product trials to get satisfaction and to convert desire into action sales promotion activities include points of purchase, contests, sweets takes, coupons, prizes, samples, demonstrations, referral gifts such as pens, calendars, shopping bags, purse etc.

- c) **Store Atmosphere:** The in store environment or aesthetics can be translated into the store's physical characteristics i.e. the store's layout, signs, and displays, colour and lighting effects, a pleasing music, visual merchandising etc., together can have a positive influence in drawing customers to the store. It creates the right appeal and image of the store in the customer's mind. The stores service, suitable pricing, display of merchandise if taken care of can lead to store loyalty.

- d) **Retailers Website:** Now-a-days most of the leading retailers have been creating their own websites to communicate with their customers. The websites are used by retailers to show their brand image, inform customers about their merchandise, location of the store, attractive pricing of their merchandise, special schemes, and events and also sell their merchandise online.

Paid Personal Communication

The Paid Personal Communication includes promotion activities such as personal selling and email.

- a) **Personal Selling:** It is the Personal Communication of information given by retail sales persons to persuade prospective customer to buy a product, service, idea or something else. It is an effective means of reaching the consumers. It involves an immediate, interactive and alive relation, retailer gets to know the prospective buyer's reaction almost instantly. He can provide technical and commercial information to the buyers and appropriate strategies can be

formulated to meet their requirements. It is the most effective method for explaining product features and clarifying customer's queries on the spot. Personal selling finally result in the actual purchase action.

- b) **E-mail:** Today, with electronic media being used for Communication, email is said to be a very popular promotional tool of the retailers. It is a paid personal communication media through which retailers can enter into communication with customers with the help of the internet database facilities, retailers can obtain more information on their target customers and send personalized messages to each of them. Thus, the business contacts can be strengthened to build store's loyalty.

Unpaid Impersonal Communication

The unpaid impersonal Communication methods are Publicity and Public Relations.

- a) **Publicity:** Publicity means dissemination of information about a firm or product by personal or non-personal means and is not directly paid by the organization and the organization is not identified as the source of information. It may be a news items reported by the media. The initiative is taken by the Publisher, without any sponsor coming forward.
- b) **Public Relations:** It is the important element of Promotional Mix, which helps in strengthening existing position of retailers in the Market. It involves the installation and maintenance of mutual understanding between the firm and whole society. To do an effective public relation, the retailer needs to hire an established Public Relation firm/agency. The Public Relation firms attempt to portray the image and personality of the retail organization. Every organization must try to develop effective strategies for developing and maintaining good relations.

Unpaid Personal Communication

The Unpaid Personal Communication which helps the retailer to promote his good / services through Word of Mouth Communication. It is the Communication between the customers and the retailer which is personalized and involves no additional cost for retailer. The satisfied customers become opinion leaders and convey a position picture of the retailer and his merchandise to their friends and colleagues. It will help to create a positive impression on the store performance. At the same time, retailers also need to exercise care and provide good merchandise and serve their customers properly, or else unfavorable word of mouth can adversely affect the store performance.

Exercise: Assignment

Visit a Retail outlet or a mall located in your area interact with owner and employees and ask the following questions and write their replies in not more than 50 word each.

A. Question to owner/employers

1. Which type of promotion methods are adapted by your firm? State the reasons for it.
2. Are you think that the media adopted for promotion is yielding expected result? State your experiences.

3. How much promotion budget is allocated by you every year? How it is determined?
4. How do you prepare the Ad copies? Give the details.

B. Questions to Employees

1. How is the response of customers on promotional programmes of retailers?
2. Are the customers clear about the contents of promotional media? Did they put any queries on product purchase decision?

Assessment

A. Fill in the blanks

1. The set of tools used to inform the customers about retailers, merchandise, services and offers is called as _____.
2. The paid form of non-personal presentation of goods and services by an identified sponsor is known as _____.
3. The short-term incentive to encourage the purchase is termed as _____.
4. _____ is the personal communication of information about a product given by the retailers to the customers.
5. Promotion of product through internet database is called as _____.

B. Multiple choice Questions

Tick the correct Answer

1. Business reply envelop belongs to:
 - (a) Broadcast media
 - (b) Print media
 - (c) Outdoor media
 - (d) None of the above
2. Advertisement through speakers belongs to:
 - (a) Broadcast media
 - (b) Print media
 - (c) Outdoor media
 - (d) None of the above
3. Giving a demonstration of product is related to:
 - (a) Advertising
 - (b) Sales promotion
 - (c) Publicity
 - (d) Personal selling
4. _____ involves an immediate interactive and alive relationship between buyer & seller.

- (a) Advertisement
 - (b) Personal selling
 - (c) Sales promotion
 - (d) Publicity
5. The news item about the product and retailer reported by the media is called as:
- (a) Advertisement
 - (b) Sales promotion
 - (c) Publicity
 - (d) Personal selling

Checklist for Assessment Activity

Uses the following checklist to see if you have met all the requirement for Assessment Activity.

Part A

Put a tick in the appropriate column.

Type of Media	Advertising			Sales Promotion
	Print Media	Broadcast Media	Outdoor Media	
1. News paper				
2. T.Vs				
3. SpecialtyAd				
4. Magazines				
5. Journals				
6. Point of purchase Ad				
7. Circulars				
8. Boards				
9. Business reply envelop				
10. Sandwichmen Ad				
11. Price list				
12. Demonstration				
13. Catalogues				
14. Leaflets				
15. Radio				

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16. Booklets				
17. Bus Ads				
18. Personal letters				
19. Sky Advertisement				
20. Cinema slides				
21. Electronic display				
22. Exhibitions				
23. Train Ads				
24. Loud speakers				
25. Posters				

Part B

Discuss the following in the classroom

1. What is Retail Promotion Mix?
2. What is Sales Promotion?
3. What is Advertisement?
4. What is meant by Stores Atmosphere?
5. Why retailers use Website?
6. What is Personal Selling?
7. How E-mail is used in Promotion?
8. Define Publicity
9. What is meant by Public Relations?
10. What is Word of Mouth Communication?

Part C

Performance Standards

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

Performance Standards	Yes	No
Able to identify the Paid Impersonal Communication Methods of Promotion.		
Able to recognize the Paid Personal Communication Methods of Promotion.		
Able to assess the influence of Word of Mouth Communication.		
Able to determine the differences between Publicity and Public Relations.		

Session - 4: Place Mix

Relevant Knowledge

Place Mix is the element in which decisions regarding the place are made. It is the component where Retailer's Products/ Services are actually sold. It is concerned with various methods of keeping, storing and transporting goods and then actually marketing them available for the consumers. The various elements of Place Mix are channels of distribution, transportation, warehousing and order processing.

1. Channels of Distribution

Channels of distribution consist of independent intermediaries such as distributors through which goods pass on their way to consumers. These intermediaries provide cost- effective access to the market place.

2. Transportation

It is concerned with movement of products from the Retail stores or warehouse of the seller to the receiving facilities of the buyer. Marketing cannot be successful without good transportation facilities because markets geographically are located far from the areas of production. Transportation helps in creation of place and time utility and stabilizes the prices. It increases the demand for goods and enables the consumers to enjoy the benefits of many goods not produced locally. The transportation can be divided into land, air and water transport.

3. Warehousing

Warehouse is a location with adequate facilities where large volume of shipments are received from a production centre, broken down, reassembled into combinations representing a particular order and shipped to the customer's location. In Retail management also, the retailers need to preserve the goods for human consumption well in advance so as when the need arise it can be immediately satisfied. Warehouses provide the facility to the consumers for the articles required throughout the year. It serves as a reservoir and ensures protection against delays and uncertainties in transportation arising from a variety factors. It ensures protection of physical characteristics of goods.

4. Order Processing

Order processing is the process of sequencing the process so that orders can be processed quickly, accurately and efficiently. The process includes the receiving, filling and assembling orders for execution. It includes all the steps from placing an order by consumer up to delivery of goods. The retailer has to focus on reducing the time between order placing and delivery of products.

Now, most of the retail firms are also focusing on reducing the time between order placing and delivery of products.

Exercise: Assignment

Visit a Retail outlet or a mall located in your area interact with owner and employees and ask the following questions and write their replies in not more than 50 word each.

A. Questions to owner/ employer

1. Do you make arrangements for the transportation of goods bought by the customer? Give the details
2. Do you have warehousing facility? If yes, owned/ hired?
3. What steps do you take to process the orders for delivering goods in shortest possible time?

B. Question to Employees

1. What are your observations on transportation, warehousing facilities offered by the retailer?

Assessment

A. Fill in the blanks

1. An activity which is concerned with various methods of keeping, storing and transportation of goods is called as _____.
2. The various elements of place mix are channels of distribution, transportation, warehousing and _____.
3. _____ helps in the creation of place and time utility.

B. Multiple choice questions

Tick the correct Answer

1. Which of the following activity is not related to Retail mix-
 - (a) Warehousing
 - (b) Transportation
 - (c) Order Processing
 - (d) Public Relation
2. Transportation provides-
 - (a) Place utility
 - (b) Warehousing
 - (c) Order processing
 - (d) Exchange

Checklist for Assessment Activity

Use the following use the following checklist to see you have met all the requirements for AssessmentActivity.

Part A

- Identify the factors which influence the selection of a particular mode of transport.
- Identify the maintenance of warehouse.
- Identify how the orders received from customers are processed.

Part B

Discuss the following questions in the classroom.

1. What is place Mix in retailing?
2. What is channel of distribution?
3. Define order processing
4. What is warehousing
5. What is meant by transportation?

Part C**Performance Standards**

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

Performance Standards	Yes	No
Able to understand the transportation procedures adopted in Retailing business.		
Able to assess the order processing activity.		
Able to identify the warehousing needs of retailing business.		

Session - 5: Process, People and Physical Evidence

Relevant Knowledge

The Retail Marketing Mix is not only related to 4 P's i.e. product, price, promotion and place, but it is also concerned with process, people and physical evidence.

1. Process

Every product or service requires a clearly understood process for designing, implementing and reviewing the product launch and marketing development process. The process part of the mix is about being 'easy to do business with'. For example, the customer get annoyed when he/she cannot buy something in a shop because the computerized system of billing doesn't recognize that it exists, even when customer can see it on the shelves, then only the importance of process is admissible. The more 'high contact' and more intangible is the product/ service the more important it is to get process right.

The process problems that are more annoying to a customer are those that are designed for the provider convenience not the customer.

The process that you go through and the behavior of those who deliver the products are crucial to customer satisfaction. The following points should be taken into consideration.

- ❖ Issues such as waiting time, the information passed onto customers are vital factors when trying to maintain 100% satisfaction.
- ❖ Processes must help the customers get what they want. For example, What payment methods are in place that makes it easier or quicker for parents to pay for your service?
- ❖ Always keep customers informed. This can be done at the store or through faxes and emails.
- ❖ By keeping in contact with the customers the retailer can avoid problems of negative feedback etc.
- ❖ This also does the world of good for your brand image.
- ❖ Customers will view this as an extra value added service.

2. People

Retailers operate in a unique environment. The retail industry is characterized by the combination of a large number of experienced/ trained and in experienced untrained staff and they need to work for long hours. Hence, the people in the retail industry refer to the employees, customers and management of the organization. The employees are in direct contact with customers and sometimes they have to face irate or unreasonable customers in a day. Their attitude, behavior, manners and product knowledge of people in the store play a very important role in building long term relations with customers.

This is the intangible part of the business mostly concerned with services as they cannot be seen. Intangible is often used to describe services as they cannot be touched like a product can be. Service is important because, fundamentally you are selling a product, but in order to return or attract customers, you will also be selling the service.

The reputation of the brand rests in the people's hands. Therefore, it is necessarily to ensure that all your people are appropriately trained well motivated and have the right attitude.

- ❖ People do not only include the people in your business, but also the people that you use for your business.
- ❖ The ability to select, recruit, hire and retain the proper people, with the skills and abilities to do the job you need to have done, this is more important than everything else put together.
- ❖ Many customers are unable to separate the products they buy from the person who sells it to them. This goes to show the importance of your people in relation to customer's perception.
- ❖ The level of after sales support and advice provided by the retailer is one way of adding value to what is sold , and will give a competitive advantage over others sellers of similar product. Many of the best business plans ever developed do not see the light of the day as the people who created them could not find the key people who could execute those plans

3. Physical Evidence

Physical evidence is an essential ingredient of Retail Service Mix. The consumers make perceptions about service provision which will have an impact on the retail organizations

perceptual plan of the service. Physical evidence allows the consumer to make judgments on the retail organization.

For example, when you sell tangible goods, you can offer your customer the chance to try before they buy; or at-least see, touch or smell. With services, unless you offer a free trial your customer will often be buying on trust. And to help them do so you need to provide as much evidence of the quality you will be providing as possible.

So physical evidence refers to all the tangible, visible touch points that your customer will encounter before the buy. Your reception area and signage, to your staff's clothing and they images you included in your corporate brochure.

Exercise: Assignment

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

A. Questions to owner/ employer

1. How the merchandise is presented at the Stores level?
2. How do you co-ordinate the activities of customers, employees and management of the organization.
3. What service provisions are made in retail stores to the consumers?

B. Questions to Employees

1. What are the feelings of consumers with regard to service provisions made in Retail Stores.
2. What is your opinion on Merchandise display in retail stores?

Assessment

A. Fill in the Blanks

1. _____ is an activity in which merchandise is presented at the store level.
2. Presentation in Retail Wise deals with store layout and _____.
3. _____ is a systematic and intelligent way of putting stock on display in retail store.
4. The people in the retail industry refer to employees, customers and _____ of the organization.

B. Multiple choice questions

Tick the correct answers

1. Store layout is related to-
 - (a) Product display
 - (b) Product design

- (c) Visual Merchandising
 - (d) None of the above
2. Visual Merchandising is concerned with-
- (a) Up Keep of the Stores
 - (b) Assistance to Women
 - (c) Assuagement for amenities
 - (d) Product designing
3. Consumer can make judgment on the retail organizations services, which is called as-
- (a) Stores Layout
 - (b) Stores design
 - (c) Physical Evidence
 - (d) All of the above

Checklist for Assessment Activity

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

Part A

Put a tick in the appropriate columns relevant to the component.

Sl. No.	Components	Presentation	People	Physical Eevidence
1.	Space Management			
2.	Customers in a Store			
3.	Network of Passage in Stores			
4.	Employees of Stores product display			
5.	Product display			
6.	Consumer Judgment on Stores			
7.	Assuagement for Amenities			
8.	Consumer Perception of services			
9.	Assistance to disabled in stores			
10.	Safety of customers in Stores.			

Part B

Discuss the following questions in the classroom

1. What is presentation in Retail Mix?
2. Who are considered as people in the Retail Store?

3. What is meant by physical evidence in Retail Marketing Mix?
4. What is the element of Stores Layout?

Part C

Performance Standards

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

Performance Standards	Yes	No
Able to understand the Stores layout and visual Merchandising in retailing.		
Able to identify the inexperienced and untrained Staff in the Stores.		
Able to observe the Physical Evidences of Services Offered in Stores.		

UNIT-3 MERCHANDISING MANAGEMENT

Unit Code: RS303-NQ2012	Unit Title: Merchandising Management			
Location: Classrooms, Retail Shop or Departmental Store	Duration: 25 Hours			
	Session 1: Sources of Merchandise			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	1. Describe the sources of merchandising	1. Various sources of merchandising in retailing 2. Describe the job role of a merchandiser and responsibilities of the same.	1. Differentiate between selling & merchandising in retail business 2. Enlist the work done by a merchandiser while selling of goods	Interactive Lecture: Merchandising & retail business. Group work on selling goods through different source Activity: Role play to act as how the selling will be done through merchandising
	2. Identify the functions of merchandising division	1. State the various functions of merchandising division through organizational charts	1. Enlist the functions of a merchandising division 2. Practice buying functions	Interactive Lecture: On functions of Merchandising division Activity: Visit to the merchandising division in retailing and observe them perform the buying function
	3. Understand how negotiation is done with vendor in retailing	1. Describe the factor affecting better negotiation with the vendor in retailing	1. Enlist the factors responsible for the success of negotiation with the vendors in retailing 2. Demonstrate the better negotiation skills with vendors	Interactive Lecture: Effective negotiation with vendors in retailing Activity: Role play on the process of negotiation with the vendors

	4. Describe the art of a successful negotiation with the vendor in merchandising	1. State various tips in art of successful negotiation.	1. Enlist the various ways that makes the negotiation successful with vendors	Interactive Lecture: Art of successful vendor negotiation Activity: Conduct a group discussion to discuss "Art of successful negotiation with vendor".
	5. Discuss various ethical and legal issues in buying merchandising	1. Understand the fundamental, ethical & legal issue in buying merchandise including commercial bribing, exclusive trait etc.	1. Differentiate between ethical and legal concern in buying and merchandising 2. Identify the ethical and legal issues pertaining to buying and merchandise.	Interactive Lecture: Ethical and legal issue in buying merchandise Activity: Conduct a seminar on "to discuss an ethical and legal issue in buying merchandise"
	6. Identify counterfeit and grey market merchandising	1. Grey market and counterfeit merchandising	1. Differentiate between counterfeit and grey market merchandising. 2. Find out some of the example of grey market merchandising	Interactive lecture: Counterfeit and grey market merchandising Activity: Conduct a seminar to identify the importance of counterfeit and grey market operations
Session 2: Functions of Merchandising				
	1. Identify the steps in determining the right assortment of Merchandise.	1. Planning of the merchandise. 2. Merchandise assortment planning 3. Planning tools for merchandising management.	1. Identify the steps involved in Planning of the merchandise. 2. Identify the steps in determining the right assortment of Merchandise	Interactive Lecture: Steps in determining the right assortment of Merchandise. Activity: Visit to the retail format and observe

			3. Select suitable planning tools for merchandising management.	what are the steps in determining the right assortment of Merchandise
	2. Appreciate pricing the merchandise	1. Describe the Factors affecting the pricing decisions. 2. State Pricing strategies	1. Identify the Factors affecting the pricing decisions. 2. Practice the Pricing strategies	Interactive Lecture: Pricing the merchandise Activity: Visit to the retail format and observe what are the factors affecting the pricing decisions
	3. Identify the methods of merchandise control	1. Describe the aims of controlling merchandise 2. State the Methods of merchandise control	1. List out and describe the aims of controlling merchandise 2. Identify the Methods of merchandise control	Interactive Lecture: Methods of merchandise control Activity: Visit to the retail format and observe what are the methods adopting the merchandise control
	Session 3: Handling of Merchandise			
	1. Identify the basic aspects of visual merchandising	1. Meaning of visual Merchandising 2. Aspects of visual Merchandising 3. Elements of visual merchandising	1. Identify the elements of visual merchandising 2. Find out the various aspects of visual Merchandising	Interactive Lecture: On visual merchandising and PPT with interactive session Activity: Visit in various merchandise stores and observe visual merchandise and the window display
	2. List out the functions, principles and	1. Functions of visual Merchandiser	1. Describe the functions of visual	Interactive Lecture: On visual

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

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

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

Retail Merchandising refers to the various activities which contribute to the sale of products to the consumers for their end use. Every retail store has its own line of merchandise to offer to the customers. The display of the merchandise plays an important role in attracting the customers into the store and prompting them to purchase as well. Merchandising helps in the attractive display of the products at the store in order to increase their sale and generate revenues for the retail store. Merchandising helps in the sensible presentation of the products available for sale to entice the customers and make them a brand loyalist.

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

Process of merchandise management includes the developing of strategies to ensure that the right product is bought at the right price is available at the right place at the right time in the right amount in order to satisfy the needs of the target customer. No one in retail can avoid any contact with merchandising activities. Merchandising is the day-to-day business of all retailers. As inventory is sold, new stocks need to be purchased, displayed and sold. Hence merchandising is often said to be at the core of retail management.

The function of merchandising is to find, solicit, select, and develop products to be sold. Beyond this, it receives and tags samples, paginates each offering, interacts with vendors, finalizes pertinent product information, develops item packaging, evaluates and approves each phase of creative production, forecasts inventory, and analyzes performance results by product and category.

In this unit you will be learn the various aspects of retail merchandising management which are the sources of merchandise, functions of merchandising, handling of merchandising and duties & responsibilities of the merchandiser.

Session - 1: Sources of Merchandise

Relevant Knowledge

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

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

Kinds of Merchandise

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

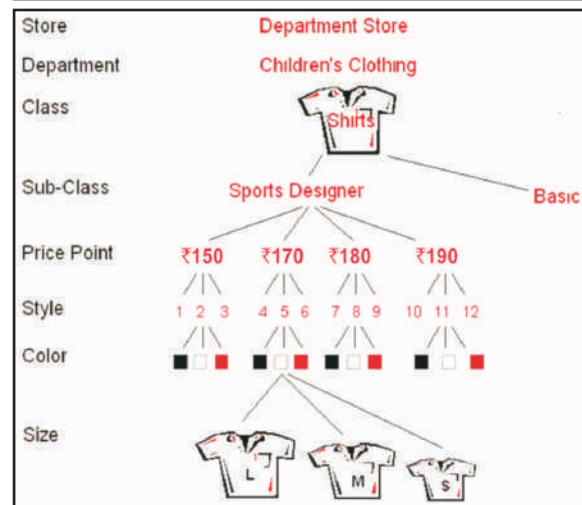
It includes following types of products:

1. Consumer products:
 - a) **Staple:** used for daily needs e.g. bread, milk, grocery etc.
 - b) **Impulse:** instant purchasing e.g. chocolates
 - c) **Emergency:** purchase on the needs e.g. Medicine
 - d) **Convenient:** conveniently purchased e.g. vegetables
 - e) **Luxury:** costly products e.g. Car, jewelry
 - f) **Comforts:** purchase for comforts e.g. sofa-set



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

- ➡ **Department:** At the entry point in the store, the customer will locate the specific department of merchandise desired. Men's, Women's, Junior Fashions, Food Court, Games Zone, Spa etc.
- ➡ **Class:** Within the specific area the customer looks for the class of merchandise desired. Blouses or Shirts, Pants, Dresses, etc.



- ❖ **Subclass:** The next lower level that further segments merchandise types is subclass. This level will likely separate like kinds of merchandise based on the differing features each type has. E.g. Sports Designer shirts have a printed or appliqué logo on them, whereas Basic shirts have nothing.
- ❖ **Price:** Within the subclass the customer will look further to find the price according to their economy class or that fits into their budget.
- ❖ **Style:** Once the appropriate price point has been chosen, the customer will find the style within that price point that will satisfy their need. For e.g. fashionable cloths, style of hair etc. This style will have been assigned a specific number by the retailer.
- ❖ **Color and Size:** The lowest levels in the hierarchy are where this customer will ultimately find what they are looking for. These levels are defined at the color, shape and finally, the size of the products, the customer requires.

There are six types of rights of merchandising:

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

The steps to determine right assortment of merchandise are

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

Merchandising Tips

- ❖ The merchandiser must source products according to the latest trends and season.
- ❖ The merchandise should be as per the age, sex and taste of the target market.
- ❖ Merchandise for children should be in line with cartoon characters (like Barbie, Pokemon etc) to excite them.

Select the proper types of General Merchandise Retailers

- ❖ Discount Stores
- ❖ Specialty Stores
- ❖ Category Specialists
- ❖ Home Improvement Centres
- ❖ Department Stores
- ❖ Drugstores

- Off-Price retailers
- Value Retailers

Steps in the Retail Merchandising Process

Retail Merchandising is the process of developing, securing, pricing, supporting and communicating the retailer's merchandise offering. It means offering the right product at the right time at the right price with the right appeal. The steps in the retail merchandising process are as under:

- Develop the merchandise mix and establish the merchandise budget.
- Build the logistic system for procuring the merchandise mix.
- Price the merchandise offering.
- Organize the customer support service and manage the personal selling effort.
- Create the retailer's advertising, sales incentive and publicity programs.

Retail merchandising requires management of the merchandise mix including the planning merchandise variety controlling, merchandise variety planning, merchandise assortment/support, controlling merchandise, assortment/support merchandise mix strategies, developing the merchandise mix allows the retailer to segment the market and appeal to a select group of consumers.

Retail merchandising requires management of the merchandise budget which including the planning and controlling retail sales, planning and controlling inventory levels, planning and controlling retail reductions, planning and controlling purchases and the planning and controlling profit margins.

Planning merchandise assortment and support goal is to ensure that product choice meets targeted consumer. Needs must carefully plan the number of units to have on hand to meet the expected sales for the brand, size, color combinations must develop merchandise lists.

Controlling merchandise assortment and support involves monitoring and adjusting the types of product lines that are added and dropped from the merchandise mix. Two widely used methods to control assortment and support, inventory turnover rate at which the retailer depletes and replenishes stock, open-to-buy amount of new merchandise. A retailer can buy during a specific time period without exceeding planned purchases for the period.

Merchandise Sources

Most retailers sell new merchandise. Some of the small retailers sell merchandise that is used, but still in saleable condition. The type of store that you select may dictate whether your merchandise is new or used. However, you should consider the advantages of both before you decide on your own store.

New Merchandise

The key to retailing new merchandise is selecting competitive wholesalers who not only offer what you want at a price that can make you a profit, but also dependably deliver the products.

There are the wide varieties of sources for finding appropriate wholesalers for their retail store. In addition, they can do some research by visiting stores similar to the type they have selected in other markets. They may find shipping boxes that identify the store's wholesalers. Sometimes pre-priced merchandise has an identifier that can help them to determine the sources. Also, watch for delivery trucks other than UPS. Larger wholesalers in metropolitan areas often have their own delivery trucks, which can be identified by their markings.

Used or Older Merchandise

Used, closeout, second-quality, and similar merchandise typically is more profitable to resell than is new merchandise. Consider selling used or remaindered (unsold older stock) merchandise, especially when you can significantly beat the prices of other stores and still make a good profit.

As pointed out in the earlier examples, used books and used clothing have a higher mark-up than do new items. Even though the total sale value is lower than it might be at new-merchandise stores, your total profit may be similar.

Buying and reselling closeout and remaindered merchandise can be profitable because the mark-up is higher than new merchandise yet there is little processing required, as there is for used books or used clothing.

Mixed Merchandise

Some stores profitably supplement their new merchandise with either used or remaindered merchandise. Because the customers are shopping for price can get a bargain. In addition, some customers are looking for books, CDs, clothing, or other items that are no longer available as new.

The problem with selling both new and used or remaindered merchandise is keeping track of which is which. If someone buys a new blouse from you and returns it because it is defective, how do you determine whether you should credit the new or the used price? Some retailers put a cut on the clothing label to identify used merchandise. Bookstores may place an ink mark on the book spine. But if the customer says it's new, not used, and you want to keep the customer, what do you do?

The easiest solution is to sell either new or used merchandise. However, that may limit what the retailer can sell and how he can compete against big-box retailers. So don't totally rule out a mixture of merchandise types. Down the road the retailer may decide to mix—and profit.

There are five sources to procuring the products or services in retail business:

Sources of Merchandise

Manufacturers and Primary Producers

The manufacturers and primary producers will normally tend to be limited in the range of goods they produce and to vary considerably in the nature and extent of distributive services which they provide. However sourcing it directly from manufacture is advantageous to large retailers as they can negotiate a better deal from manufacturers' directly.

Wholesalers

Wholesalers carry the stock at their own risk in either wide (general) or more limited (specialist) assortments. Retailers normally buy their merchandise through wholesalers or distributors.

Importers

These are usually linked in the range of merchandise carried and the extent of the services provided. They may specialize by type of goods wherever produced or by the products of a particular country or area.

Agents

These intermediaries do not carry stock at their own risk. They include brokers who look after the marketing of a manufacturer's or importer's products through grocery, chemist and other outlets. Some agents do not handle the goods at all and others may carry sample ranges but do not hold stock at their own risk. The range of merchandise carried and the services depend largely on their sources, structure and network.

Private Brands

These are called store brands. These products are developed and marketed by the retailer itself. They provide higher margins to retailer than manufactures' brands or national brands. These are available to retailer through their own manufacturing facility. Another type of brands that the retailers produce is licensed brands. These are the brands, owner of a well known brand name contracts with a licensee to develop, produce and sell the merchandise. Examples are many international cosmetics manufacturers have licensed national companies to manufacture and market their products.

Selection of Suppliers

Retailers have to choose suppliers with caution and with full background details. A retailer will experience different degrees of satisfaction with suppliers. The supplier/retailer relationship functions most smoothly when each is important to the other. Large retailers are very important to their supplier on account of the volume of business they provide to their supplier and its loss would be keenly felt by a supplier.

In a good relationship, a vendor may even help out a buyer who has made a bad or ill timed purchase by arranging to take back the goods or have them transferred to another customer. They also accumulate special lots for sale events and other store promotions. Costs are drastically reduced and the buyer requires a less search time. Ordering and processing of goods are easier when fewer invoices and fewer transactions are involved.

Most buyers have to do some screening of the many supplier representatives and their offerings. Accordingly, some sort of vendor or supplier rating system can be a distinct advantage. Certainly with such guidance, a supplier who shows up poorly compared to other suppliers would have to offer special assurances of better performance to expect much of that store's business. The factors taken into account when selecting a new supplier are:



Prices: Including extra trade discount for bulk purchases.

Terms: The length of credit, size of cash discount, other condition and benefits as compared to other suppliers.

Deliveries: Fast and prompt delivery may be vital for retailers in high volume sales situations, mode of delivery, safety of goods transported.

Service – General co-operation

A good buyer should be actively seeking suppliers who can do a better job than current suppliers. A list of supplier should be available and kept fully up to date, showing lines supplied by each.

Continuous evaluation should be made between suppliers under the headings:

- Price comparisons, including discounts
- Efficiency of delivery back-up
- Level of service
- Introduction of new lines

This will assist the process of review of suppliers and lines, which should be a continuous process, so that strong suppliers may be rewarded with larger orders and weaker suppliers discarded (unless sole source of supply are involved).

Negotiating with Vendors

A negotiation takes place any time between two or more parties when they want to settle an issue or a deal through discussions. We witness negotiations in our everyday life - whether its children negotiating with parents about pocket money or a house wife haggling over price of groceries or vegetables. In essence negotiations are 'as basic' to human nature as eating or sleeping.

Business negotiations occur almost daily. Employees/ trade unions negotiate for salary hike or perks. Firms negotiate with each other for better terms or a deal. In each of these negotiations, the underlying principle is trying to get a best deal as possible for each negotiating side. A win-win negotiation is the best possible deal.

Negotiations are crucial in buyer's dealings with vendors. The more the buyer's knows about the vendor, the better the buyer's negotiating strategy will be. In turn, the vendor tries to analyze buyers' situation. Following factors must be kept in mind while negotiating with a vendor.

Past Relationship with the Vendor

Buyers need to know what has occurred between the retailer and the vendor in the past. Based on the past performance and relationship buyer can modify the terms and conditions.

Additional Mark up Opportunities

Vendors may have excess stock (manufacturer's overruns) due to order cancellations, merchandise returned by retailers, or simply an overly optimistic sales forecast. To move the merchandise, vendors offer it to retailers at reduced prices. Retailers can then make a higher than

normal profit and/or pass on the savings to their customers. Off price retailers, specialize in purchasing manufacturer's overruns. Another opportunity for additional markups is with private label merchandise. Buyers should keep such provisions in mind and make enquiries based on the information available.

Transportation

Transportation costs can be substantial for some goods though this depends on the nature of the goods. High priced goods having low volume for example branded fashion apparel may not pose much transportation cost due to their high unit cost and small size. Nonetheless, the question of who pays for transporting merchandise from vendor to retailer can be a significant negotiating point.

Delivery and Exclusivity

In retailing in general (and in fashion in particular), timely delivery of merchandise is essential. Another point of negotiation could be exclusive rights to carry the merchandise. Being the only retailer in a market to carry certain products helps a retailer hold a fashion lead and achieve differential advantage.

Communications

Vendors and their representative are excellent sources of market information. They generally know what is selling and what is not selling. Provision of good, timely information about the market is an indispensable and inexpensive marketing research tool. Buyer should always maintain relations with such vendors who have rich data based on latest market data.

Testing New Items

Vendors with testing results of new products are more reliable. There is no better way to test how well a new product will sell than to put it in a store. Retailers are often cautious with new items due to the risk of markdowns and the opportunity cost of not purchasing other more successful merchandise.

Other Point to Consider

Vendors can not put pressure if the buyer's negotiating team is equal in number. While choosing new vendor, the retailer will have a psychological advantage at the negotiating table if the vendor is outnumbered. From a psychological perspective, people generally feel more comfortable and confident in familiar surroundings.

Selection of Merchandising Sources

- Generally, the retailer must consider the following criteria:
- Selling history; consumers' perception of the manufacturer's or wholesaler's reputation
- Reliability of delivery, trade terms, and projected markup
- Quality of merchandise and after-sales service
- Transportation time and distribution-center processing time
- Inventory carrying cost and net cost; country of origin and fashion ability

Factor Affecting Buying Decision of Customers at the Store

There are several factors which affect the buying decision of the customers. Let us go through them one by one:

Store Display and Presentation of Products

The store display plays an important role in influencing the buying decision of the customers. It is the display of the store which attracts passing individuals into the store. The store must have an attractive display to entice the customers. Shopping may be the last priority for an individual but a creative display encourages him to spend on shopping.

- A retailer must intelligently display the latest trends on mannequins to prompt the customers to buy the same.
- Make sure the products are kept on their respective racks. The merchandise should not fall off the shelves.
- Since most of us are right handed; we tend to go towards the right side of the store, the moment we step inside. The retailer must thus display expensive and unique merchandise on the right side of the store.
- Remove old stock from the shelves

Ambience of the Store

The store ambience plays an important role in attracting new customers and retaining existing ones.

- A customer would never purchase anything from a store which is not clean. Foul smell irritates individuals and thus they leave in no time.
- Play soulful music for a positive effect on the customers.
- The store should be well lit and ventilated for the customers to enjoy their shopping.

Customer Treatment

Warm customer treatment is an effective way to pull the customers into the store. It is essential for the retailers to treat the customers like kings to expect loyalty from them.

- Understand your customers well. Try to find out what they expect from the store.
- The sales representative must greet the customers with a warm smile. It makes a difference.
- Assist them in their shopping.
- Never oversell.
- The retailer must never lie to the customers. If something is not looking good on them, be honest and give them a correct feedback.
- If a customer comes for an exchange, don't be rude; instead help him with an alternative.

Store Design and Layout

A customer would never prefer shopping from a store which gives a cluttered look.

RETAIL OPERATIONS - I

- There should be ample space in the store for the customers to move and shop freely.
- Put stickers and labels (size, colour, FS (Full sleeves), HS (Half Sleeves) and so on) on the shelves and racks.
- Don't stock unnecessary furniture and fixtures in the store.
- Classify the complete range of merchandise into small groups (categories) comprising of similar and related products. Categories help the customers to locate the products easily.
- A store must have a trial (change) room.
- Individuals avoid places where there is a parking hassle. The store should have an adequate parking space.

Other Factors

- Discounts and rebates influence the customers to shop more. A customer might not need a product, but a discount will encourage him to purchase the same as he would now get it at a lower price.
- Promotional schemes like free gifts also affect the buying decision of the customers. A Free T Shirt with a pair of jeans would definitely prompt the customers to shop more.
- Customers also indulge in shopping to redeem their coupons and avail discounts

Exercise: Assignment

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

1. Class

2. Sub-class

3. Price

4. Size

5. Colour

Assessment

A. Fill in the blanks

1. _____ is important for the organizational structure of the buying office of the company. (Merchandise)
2. The display of the merchandise plays an important role in attracting the _____ (customers)

3. Every retail organization, regardless of its size, will have a merchandise reporting _____ (hierarchy)
4. _____ level will likely separate like kinds of merchandise based on the differing features. (Subclass)
5. The merchandiser must source products according to the latest _____ and _____ (trends, season)

B. Multiple Choice Questions

Tick the correct answer

1. Following is not a type of General Merchandise Retailers
 - a) Discount Stores
 - b) Specialty Stores
 - c) Category Specialists
 - d) Public limited company
2. _____ is a type of rights of merchandising
 - a) Market
 - b) Environment
 - c) Quantity
 - d) Warehouse
3. In the men apparel the following subclass does not exist.
 - a) Skirts
 - b) Shirts, Pants
 - c) Pajama
 - d) Kurta
4. _____ is not factor of Merchandise Planning
 - a) Attracting customer
 - b) Increase sales
 - c) Profit maximization
 - d) Standardization

C. True or false

1. At the entry point in the store, the customer will locate the specific department of merchandise desired. (T)
2. Within the subclass the customer will look further to find the price according to their economy class or that fits into their budget. (T)
3. The merchandiser is responsible for particular lines of stocks. (F)
4. Merchandise Planning is useful to the customers for purchasing. (F)

D. Write short note on

1. Steps in retail merchandising process.
2. Mixed merchandise.
3. Factors affecting buying decision.
4. Kinds of merchandise.
5. Merchandising tips

Checklist for Assessment Activity

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

Part A

1. Define a) Merchandise b) Merchandise planning
2. List out the rights of merchandising
3. Give steps to determine right assortment of merchandise.
4. Name the types of general merchandise retailers
5. Mention the tips followed by merchandiser
6. Explain the various types of merchandise

Part B

Discussed in class the following:

- Differentiate between the general merchandising and administrative merchandising
- Explain the methodology for buying merchandise for a single store and for a chain of stores selling similar products?
- What are the factors that as a retail buyer you would look in a supplier? Design a simple tool to rate your suppliers.

Part C

Performance Standards

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

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

Session - 2: Functions of Merchandising

Relevant Knowledge

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

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

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

- Retail Merchandising refers to the various activities which contribute to the sale of products to the consumers for their end use.
- Every retail store has its own line of merchandise to offer to the customers.
- The display of the merchandise plays an important role in attracting customers into the store and prompting them to purchase as well.
- Merchandising helps in the attractive display of the products at the store in order to increase their sale and generate revenues for the retail store.
- Merchandising helps in the sensible presentation of the products available for sale to entice the customers and make them a brand loyalist.



Senior Merchandiser



Junior Merchandiser

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

The main functions of admin junior merchandiser are:

- Managing site and location
- Managing the operative process at the stores
- Managing customer service
- Managing Cash and stock
- Managing store facilities
- Managing security
- Managing personnel
- Crisis management
- IT management

Functions

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

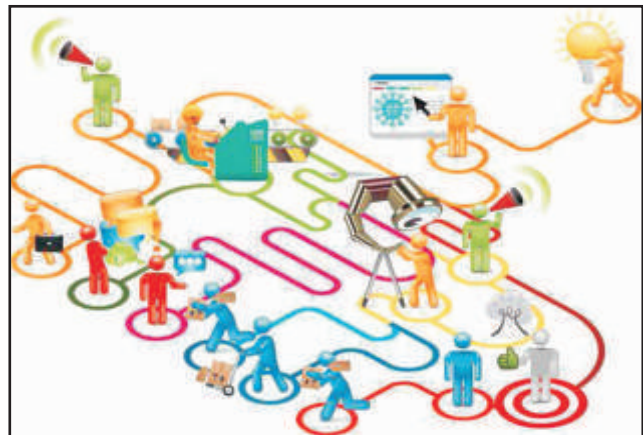
At visual display staff and department manager's level: To decide how goods should be displayed to best attract customers' attention. This might involve planning and setting up sales promotions and advertising campaign.

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

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

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

1. Forecasting sales for the forthcoming budget period:
2. Translating the sales forecast into inventory levels in terms of rupees.
3. Inspiring commitment and performance on the part of the merchandisers and buyers.
4. Assessing not only the merchandise performance but also the buyer's performance in order to provide control and maintain high performance results.



Factors Affecting the Merchandising Functions

Merchandising does not function in isolation. It is affected by various factors, like the size of the retail organization, the type of store, the merchandise to be carried and the organization structure.

Function of retailing varies depending on the size of retail business:

Needs of an independent retailer varies considerably from those of large chain operation. In case of a single store the owner or manager assisted by the sales person may perform the buying function. As the single store grows in terms of business functional departmentalization may occur and number of persons involved in buying process may increase. In case of a chain store, the buying process may be centralized or decentralized geographically depending on the organization. The buyer for a chain store may have a fair amount of say in buying price, as quantities are much larger than the single store. As chain store exists across regions and at times, across nations, buyer has to keep regional preferences in mind.

The nature of the organization is an important factor affecting the function of merchandising

The buying for a mail order catalogue or for direct marketing or for an e-tail venture would be completely different. Mail order buyer needs to plan well in advance, as the production of

catalogues takes a long time. In addition the large variety of merchandise needs a fair amount of market works. Buyers for an e-tail venture need to have a clear understanding of the type of product that consumers would buy on the net. Very often in direct marketing or in e-tail ventures, it is the uniqueness of the product or the competitive price, which makes the difference.

The merchandize to be carried out

It largely determines the responsibilities of the retailer. The buying for basic merchandise is different from that of fashion merchandise. This is primarily because these products are always in demand. Examples of basics: white shirts in clothing or items like pulses, oil etc. Fashion products are those that may sell very well in one season or year and may not be in demand in the next season. Fads are products which have a smaller life cycle, and when sales are very high initially, the demand also dies down soon. Merchandiser handling fashion products will need to spend more time in the market. He will also need to be aware of the fashion forecasts and trends in international markets.

The organization structure

The organization structure that the retail organization adopts, also affects the merchandising function. Some organizations may demarcate the role of the buyer and the role of the merchandiser as separate functions. While in smaller organization, one person may carry out all the duties.

The merchandise manager is responsible for particular lines of merchandise

In a department store there may be separate merchandise managers such as Men's wear, women's wear, children's wear etc. They would be in charge of a group of buyers and their basic duties could be divided into four areas: planning, directing, coordinating and controlling.

- Planning Merchandise managers formulate the policies for the areas for which they are responsible. Forecasting the sales for the forthcoming budget period is required. This involves the estimating of the consumer demand and the impact of the changes occurring in retail environment. The sales forecasts are then translated into budgets, to help the buyers within the financial guidelines.
- Directing is guiding and training buyers as and when the need arises, is also a function of the merchandise manager. Many a times, the buyers have to be guided to take additional markdowns for products which may not be doing too well in stores. Inspiring commitment and performance on the part of the buyer is necessary.
- Coordinating merchandise managers supervise the work of more than one buyer. Hence they need to coordinate the buying efforts in terms of how well it fits in with the store's image and with the other products being bought by other buyers.
- Controlling is assessing not only the merchandise performance, but also the buyer's performance, is a part of the merchandise manager's job. Buying performance may be evaluated on the basis of the net sales, mark up percentages maintained, markdown percentages, the gross margin percentages and the stock turn. This is necessary to provide control and maintain high performance results.

Merchandise Planning

Analysis is the starting point of merchandise planning. The person, who is to take buying decisions for retail organization, must be aware of the consumer's needs and wants. An understanding of the consumer buying process is necessary. A clear understanding is also necessary as to what products are actually selling and which information is obtained from the sales record. Interaction with the sales staff also provides valuable insights as to what product is selling. Surveys, magazines and trade publications also provide external source of information. The information thus gathered needs to be analyzed. The stages of planning are as follows:

Sales Forecast

Forecast may be made by the merchandiser, based on targets given by the top management. Sales forecast is the first step in determining the inventory needs of the product or category. Forecasts are typically developed to answer the following questions: How much of each product needs to be purchased? Should new products be added to the merchandise assortment? What price should be charged for the product?

A sales forecast is usually made for a specific period of time, this may be weeks or a season or a year. The person who is to make forecasts for the product group or category needs to be aware of the changes in tastes and attitudes of consumers.

- Reviewing past sales
- Analyzing the changes in economic conditions
- Analyzing the changes in the sales potential
- Analyzing the changes in the marketing strategies of the retail organization and the competition
- Creating the sales forecast

Determining the Merchandise Requirement

Planning in merchandising is at two levels such as the creation of the merchandise budget, and the assortment plan. There are two methods of developing the merchandise plan which are top down planning, and bottom up planning. In top down planning, top management works on the sales plan and passes it down to the merchandising team. In bottom up planning, the individual department managers work on the estimated sales projections.

After the sales forecasting has been completed, the inventory levels need to be planned. The merchandise budget is the first stage in the planning of merchandise. It is a financial plan. It indicates how much to invest in product inventories, stated in monetary terms. The merchandise budget usually comprises five parts:

- The sales plan - how much of each product needs to be sold department wise division wise or store wise.
- The stock support plan - which tells us how much inventory or stock, is needed to achieve those sales.
- The planned reductions - which may need to be made in case the product does not sell.

- The planned purchase levels - the quantity of each product that needs to be procured from the market.
- The gross margins - that the department, division or store contributes to the overall profitability of the company.

Methods of Inventory Planning

Any one of the four methods given below can be used for planning the inventory levels needed. These are Basis Stock Method, Percentage variation Method, Weeks's Supply Method and Stock/Sales Ratio Method.

The Basic Stock Method: It is used when the retailer believes that it is necessary to have a given level of inventory on hand at all times. Basic stock is the minimum amount of inventory that needs to be maintained for a product, category or store, even during times of low sales.

Basic Stock = Average stock for the season – average monthly sales for the season

Where, Average monthly sales for the season = Total planned sales for the season / Number of months in the season

Average stock for the season = Total planned sales for the season / Estimated Inventory Turnover Rate for the season

Beginning of Month (BOM) stock = Planned Monthly Sales + Basic Stock

Activity: Using the basic stock method, calculate BOM inventory for the month of January, given the following information. Planned sales for January - 30,000, Average monthly sales - 25,000, Average monthly inventory - 40,000,

Basic stock = $40,000 - 25,000 = 15,000$

BOM stock = $30,000 + 15,000 = 45,000$

The Percentage Variation Method: It is used when the stock turnover rate is more than six times a year. The basic premise is that this method of inventory planning is that inventory levels should reflect the actual sales. It is calculated as under BOM

Stock = Average stock for the season $\times \frac{1}{2} [1 + (\text{Planned Sales for the month} / \text{Average monthly sales})]$.

Activity: Using the Percentage Variation Method, calculate the BOM inventory for the month of January, given the following information. Planned sales for the month of January - 30,000, Average monthly sales - 25,000, Average monthly inventory - 40,000

BOM Stock = Average stock for the season $\times \frac{1}{2} [1 + (\text{Planned Sales for the month} / \text{Average monthly sales})]$.

BOM stock = $40,000 \times \frac{1}{2} [1 + 30,000 / 25,000]$

= $40,000 \times \frac{1}{2} (1 + 1.2)$

= $40,000 \times \frac{1}{2} \times 2.2$

= $40,000 \times 1.1$

= 44,000

Stock to Sales Ratio Method: It is very easy to use, but it requires the Retailer less ratio. It involves the maintaining of the inventory levels at a specific ratio to the sales. This ratio tells the retailer how much inventory is needed at the beginning of the month, to support the month's estimated sales.
$$\text{Stock to Sales Ratio} = \text{Value of Inventory} / \text{Actual sales}$$

$$\text{Planned BOM Inventory} = \text{Stock to Sales Ratio} \times \text{Planned Sales.}$$

Activity: Using the Sales Ratio Method, calculate the BOM inventory for the month of January, given the following information. Stock to sales Ratio = 1.4, Planned sales for the month of January - 20,000.

$$\text{Planned BOM inventory} = 1.4 \times 20,000 = 28,000$$

Stock Turnover Rate: It is a measure of the speed with which products or merchandise moves in and out of a retail store for a given period. It is a measure of efficiency and is usually calculated for a period of six months or a year. It is calculated using the following formula:

$$\text{Planned Sales (for a period)} = \text{Stock Turnover} / \text{Planned Average Inventory (for the period)}$$

The stock turnover rate is a measure of efficiency. Every department usually has its own stock turnover rate as different merchandise need different speeds of selling. From the management's perspective, the stock turnover indicates the level of capital usage i.e., Turning money into inventory, inventory into money and then repeating the process again.

Five Merchandising Functions of Marketing

Buying: It is the process of acquiring goods at the right price, at a right time, in right quantity and quality and from a right source of supplier. The marketing is concerned with buying of goods for sale or use. Buying includes the determination of one's needs, finding out the sources of supply, the negotiating prices and other terms and the transfer of title from seller to the buyer. Its purpose is to bring the goods at the place where they are wanted.

Assembling: Various producers at different centers produce goods in small quantities. They cannot be processed unless they are transported to market. This process of collecting goods from various sources and bringing together those in a centrally located place are called assembling. Assembling may be for the purpose of either resale to the retailer or ultimate consumers, or it may be for getting together raw materials to be used by manufacturers.

Standardizing and Grading: Standardizing means the setting up of basic categories or grades of the products. If the particular goods are of certain standard, it means that they are of a certain quality.

Grading means the division of products into classes made up of units possessing similar characteristics of size and quality. Thus, it may be said that goods are graded in accordance with specifications set up in the standards.

Storing: Storing is another important function of marketing process. It involves the holding of goods in proper condition from the time they are produced until the consumers need them. Storing protects the goods from deterioration and helps in carrying over surplus for future consumption. Storing regulates flow to different places; it enables goods to be made available to consumers.

Transportation: Transportation helps in the physical movement of goods from places where they are produced to the places where they are demanded using any form of transportation for distribution of goods. It creates place and time utility for the goods. Transportation has helped in mass production.

Market Research: Efficient sales depend on maintaining a stable relationship between supply and demand. It can be achieved by conducting a market research. Through market research, a manufacturer or dealer can find out the quality and quantity of goods wanted by the customers at the time when the consumers want then. Market research includes such activities, as market analysis, sales research, dealer research, consumer research and advertising research. Market research helps in the prosperity of the individual business and the community.

Exercise: Assignment

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

a) At suppliers level

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

c) At finance level

d) At Divisional Merchandise Manager's level

Assessment

A. Multiple choice questions

1. _____ is not a type of Merchandisers included in the business world
 - a) Junior merchandiser,
 - b) Senior merchandiser,
 - c) Executive merchandiser
 - d) Finance manager

2. The main function of admin merchandiser is:
 - a) Managing site and location
 - b) Assembling
 - c) Transportation
 - d) Leadership
3. The person would be responsible for merchandising activities for particular liens of merchandise.
 - a) Finance Manager
 - b) Production Manager
 - c) Personnel Manager
 - d) Divisional Merchandise Manager
4. At suppliers level merchandisers function----- is not included
 - a) Visits to suppliers of select goods,
 - b) Negotiate a price,
 - c) Order the goods,
 - d) Make payments

B. Fill in the blanks

1. Buying performance may be _____ on the basis of net sales (evaluated)
2. _____ is very important function of merchandiser that he will guide and train buyers as and when the need arises. (Directing)
3. _____ is not only the merchandise performance, but also the buyer's performance as well as buying behaviour is part of the merchandise manager's job. (Assessing)
4. The basic duties of the merchandiser can be divided into four areas: _____, _____, _____, and _____ (planning, directing, co-ordinating and controlling)

C. Write short note on

1. Merchandising functions of marketing
2. Percentage variation methods
3. Merchandising planning
4. Methods of inventory planning
5. Functions of merchandising

Checklist for Assessment Activity

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

Part A

1. Explain the general functions of merchandising
2. Explain the functions of junior merchandiser at administrative level
3. State basic duties of junior merchandiser
4. What role is played by junior merchandising manager

Part B

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

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

Part C

Performance Standards

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

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

Session - 3: Handling of Merchandising

Relevant Knowledge

In-Store Merchandise Handling

The retailer must consider the employees' and customers' rights to privacy versus the retailer's right to security. Retailers must not only plan to have the appropriate amount of merchandise on hand for customers but also ensure that the merchandise purchased for the store shelves actually arrives.

To minimize the threat of hijacking:

- Eliminate the retailer's name from the side of containers carrying the cargo.
- Install electronic monitoring devices on all shipment vehicles.
- Screen all internal transportation personnel as well as third-party logistics personnel in each market.
- Hire security personnel for each shipment.

Key Responsibilities to Handle the Sales Merchandising

Rather than working for one particular retail company, a retail sales merchandiser is employed by a manufacturer of products to interface with a number of different retail outlets that carry the manufacturer's merchandise. After a sales contract has been created, it is the responsibility of the retail sales merchandiser to provide service and maintain a good working relationship with retailers.

The goal of retail sales merchandisers is to help both the retailer and the manufacturer maximize sales and increase sales volume. This goal is accomplished through execution, education and promotion.

Execution of Retail Sales Merchandising

As a retail sales merchandiser, you will be ensuring that a proper level of stock is maintained, and that the merchandise is displayed appropriately with proper signage and favorable shelf placement. This includes setup, plan-ogram execution, as well as the stocking. Fronting, facing, and rotating of the manufacturer's products.

Audits will be performed regularly, and it is the responsibility of the retail sales merchandiser to resolve issues that may arise as a result of these audits, and solve problems at the store level in order to maintain the standards established in the initial sales agreement.

Training Responsibilities of a Retail Sales Merchandiser

Training is key factor to the success of this position because store employees who have an awareness and appreciation of certain products are more likely to recommend them to customers. Maintaining a good rapport with employees at all levels is essential, and having effective communication with both employees and customers is critical to success.

Promotions Responsibilities for a Retail Sales Merchandiser

People in this position will often execute special promotional campaigns created by the manufacturer to boost sales volume. The retail sales merchandiser will introduce the promotion, gain agreement and support from the store managers, secure preferred product placement, re-merchandise, place signage, and generate awareness and enthusiasm with employees prior to the launch of the promotion.

Monitoring sales volume, inspecting inventory levels, and maintaining in-store promotional materials are key tasks throughout the promotional period.

Reporting Responsibilities of a Retail Sales Merchandiser

Retail or merchandising experience at the store level is preferred, but not always required to obtain a position as a retail sales merchandiser. Many positions where the ability to work independently, manage time effectively, multi-task, and problem solving are considered to be acceptable experience.

Prior experience with maintaining customer relationships or client accounts is usually required. A demonstrated ability to influence decision-makers is considered a plus. The reporting methods will vary for each employer, but basic computer proficiency and knowledge of software programs is usually necessary.

Physical Requirements for Retail Sales Merchandisers

Because this position requires the constant handling of merchandise, retail sales merchandisers must be prepared to travel, drive, and engage in considerable physical activity. You will have to be willing and able to lift and move products in this job, and the use of proper safety practices and equipment will be essential.

Advanced Education Suggested or Required for Retail Sales Merchandisers

A college degree is often desired, but not required for retail sales merchandisers. Retailing, marketing, or businesses degrees are preferred, but other degrees or even a high school diploma are often acceptable as well.

Compensation for Retail Sales Merchandisers

Many retail sales merchandising positions are part-time, with an hourly wages.

Depending on the size of the assigned territory, the retail sales merchandiser may also receive a company car, car allowance, and travel expense reimbursement.

Handling Visual Merchandising

The art of increasing the sale of products by effectively and sensibly displaying them at the retail outlet is called as visual merchandising. Visual merchandising refers to the aesthetic display of the merchandise to attract the potential buyers, prompt them to buy and eventually increase the sales of the store. In simpler words, visual merchandising is the art of displaying the merchandise to influence the consumer's buying behaviour.

- The store must offer a positive ambience to the customers for them to enjoy their shopping.
- The location of the products in the store has an important role in motivating the consumers to buy them. Sensible display of the merchandise goes a long way in influencing the buying decision of the individual.
- The end-user will never notice something which is not well organized: instead stacked or thrown in heaps.
- Proper Space, lighting, placing of dummies, colour of the walls, type of furniture, music, fragrance of the store all help in increasing the sale of the product.

Lighting is one of the critical aspects of visual merchandising. Lighting increases the visibility of the merchandise kept in the store. The store should be adequately lit and well ventilated. Avoid harsh lighting as it blinds the customers who walk into the store.

The signage displaying the name of the store or other necessary information must be installed properly outside the store at a place easily viewable to the customers even from a distance.

The retailer must be extremely cautious about the colour of the paint he chooses for his store. The paint colour can actually set the mood of the customers. The wall colours must be well coordinated with the carpet, floor tiles or the furniture kept at the store. Dark colours make the room feel small and congested as compared to light and subtle colours.

The store must always smell good. Foul smell irritates the consumers and he would walk out of the store in no time. Use room fresheners or aromatic sticks for a pleasant environment.

The merchandise must be properly placed in display racks or shelves according to size and gender. Put necessary labels (size labels) on the shelves as it help the customers to locate the products easily. Make sure the product do not falls off the shelves as it gives a messy look.

The dummies should be intelligently placed and must highlight the unique collections, latest trends and new arrivals in order to catch the attention of the individual. The dummies should not act as an obstacle and should never be kept at the entrance of the store.

Don't play blaring music at the store. It acts as a hindrance to effective communication and the retailer can never understand what the buyer actually intends to buy.

Select the theme of the store according to the season. Red should be the dominating colour during Christmas or Valentines Day as the colour symbolizes love, fun and frolic. A white theme would look out of place during the season of love.

Don't keep unnecessary furniture as it gives a cluttered look to the store.

Why Visual Merchandising?

- Visual Merchandising helps the customers to easily find out what they are looking for.
- It helps the customers to know about the latest trends in fashion.
- The customer without any help can actually decide what he intends to buy.
- It increases the sales of the store and results in increased level of customer satisfaction.
- The customers can quickly decide what all they need and thus visual merchandising makes shopping a pleasant experience.
- Visual merchandising gives the store its unique image and makes it distinct from others.

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



It includes several aspects such as

- the flooring and lighting used in the store,
- the colour co-ordination in the store,
- uniforms of the staff,
- the way in which the staff interacts with the customers,
- the design of the trial rooms

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

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

Functions of the Visual Merchandiser

1. A Visual Merchandiser takes care of the window display representing a seasonal theme with mannequins the arrangement of merchandise according to concepts and stories.
2. He decorates the window display in such a way that the customer gets excited by the brand and increases the walk-ins.
3. A Visual Merchandiser also spends a lot of time training the store staff on how to place merchandise.
4. He also trains the staff to follow instruction manuals and advises them on what should go on the rack and be displayed on the floor,
5. He sets the colour scheme of the floor.
6. He takes a call on slow-moving merchandise and makes sure it gets prominence through better lighting and display.

Principles

The principles of visual merchandising are:

- Make it easier for the customer to locate the desired category and merchandise.
- Make it easier for the customer to self-select.
- Make it possible for the shopper to co-ordinate and accessories.
- Recommend, highlight and demonstrate particular products at strategic locations.
- Educate the customer about the product in an effective & creative way.
- Make proper arrangements in such a way to increase the sale of unsought goods.

Techniques

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

- Many elements can be used by visual merchandisers in creating displays including color, lighting, space, product information, sensory inputs (such as smell, touch, and sound), as well as technologies such as digital displays and interactive installations.
- A planogram allows visual merchandisers to plan the arrangement of merchandise by style, type, size, price or some other category. It also enables a chain of stores to have the same merchandise displayed in a coherent and similar manner across the chain.

Types of Visual Merchandising

Window Displays

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

Food Merchandising

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

Visual Merchandising Tips for Retail

Retail is big business. Even during the recent recession you could go down to your local shopping center and find it packed with people carrying bags from the large high street retailers. The question is how do retailers convince shoppers that they need to buy from them?

In its simplest form you could say that if someone knows they want to buy a product they will just buy it - they don't need any convincing. What about the potential for up-selling accessories for that product, or planting a seed in a customer's mind to buy something else?

That is where Retail Merchandising can help

In the past many retailers have seen merchandising as nothing more than an expense, where as now it can be seen as a profitable investment. The science of merchandising is based around a solid marketing plan and no matter how big or small your operation you should allocate a sensible budget for your merchandising.

So how can it make you more profit?

Retail Merchandising isn't just about putting products onto a shelf. It's about planning, product mix, customer experience and execution. A good merchandiser will look at your store in the eyes of your customers - right from the moment they enter the store to the moment they leave. Questions that you should ask yourself, from a customer's perspective are things like:

- Is my shop front inviting enough to want to make people come in and browse?
- Is product presentation clear and appealing?
- Are prices marked in a clear fashion?
- Are products placed strategically around the store?



These are just a few simple questions that should be asked when it comes to merchandising your store.

One of the important things to remember about merchandising is that retail trends change, so merchandising isn't a one off exercise. It's about moving with the times and creating a continuous appeal to your customers and audience. This might mean bringing in new product ranges, re-arranging your store, sending out seasonal messages in your shop windows. It's about staying on the pulse and ensuring that shoppers are made to want to visit your store and part with their hard earned money.

Importance of Visual Merchandising

The single and most important reason is to engage and inspire shopper to encourage them to buy more of the products you want them to, increasing your sales, margin and return on space – after all, you are running a business! That engagement process of course starts even before they have set foot in your store.

First impressions count the exterior of your premises should be instantly appealing with clear, consistent branding applied to your signage. The entrance reflects the personality of your store and must entice the passer by to enter.

Creative and inventive window display an excellent opportunity to bring more customer to your store. Customers have only a few seconds to view and be attracted by your displays so keep them simple, bold and uncluttered. Cluttered, stale, or badly organized displays are liable to do the exact opposite and turn those potential customers away.

Ensure any special offers are clearly readable and not too big / small, bearing in mind the demographic of your target audience. If your window space is limited try using bright colours and lighting to draw the eye, maybe even motion. Change the displays frequently based on how often your customers visit the store. A fantastic but out dated display could do more harm than good.

Seasonal displays are a perfect opportunity to turn every browser into a customer. Use every opportunity that you can like Mothers day, Fathers day, Diwali, Halloween, Christmas etc.

Visual Merchandising Approaches

Avoid overwhelming / confusing the customers as per the Clark

It is very easy to be attracted to new product opportunities and be constantly adding to the range / choice you offer. The issue is that what can happen is that the sales you are achieving are simply shared between more SKUs, making your business more complex and putting you at risk of carrying excess stock.

Range proliferation can strangle a business from a cash flow perspective, so getting the balance right is critical. Too little choice will put customers off, too much will confuse them.

Ideally you should analyze your retail space to understand what the maximum number of products you can present at any given time is. Then be ruthless. Every product is costing you money both to stock and also it occupies your high cost retail real estate – if it hasn't earned the right to be there,

and it isn't a product typically connected to the purchase of a high margin line (therefore earning it's right by virtue of a related sale) then get rid of it – make way for a product that will earn you some money! Remember – focus on your return on space.

Once you've got the potential customer in the store and have presented a beautiful, profitable range, you need to retain them for as long as possible – typically the longer they stay, the more they will spend.

Avoid overwhelming / confusing the customer as per the Kelly

It's important your store is inviting and uncluttered. There's nothing worse than walking into a messy store and feeling totally lost and overwhelmed with the amount of stuff in your line of sight! It will make potential customers walk out.

Try to reference the layout by colour within a product category to ease the shopper's identification of products they need or matching products. Take a leaf out of the online/e-commerce store design and display products with other products that they work well/look good with.

If you make your customers feel at ease, they will linger longer. Music, lighting, colours etc can all have a huge effect on the stress levels of the shopper. How many times have you left a store because it was too bright or the music too loud?

Try appealing to all 5 senses sympathetically and be aware that the demographic of your target market will feel different in different atmospheres. For example:

- ❖ **Sight:** Use lighting to change the mood of the store and to highlight products on offer.
- ❖ **Hearing:** Music in stores has a huge effect on our stress levels. You may assume a toy store would play children's songs or nursery rhymes? In fact the parents will feel a lot less stressed if the music is something softer, possibly classical.
- ❖ **Touch:** Allow clients to handle or test the products. This encourages conversation and rapport with your clients.
- ❖ **Smell:** Certain fragrances are calming such as Vanilla or Lavender or Citrus to uplift. Try using seasonal fragrances to evoke a sense of magic, cinnamon around Christmas time.
- ❖ **Taste:** Not always possible but if you can offer free tasters they are a sure fire way of selling more product. Last Christmas Eve I queued up for our turkey in the local farm shop. They had a plateful of sausages for us to try while we waited. Guess what else I bought before I left?

Your in store signage must be clear and concise. Too many signs will act like a hundred shouting voices, not enough and your customer won't know where to go.

Keep it simple and in line with your existing store branding. Use fonts and colours that are easily readable from a distance, avoid script or fussy, ornate styles.

Products need to be presented in a way that the customer can understand exactly what they do and how they help them. This is where good Point of Sale and freestanding merchandise displays really come in to play.

Point of sale (POS) or checkout is the location where a transaction occurs. Use this area to display

new products, special offers or “no brainer” purchases, for example lip balms, pens, and small handbag sized items.

You can be really creative with these displays. Keep them simple and bold. There are hundreds of 'off the shelf' display products you can purchase usually in plastic or cardboard.

Be creative with the products themselves. For example, if you were selling say paper napkins, create origami animals from them – instantly more appealing. If you have own brand products invest in working with a design agency that specializes in packaging design so that your product appeals exactly to your target customer. The right packaging design can make or break a product, especially if it's new to the market or has huge competition. A good brand and packaging designer will draw out the brand story and encapsulate that into the design, giving your product maximum shelf appeal.

Exercise: Assignment

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

Assessment

A. Fill in the blanks

1. Visual merchandising is being considered as an _____ and not as an _____. (investment, expense)
2. Visual Merchandising deals with the entire image presented by the _____ to the customer. (retail outlet).
3. Visual merchandising commonly occurs in retail spaces such as _____ and _____. (retail stores, trade shows)
4. _____ make proper arrangements in such a way to increase the sale of unsought goods. (Visual Merchandiser)
5. A _____ allows visual merchandisers to plan the arrangement of merchandise by style, type, size, price or some other category.(planogram)

B. Multiple choice questions

1. A Visual Merchandiser takes care of the _____ representing a seasonal theme
 - a) Window display
 - b) Customers
 - c) Suppliers
 - d) Agents
2. Following element can be used by visual merchandisers in creating displays.
 - a) Package
 - b) Lighting
 - c) Baskets
 - d) Trolleys
3. Food merchandising does not consist of
 - a) Restaurants
 - b) Grocery stores
 - c) Ice-cream Parlor
 - d) Footwear
4. _____ may also be used to advertise seasonal sales or inform passers-by of other current promotions.
 - a) Newspaper
 - b) Radio
 - c) Display windows
 - d) Theater

C. Write short note on

1. Importance of visual merchandising.
2. Types of visual merchandising.
3. Visual merchandising approaches
4. Key responsibilities in handling sales merchandising
5. Functions of visual merchandise.

Checklist of Assessment

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

Part A

- 1) What is visual Merchandising?
- 2) What is the difference between visual merchandising and window display?
- 3) What are the functions of visual Merchandiser?
- 4) State the principles of Visual Merchandiser
- 5) Describe the techniques of Visual Merchandising

Part B

Discussed in class the following:

- ➡ Differentiate between the visual merchandising and window display.

Part C**Performance standards**

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

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

Session - 4: Duties and Responsibilities of Merchandiser

Relevant Knowledge

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

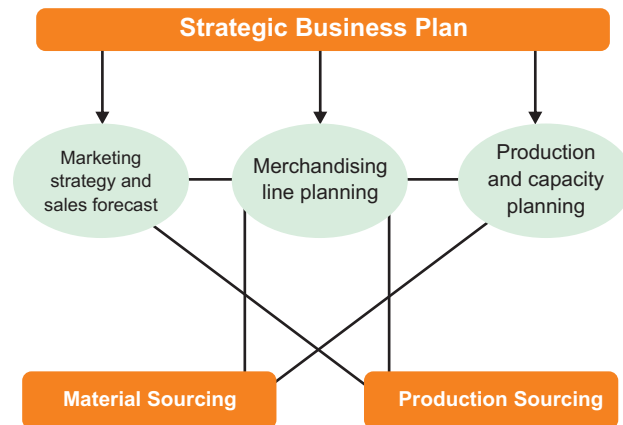
Planning: Though the merchandisers may not be directly involved in the actual purchase of merchandise, they formulate the policies for the areas in which they are responsible.

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

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

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

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



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

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

Merchandiser's responsibilities vary organization to organization, but basic responsibilities are to source the trim and necessary accessories, Fabric for production, prepare a Time and Action plan to ensure the shipments on right time. He should have good knowledge of fabrics.

In some organizations Merchandiser also directly communicates with buyers to understand their needs. Merchandiser is also responsible from taking order to final shipment of goods. Visual merchandisers work for large department stores and retail chains. Their responsibilities and position titles vary from one employer to another but, in general, visual merchandisers:

- arrange showcases, clothes racks, counters and display fixtures.
- design lighting and colour range of merchandise.
- teach sales staff how to colour co-ordinate clothes racks and counter displays
- work as part of a merchandising team that may include advertising and promotion staff.
- attend training sessions and corporate planning meetings to get new ideas for Fall and Spring launches.

They also may:

- prepare floor plans to scale;
- co-ordinate construction contractors for major floor changes unpack;
- sort and tag incoming merchandise for display;
- monitor the condition of products on display;
- oversee the general cleanliness of the store inside and outside & also track rates of sale on the commodities they display.

Visual merchandisers must be aware of the store's layout. Frequent shifts of large quantities of merchandise require merchandisers to be real problem solvers with the ability to anticipate customers' needs.

Some organizations have two levels of visual merchandising positions: one is responsible for the overall look and colour flow of displays, and the other is responsible for maintaining window and other displays on a day-to-day basis.

Displays are usually planned two to four weeks in advance to co-ordinate with special promotions and advertising campaigns. If a visual merchandiser is working exclusively for a large organization or chain, signage and prop packages are generally provided. Products may be specified for display and guidelines usually are fairly tight so store presentations are uniform throughout the company.

Freelance merchandisers who work for smaller chains and independent stores may have the opportunity to work under less stringent guidelines. Some do everything from building props to using computers to produce signage.

Working Conditions

Visual merchandisers ensure that stores present a strong corporate image that appeals to the store's target market. Due to constant changes in the retail and fashion market, they must work under tight deadlines. The busiest times of the year are from August to mid-November and March.

Some visual merchandisers travel from store to store, either as an employee of a retail chain or as a freelancer.

Personal Characteristics

Visual merchandisers need the following characteristics:

- artistic ability and imagination
- a keen sense of fashion and trends
- the ability to visualize three-dimensional settings
- good problem-solving abilities
- the ability to work independently and in a team environment
- confidence in their ideas combined with the flexibility required to accept other people's suggestions
- good communication skills.

They should enjoy synthesizing information to develop new ideas and find practical solutions to problems, taking a methodical approach to tasks requiring precision, and directing the work of others.

The Buyer Role and Responsibilities in Merchandising

Buyers play an important role in the retail industry. They select and order merchandise to be sold. The skill within which they do this directly affects the sales volume of their store and its share of the total retail market.

Buyers may be responsible for buying for a department, an entire store or a chain of stores. It is important that buyers maintain a balanced inventory and a budget agreed upon between themselves and the store or merchandising manager. Although computers help maintain inventory records and analyze customer purchasing preferences and trends, buyers still have to make key decisions concerning style, taste and customer motivations.

Central Buyers work for chain stores and mail order houses. They may be located in divisional headquarters, the parent store of a chain, or in offices in wholesale market areas. Associate or Junior Buyers usually buy specific items for a department or division of a firm which is too large to be served by one buyer. The associate or Junior Buyer assumes responsibility for the specified item purchases but coordinates with the Head Buyer.

Assistant Buyers are responsible for routine aspects of the work. They coordinate stores or departments, supervise personnel and maintain sales and inventory records. The responsibilities of a buyer are listed below:

- Developing the merchandising strategies for the product line, store or organization that he / she is responsible for.
- Planning and selecting merchandise assortments. This requires a keen understanding of the current market trends and economic developments. At the same time, it requires an understanding of the needs and wants of the target consumers and locating a product to suit these needs.
- Vendor selection, development and management. Negotiations with vendors for favorable terms and services are a delicate issue handled by the buyers.
- Pricing the merchandise to achieve the required targets in terms of gross margins. Inventory management – allocation of merchandise to the various retail stores is also an integral part of the functions of the buyer. Hence, a buyer needs to control inventory, which includes not only procurement but also providing the goods as per the needs of the stores, so that under ideal circumstances, there is never a situation when the product is not available in the retail store. In case there is merchandise which is slow moving then mark downs or moving the merchandise to other locations also needs to be finished.
- The structure of the merchandise department largely depends on the organizations structure adopted by that particular retail organization.

Many organizations may also have a position known as a Purchase Agent. Purchase agents and buyers commonly focus on routine purchasing tasks, often specializing in a commodity or a group of related commodities such as steel, cotton, grains, fabricated metal products or petroleum products. Purchase agents usually track market conditions, price trends or futures markets.

While job in merchandising or buying is very exciting, the working conditions are often strenuous. Travelling frequently, to visit branch stores and domestic and sometimes foreign market areas is often required.

An awareness of the general economic conditions is also required, which will enable anticipation of

consumer buying patterns. Anticipating consumer preferences and ensuring that goods are in stock when they are needed requires resourcefulness, good judgment and self confidence. Buyers must be able to make quick decisions and take risks. Marketing skills and the ability to identify products that will sell are also very important.

In addition, they must keep abreast of style and manufacturing trends, read fashion and trade magazines, follow ads in newspapers and other media, and check retail competitor's sales activities. The job of buying and merchandising can often call for long hours and tremendous pressure to achieve targets.

Responsibility to do the Things

- Do buy or borrow folding tables, or make some from sawhorses and plywood.
- Do group like items together. The goods look more abundant, and it makes for a better display. Customers shopping for a particular type of merchandise can find what they're looking for quickly, and they're more likely to buy multiple pieces.
- Do dust or wash your merchandise as needed before setting it out. If they've been in storage, such as draperies, curtains and upholstered furniture
- Do display valuable items close to your house or checkout area to keep an eye on them, especially if they're small or fragile.
- Do place breakables on tables that are out of the reach of children. Some shoppers let their children run wild, and those who do will resist paying for that broken collection of carnival glass.
- Do place desirable sale merchandise at the street end of your yard or driveway, especially seasonal items and large pieces, such as furniture. It makes the sale look bigger and better,
- Do display adult and larger children's clothing on hangers, and arrange it by size. It presents better, and the clothing is less likely to end up crumpled on the ground. If it's on a table, many customers won't refold it after digging through the stacks.
- Do displays baby clothing and young children's clothing on tables? Fold and stack it according to clothing type and size. It takes up less space, and the small pieces are easy to straighten and refold as needed.



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

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



Engage your customers and deliver an experience.



These sale signs maintain perceived product values.



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

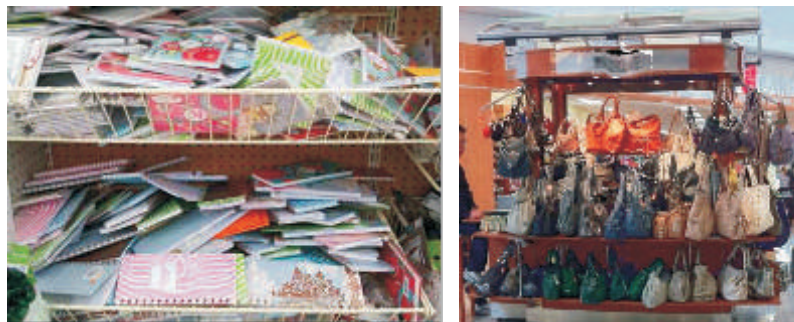
Responsibility to Not to do the Things

- ❖ Don't go overboard cleaning and prepping the merchandise. You won't make enough money to recoup the time investment.
- ❖ Don't place your tables and clothing racks so close together that shoppers can't get through. Spread out across the driveway and yard. It makes your sale look bigger anyway.
- ❖ Don't deliberately set out merchandise that's been damaged beyond repair or recalled, and don't lie about the condition.
- ❖ It's fine to sell a nonworking vintage radio to someone who wants to repair or display it, but be honest about the condition.
- ❖ Don't tell a shopper about functioning of the products, if it not.
- ❖ A feature display such as the one shown on the mannequin sets an expectation that items similar to it can be found in adjacent units.

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



In contrast, this store missed a great selling opportunity.



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

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

Exercise: Practice Session

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

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

Assessment

A. Fill in the blanks

1. Displays _____ and _____ clothing on tables. Fold and stack it according to clothing type and size. (baby clothing, young children's)
2. _____ the entrance is crucial not only in getting attention but also in defining the start of the store experience.(Lighting)
3. Clutter of the products in one rack, it signs greatly _____ the merchandise. (Devalue)
4. Engage your _____ and _____ an experience. (customers, deliver) Do place _____ sale _____ at the street end of your yard. (desirable, merchandise)

B. True or False

1. Spread out across the driveway and yard. It makes your sale look bigger anyway.(T)
2. Do group like items different from each other category.(F)
3. Don't place your tables and clothing racks so close together that shoppers can't get through.(T)
4. Tell a shopper about functioning of the products, if it not.(F)
5. Mannequins showcasing the dress collection are fully supported by merchandise found adjacent to it. (T)

C. Write short note on

1. Basic duties of merchandise
2. Draw strategic business plan.
3. Buyer responsibilities to do things.
4. Buyer responsibilities to not to do things.
5. Buyer's responsibilities.
6. Personal characteristics of viewed merchandise.

Checklist for Assessment Activity

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

Part A

1. Explain the duties of the Junior Merchandiser?
2. What are the responsibilities to do the things?
3. What are the responsibilities to not to do the things?

Part B

Discussed in class the following:

- Differentiate between the duties and responsibilities of Junior Merchandiser.

Part C**Performance standards**

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

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

UNIT-4 RETAIL STORE LAYOUT AND DESIGN

Unit Code: RS304-NQ2012	Unit Title: Retail Store Layout and Design			
Location: Classroom, Retail or Departmental store	Duration: 25 Hours			
	Session 1: Types of Retail Locations			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	1. Classify the different Location of retail store.	1. Retail store location. 2. Describe the various types of store location. 3. Significance of different store locations.	1. List out the various store locations. 2. State the advantages and disadvantages of different store locations. 3. Differentiate between the categorised, isolated and neighbourhood retail stores. 4. Differentiate the existing and new store location.	Interactive Lecture: Introduction to different Store Locations. Activity: Visit to the retail store: 1. List out criteria of customer oriented store location. 2. List out criteria of market oriented store location. 3. Formulate the group to prepare the report on better or effective store location.
	2. Identify the factors affecting choice of store location.	1. Describe the major factors in choosing store location. 2. Explain laws and regulations in choosing store location.	1. Enlist the various factors affecting the choice of store location. 2. Identify the different laws and regulations in choosing store location.	Interactive Lecture: Factors affecting choice of store location. Activity: 1. Visit to the retail outlet list out the various factors affecting choice of store location on the basis of different goods. 2. Prepare a report to establish a retail store at a location in the city of your choice.

Session 2 : Store Layout			
1. Identify the steps in store layout.	1. Describe the concept of store layout. 2. State different types of store layout.	1. Enlist the various types of store layout. 2. Analyse the different steps in store layout. 3. Differentiate between the straight floor plan and angular floor plan.	Interactive Lecture: Store layout and its types. Activity: Visit a retail store and prepare a chart of various store layouts. Discussion on store layout of different types of retail outlets.
2. Competencies required for store operations in retail knowledge	1. State whether the site is nearer to target market. 2. Describe the store area. 3. Describe the sources of power and water available. 4. State the components of the store layout	1. Differentiate between store area and retail area. 2. Store site compatible with retail shopping. 3. Describe the store layout. 4. Design of store layout. 5. Differentiate between different types of store layout	Interactive Lecture: Store Operations Activity: 1. Visit a retail mall and understand the job responsibility of how store layout are designed and formed. 2. Work in retail store with the responsibility and function as store assistant.
3. Identify the formalities required for store layout.	1. State the design and location of stores. 2. Steps involved in preparing store layout. 3. Steps involved in identification of store location.	1. Differentiate the store layout with business layout operation. 2. Evaluate the compatibility of the store layout with location of potential customer. 3. Identify the market in respect of store location.	Interactive Lecture: Forming Store Layout and Design. Activity: 1. Visit retail store and learn how the store layout is drawn. 2. Design a small independent store layout for one product with reference to commercial operations in retail outlet. 3. Visit to a retail format & formalities.

	4. Describe the Location and proportion of space through numeric and visual space planning.	1. Planning a layout for the stores interior. 2. Describe the allocation of space based on sales, margins, products and strategy.	1. Enlist the function of store space and planning of store layout. 2. Differentiate store planner, architect and interior designer. 3. Calculate proportion of space through numeric and visual space planning	Interactive Lecture: Store planning, designing layouts, forming stores, planning and organizing retail store layouts. Activity: 1. Work with retail store planner and learn the store layout designing. 2. Visit a store in more than three retail malls and note down the salient features of how store layout is formed.
	Session 3: Design Decision			
	1. Identify the elements of store design decision.	1. Various store design and discuss store appearance. 2. Describe the need and objective of store design.	1. Describe the store design for different types of retail outlets. 2. Identify the various factors that determine store design decision.	Interactive Lecture: Brief about store design decision Activity: 1. Group discussion on store design decision on the basis of different types of retail business. 2. Visit different retail stores and find out the reasons of selecting even type of store design decision.
	2. Describe the elements of store planning and design	1. Describe the elements (store design objectives, selling space, merchandise space, employee space,	1. Demonstrate the knowledge of the elements of store design 2. Differentiate between selling area, circulation area and back area	Interactive Lecture: Store Design Activity: Visit to a retail store to study the store layout and design

		customer space, display areas, fixture arrangements, etc.)		
	3. Formulate the process for Retail Store Design	1. Store frontage, signage, furniture, display, lighting, decoration. 2. Steps for retail Store design	1. Differentiate the functions of stores space with store decoration. 2. Identify the steps valued in retail store design	Interactive Lecture: Store space creation, furniture arrangements, merchandising display. Activity: Work with retail store planner and learn the store layout designing.
	4. Identify the Product Delivery channel	1. Describe the channels of product distributions to retail outlets.	1. Identify the methods of delivery channels. 2. Measure the product movements from the store to the retail outlet.	Interactive Lecture: Process of product delivery from store to customers. Activity: Visit to the retail Store & Observe what kind of delivery channels are used for different products.
	5. Handle the customer complaints properly.	1. Understand customer complaints in respect of product quality and delivery.	1. Differentiate between customer suggestion and complaint. 2. Handle the customer complaints	Interactive Lecture: How to handle customer complaints. Activity: Visit to the retail store & work in retail store and learn to handle customers.
Session 4: Functions of Store Associate				
	1. Identify the major functions of store associate	1. Describe the functions of the store a. Customer profiling b. The customer services c. Customer	1. Identify the major functions of store 2. Practice each and every functions	Interactive Lecture: Functions of store Activity: On-the-job in a retail store and perform the functions in a store.

		- relation management d. Competitive analysis e. Value addition f. Promotion g. Alternative Marketing Strategies h. Image development i. Alternative delivery channels		
	2. Identify the responsibilities of a store associate	1. Describe the responsibilities of a store associate	1. List out the responsibilities of a store associate	Interactive Lecture: Responsibilities of a store associate Activity: Visit to the retail Store & Observe what kind of responsibilities performed in retail store.

Introduction

A store layout is the design in which a store's interior is set up. Store layout is well thought out to provide the best exposure possible. It is designed to create an attractive image for consumers. It describes the overall look and feel of the interior of a retail store, including the placement of fixtures and products within the store. It is an important part of implementing retail store strategy. Effective layouts are designed to expose customers to the most products possible given the amount of floor space available.



A well-planned retail store layout allows a retailer to maximize the sales for each square foot of the allocated selling space within the store. Store layouts generally show the size and location of each department, any permanent structures, fixture locations and customer traffic patterns. Each floor plan and store layout will depend on the type of products sold, the building location and how much the business can afford to put into the overall store design.

Layout for retail stores depends on the retailer's understanding of the customers' buying habits. Retailers have three basic layout options from which to choose: grid, free form, and boutique. Some areas of a retail store generate more sales per square foot and therefore are more valuable.

There are many factors retailers should consider before choosing a store location. From traffic analysis to zoning requirements, there is a lot of data to examine before deciding on the perfect spot. Considering following factors while deciding a Store

Layout can be useful:

1. **Effective Use of Space:** Space needs to be used effectively, with all the areas planned properly to break up the store into logical and functional areas such as POS, Back Office, Changing Rooms, Pantry, Toilets, etc.
2. **Inviting Customers:** Layout is designed to attract the targeted audience. It should speak on its own and guide customers to all the areas of merchandise.
3. **Interiors:** Interior arrangements - appearance, walls, sections, and areas should be planned and positioned well. Lighting and Music arrangement needs to be taken into consideration while planning a layout. It should be placed to suit the shopper. These arrangements can be changed during different hours in a store.

In this unit you will learn types of retail location, store layout, design decision in the stores and functions of store retail associate.

Session - 1: Types of Retail Location

Relevant Knowledge

There are various options available to the retailer for choosing the location of store. The choice of the location of the store depends on the target audience and the kind of merchandise to be sold. A retailer has to choose among alternate types of retail locations available. It may locate in an isolated place and pull the customer to the store on its own strength, such as a small grocery store or paan shop in a colony which attracts the customers staying close by. Typically a store location may be:

1. Freestanding /Isolated store
2. Part of Business District/Centres (Unplanned Business Districts)
3. Part of a Shopping Centre (Planned Shopping Centres)

The selection of a location type must reinforce the retailer's strategy. The location type decision needs to be consistent with the shopping behaviour and size of its target market and the retailer's positioning in its target market. A critical factor affecting the location selection to visit is the shopping situation they are involved with. There are three major types of shopping situations which are convenience shopping, comparison shopping, and specialty shopping.

- ➡ **Convenience shopping:** Minimize the customer's effort to get the product or service by locating store close to where customers are located.
- ➡ **Comparison shopping:** Customers have a good idea of what type of product they want, but do not have a strong preference for brand, model, or retailer.

- Category specialists: Customers can see almost all brands and models in one store.

Types of Retail Location

Retailers have many store location factors to consider when choosing a place for their business. Here are a few of the more common types of retail locations.

1. **Mall Space:** A mall has many retailers competing with each other under one roof. It hosts a variety of stores and retail formats, from anchor stores to kiosks. There are generally 3 to 5 anchor stores, or large chain stores, and then dozens of smaller retail shops. Typically the rent in a mall location is much higher than other retail locations. This is due to the high amount of customer traffic a mall generates.
2. **Free standing locations:** This type of retail location is basically any standalone building. It can be located in a neighbourhood or right off a busy highway. Depending on the landlord, there are generally no restrictions on how a retailer should operate his business. It will probably have ample parking and the cost per square foot will be reasonable.
3. **Downtown Area:** This type of store location may be another premium choice, just like malls. However, there may be fewer rules and more freedom for the business owner. Many communities are hard at work to revitalize their downtown areas and retailers can greatly benefit from this effort. However, the lack of parking is generally a big issue for downtown retailers.
4. **Shopping center:** Strip malls and other attached with adjoining retail locations also have some guidelines or rules for their tenants directing their conduct of business. These rules are probably more lenient than a mall, but make sure you can live with them before signing a lease.
5. **Home-based:** Home based businesses or stores are an inexpensive option but in such a business, growth may be restricted. It may at times, becomes really hard to separate business and personal life in this setup and the retailer may run into problems if there isn't a separate address and/or phone number for the business.
6. **Office Building:** The business park or office building may be another option for a retailer, especially when they cater to other businesses. Tenants share maintenance costs and the image of the building is usually upscale and professional.

Factors Affecting Choice of Location

Location decision is strategic and long term and hence involves a large investment that is irreversible in nature. If a retailer after setting up his store realizes that the location is not proper, he has either to go on suffering losses or close down. Poor location results in increasing distribution cost, poor marketing response and dissatisfaction among employees, suppliers and customers. The location decision is one of the most important decisions a retailer will make, given its long-term effects on the business. The following are some factors which should be considered before choosing the location.

Population and Your Customer

For choosing a city or state to locate retail store, the area should be thoroughly searched before making a final decision. Reading of local newspapers and speaking to other small businesses in the area is necessary. Location demographics from the local library, chamber of commerce or the Census Bureau should be obtained. Any of these sources should have information on the area's population, income and age. So, the retailer comes to know his customers.

Accessibility, Visibility and Traffic

Retailer wants to be located where there are many shoppers but only if that shopper meets the definition of their target market. Small retail stores may benefit from the traffic of nearby larger stores. For a small retail store in its first year of operation, with limited funds for advertising and promoting, retail compatibility can be the most important factor in the survival of the store.

- How many people walk or drive past the location?
- Is the area served by public transportation?
- Can customers and delivery trucks easily get in and out of the parking lot?
- Is there adequate parking?

The knowledge of the volume and character of passing traffic is always useful. When considering visibility, look at the location from the customer's view point. Can the store be seen from the main flow of traffic? Will your sign be easily seen? In many cases, the better visibility retail store has, the less advertising needed. A specialty retail store located six miles out of town in a free standing building will need more marketing than a shopping store located in a mall.

Signage, Zoning and Planning

Before signing a lease, retailer should understand all the rules, policies and procedures related to his retail store location. The local city hall and zoning commission should be contacted for information on regulations regarding signage. The information about any restrictions that may affect retail operation and any future planning that could change traffic should be gathered, such as highway construction. Most zoning boards, along with economic/regional development committees, plan several years in advance. They can probably provide with valuable insights to help retailer decide among tentative retail locations.

Competition and Neighbours

Other area businesses in prospective location can actually help or hurt the retail shop. A gift shop should be located near places like department stores, theatres or restaurants. In short, any place where lines of patrons may form, giving potential customers several minutes to look in the gift shop's display windows. A high-end fashion boutique may not be successful next door to a discount variety store.

Location Costs

Besides the base rent, all costs involved should be considered by the retailer while choosing a retail store location.

RETAIL OPERATIONS - I

- ◊ Lawn care, building maintenance, utilities and security
- ◊ Upkeep and repair of the heating/air units
- ◊ Any repairs, painting or remodeling
- ◊ Property taxes
- ◊ Dues to the centre's merchants association.

The location retailer can afford now and what he can afford in the future should vary. It is difficult to create sales projects on a new business, but one way to get help in determining how much rent retailers can pay is to find out what sales similar retail businesses are making and how much rent they're paying.

Personal Factors

Personal factors such as the distance from the shop to home and other should be taken into consideration while choosing the location. If you spend much of your time traveling to and from work, the commute may overshadow the exhilaration of being your own boss. Also, many restrictions placed on a tenant by a landlord, Management Company or community can hamper a retailer's independence.

Special Considerations

A retail shop may require special considerations. A retailer should make a list of any unique characteristic that may need to be addressed. For example,

- ◊ Requirement of special lighting, fixtures or other hardware.
- ◊ Availability of restrooms for staff and customers.
- ◊ Adequacy of fire and police protection for the area.
- ◊ Availability of sanitation service.
- ◊ Availability and adequacy of parking place.
- ◊ Adequate lighting for the parking lot and building exterior.
- ◊ Sufficient density of population in the area.

Exercise: Assignment

- (i) What do you mean by Retail Location? What are the different Retail Locations?

- (ii) What are the relative advantages of each location type?

- (iii) Why are some locations particularly well suited to specific retail strategies?

(iv) Which types of locations are growing in popularity with retailers?

(v) Do you think that location decisions are risky?

(vi) State the importance of retail locations.

Assessment

A. Fill in the blanks

- _____ has many retailers competing with each other under one roof. (Mall)
- _____ is the design in which a store's interior is set up. (Store Layout)
- The choice of the location of the store depends on the _____ and the _____ to be sold. (target audience, kind of merchandise)
- A store layout is designed to create an attractive image for _____. (Consumers)
- _____ type of store location may be another premium choice, just like malls. (Downtown Area)

B. True or false

- While choosing store location personal factors should be taken into consideration. (T)
- Special consideration does not material requirement of lighting. (F)
- Location decision is strategic and irreversible. (T)
- The selection of a location type must reinforce the retailer's strategy. (T)
- Free standing location is not standing alone building. (F)

Checklist for Assessment Activity

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

Part A

- ♦ Classify different locations of retail store.
- ♦ Identify factors affecting choice of retail location.

Part B

Discussed in class the following:

- What do you understand by Retail Locations?
- What are the different Retail Locations?

- (iii) What are the different types of retail location options available in an Indian market?
- (iv) What are the relative advantages of each location type?

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify the various types of retail locations.		
Able to identify factors affecting choice of store location.		

Session - 2: Store Layout

Relevant Knowledge

It is very vital for a business to plan the store layout, atmosphere, and create irresistible visual merchandising displays. In the process it would be necessary to view floor plans and other retail store designs, learn how to select and care for store fixtures, as well as using special lighting techniques to accent products and find store layout software and vendors selling store fixtures and displays. A well-planned retail store layout allows a retailer to maximize the sales for each square foot of the allocated selling space within the store. Store layouts generally show the size and location of each department, any permanent structures, fixture locations and customer traffic patterns.

Each floor plan and store layout will depend on the type of products sold, the building location and how much the business can afford to put into the overall store design. The straight floor plan is an excellent store layout for most type of retail store. It makes use of the walls and fixtures to create small spaces within the retail store. The straight floor plan is one of the most economical store designs. The diagonal floor plan is a good store layout for self-service types of retail stores. It offers excellent visibility for cashiers and customers. The diagonal floor plan invites movement and traffic flow to the retail store. The angular floor plan is best used for high-end specialty stores. The curves and angles of fixtures and walls are makes for a more expensive store design. However, the soft angles create better traffic flow throughout the retail store. The geometric floor plan is a suitable store design for clothing and apparel shops. It uses racks and fixtures to create an interesting and out-of-theordinary type of store design without a high cost. The mixed floor plan incorporates the straight, diagonal and angular floor plans to create the most functional store design. The layout moves traffic towards the walls and back of the store.

Importance of a Store Layout

A store's layout is one of the key strategies in its success. Therefore, a lot of time, effort and manpower go into its design. Retailers use layout to influence customer's behavior by designing the store's flow, merchandise placement and ambiance. Layouts also help retailers understand how much revenue per square foot they are making; using this information, they can properly assess the strengths and weaknesses in their merchandising mix.

Types of Layout

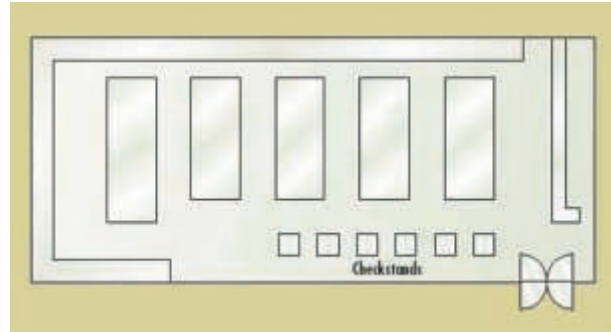
1. **Grid Layout:** Grid Layout is a type of store layout in which counters and fixtures are placed in long rows or “runs,” usually at right angles, throughout the store. Following are the advantages and disadvantages of Grid layout.

Advantages

- Low cost
- Customer familiarity
- Merchandise exposure
- Ease of cleaning
- Simplified security
- Possibility of self-service

Disadvantages

- Plain and uninteresting
- Limited browsing
- Stimulation of rushed shopping behavior
- Limited creativity in decor



A store organized using a grid layout is very simple. The aisles of the store are arranged parallel to one another and lead to the checkout lanes located at the front of the store where customers enter and exit. Most people have seen this type of layout used in grocery or drug stores.

2. **Diagonal Layout:** Diagonal layouts are very similar to grid layouts. Like a grid layout, the merchandise in the store is separated into aisles which lead to the checkout area. However, in a diagonal layout, the aisles are set at an angle to the front entrance of the store. Doing this helps maximize the space available in a smaller store.
3. **Mouse Trap Layout:** In a mouse trap layout, when customers enter the store there is only one direction to go. Customers walk around the perimeter of the store, stopping to pick up items they need until they reach the checkout aisles located where they originally entered. Mouse trap layouts are often used in furniture stores and are considered a more traditional style store layout.
4. **Mixed Floor Plan:** A mixed floor plan layout incorporates different types of layouts throughout the store. This is often seen in a department store setting where different floor plans work better depending on the type of merchandise on display in that particular area. For example, the house wares section of a department store might use a grid layout while the clothing sections work better with a race track layout. Having the flexibility to use different layouts for

each type of merchandise ensures that customers find what they are looking for quickly and easily in every department.

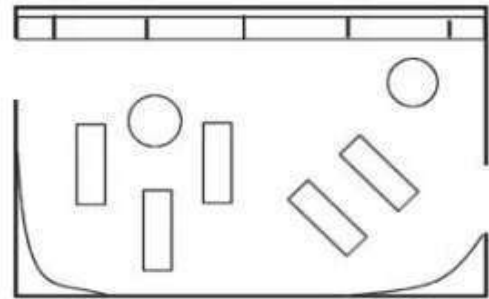
5. **Free Flow Layout:** Free-Flow Layout is a type of store layout in which fixtures and merchandise are grouped into free-flowing patterns on the sales floor.

Advantages

- Allowance for browsing and wandering freely
- Increased impulse purchases
- Visual appeal Flexibility

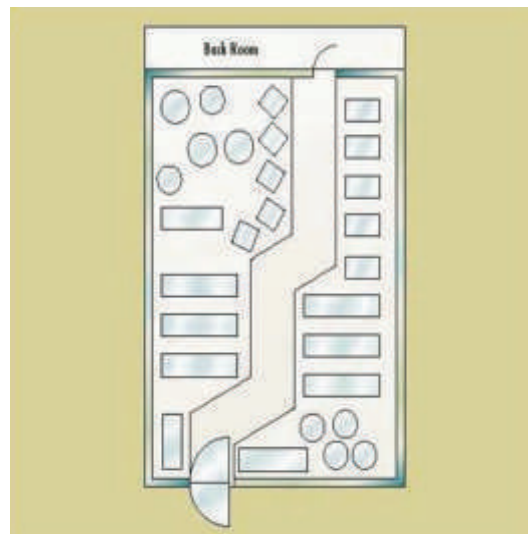
Disadvantages

- Loitering encouraged
- Possible confusion
- Waste of floor space
- Cost
- Difficulty of cleaning



For a spacious store layout that's flexible and ideal for displaying impulse items, opt for a free flow store layout. Arrange products throughout the store using racks and shelves placed so that customers can move around and browse freely and employees can access customers immediately to assist with buying decisions. A free flow store layout is ideal for clothing stores, jewelry stores, boutiques and small specialty shops. Use caution with this type of layout because it can appear cluttered, instead of spacious and free moving, if product displays and racks aren't situated to maximize space.

6. **Loop Layout:** Loop Layout is also known as Racetrack layout. It is a type of store layout in which a major customer aisle begins at the entrance, loops through the store, usually in the shape of a circle, square, or rectangle, and then returns the customer the front of the store.
7. **Spine Layout:** Spine Layout is a type of store layout in which a single main aisle runs from the front to the back of the store, transporting customers in both directions, and where on either side of this spine, merchandise departments using either a free-flow or grid pattern branch off toward the back aisle walls.



A store's layout displays the overall image of the store and creates the perception that customers have about the store's environment. The image of the store not only attracts customers, but it also causes them to purchase goods while shopping there.

Exercise: Assignment

1. Prepare a list of various types of store layouts in your city/area.

2. Visit an organization or departmental store and check the layout of different sectors in the store and write your note on it.

Assessment

A. Fill in the blanks

1. _____ is best illustrated by most grocery and drugstore operations. (Grid Layout)
2. _____ is a type of store layout in which a single main aisle runs from the front to the back of the store. (Spine Layout)
3. _____ layouts are often used in furniture stores. (Mouse trap)
4. _____ layout incorporates different types of layouts throughout the store. (Mixed floor plan)
5. Follow a _____ in your work place for a better performance.

B. True/ False

1. Loop layout is also known as mouse trap layout. (F)
2. Spine layout is known as racetrack layout. (F)
3. Diagonal layouts are very similar to grid layout. (T)
4. In mouse trap layout there are four directions to go. (F)
5. A mixed floor plan layout incorporates different types of layout throughout the store (T)

Checklist for Assessment Activity

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

Part A

- Describe different types of layouts
- Differentiate between mouse trap layout and spine layout
- Differentiate between free flow and loop layout

Part B

Discussed in class the following:

- What are different types of store layout
- What are pros and cons of using types store layout
- Are store uses more than one layout in the store

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to understand different types of store layouts.		
Able to distinguish various types of store layouts.		

Session - 3: Design Decision

Relevant Knowledge

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

Objectives for a Store Design

- (1) Implement the retailer's strategy,
- (2) Influence customer buying behavior,
- (3) Provide flexibility,
- (4) Control design and maintenance costs, and
- (5) Meet legal requirements.

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

Elements of Store Design

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

Signage and graphics help customers locate specific products and departments, provide product information, and suggest items or special purchases. In addition, graphics, such as photo panels, can enhance the store environment and the store's image. Digital signage has several advantages

over traditional printed signage, but the initial fixed costs have made the adoption of this technology slow. Feature areas are areas within a store designed to get the customer's attention. They include freestanding displays, end caps, promotional aisles or areas, windows, cash wraps or point-of-sale areas, and walls.

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

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

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

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

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

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

Tips for Store Design and Layout

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

- The store must offer a positive ambience to the customers. The customers must leave the store with a smile.
- Make sure the mannequins are according to the target market and display the latest trends. The clothes should look fitted on the dummies without using unnecessary pins. The position of the dummies must be changed from time to time to avoid monotony.
- The trial rooms should have mirrors and must be kept clean. Do not dump unnecessary boxes or hangers in the dressing room.
- The retailer must choose the right colour for the walls to set the mood of the customers. Prefer light and subtle shades.
- The fixtures or furniture should not act as an object of obstacle. Don't unnecessary add too many types of furniture at your store.
- The merchandise should be well arranged and organized on the racks assigned for them. The shelves must carry necessary labels for the customers to easily locate the products they need. Make sure the products do not fall off the shelves.
- Never play loud music at the store.
- The store should be adequately lit so that the products are easily visible to the customers. Replace burned out lights immediately.
- The floor tiles, ceilings, carpet and the racks should be kept clean and stain free.
- There should be no bad odor at the store as it irritates the customers.
- Do not stock anything at the entrance or exit of the store to block the way of the customers. The customers should be able to move freely in the store.
- The retailer must plan his store in a way which minimizes theft or shop lifting.
 - (i) Merchandise should never be displayed at the entrance or exit of the store.
 - (ii) Expensive products like watches, jeweler, precious stones, mobile handsets and so on must be kept in locked cabinets.
 - (iii) Install cameras, CCTVs to have a closed look on the customers.
 - (iv) Instruct the store manager or the sales representatives to try and assist all the customers who come for shopping.
 - (v) Ask the customers to deposit their carry bags at the entrance itself.
 - (vi) Do not allow the customers to carry more than three dresses at one time to the trial room.

Exercise: Assignment

1. What are the objectives of store design?
2. Discuss the decision involved while designing the store.
3. What are six major tips for store design and layout?
4. List at least 6 different machines that you may come into contact with in the Retail Industry.

Assessment

A. Fill in the blanks

1. Basic elements in a design are _____, _____ and feature areas. (Layout, signage)
2. _____ area are areas within a store designed to get the customer's attention. (feature)
3. Space management involves the allocation of _____ to merchandise categories and brands. (Store space)
4. In locating merchandise categories, retailers need to consider typical _____, _____ patterns. (Consumer, shopping)
5. The store must offer a _____, _____ to the customers. (Positive, ambiances)

B. True or False

1. Free-form designs are usually found in small specialty stores and within large stores' departments. (T)
2. A good store layout does not help customers to find and purchase merchandise. (F)
3. The goal of retail location is to draw customers into the store and then persuade them to make a purchase. (T)
4. Merchandise should be always displayed at the entrance or exit of the store. (F)
5. Signage and graphics help customers to locate specific products and departments, provide product information, and suggest items or special purchases. (T)

Checklist for Assessment Activity

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

Part A

- Describe store design
- Discuss elements of store design
- Discuss tips of store design

Part B

Discussed in class the following:

- Tips for store design and layout
- Objections of store design

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify objective behind store design.		
Able to identify major tips in store design.		
Able to identify major elements in store design.		

Session - 4: Functions of Retail Store Associate

Relevant Knowledge

In the retail store there are some key positions required for operating the retail business and easy to convince the customers. These positions are as under:

Stocking and Inventory Associates

Stock and inventory associates are responsible for the flow of merchandise from the point of delivery to the sales floor or internal destination. When working in this role, you may be responsible for receiving, unpacking, processing, organizing, and storing merchandise. This position is not just about heavy lifting. The company's merchandising and display standards will be in your hands, so your work will ensure that products are easily accessible, visually appealing, and constantly available. Your work will enhance the brand image of both the products and the store, and positively impact the customer experience.

As a stock and inventory associate, you will contribute to the profitability of the retail operation by receiving, handling, and helping to manage the inventory of merchandise and supplies in a timely and organized manner.

Receiving

Supply and inventory associates check merchandise and supply deliveries for accuracy, verifying that quantities received match bills, purchase orders, and other documents. After safely staging incoming shipments, you will maintain ongoing and proactive communication with key partners about new arrivals, order overages and shortages, and delivery delays.

Inventory Responsibilities

Accurate tracking and documentation are key responsibilities of stock and inventory associates. By accounting for merchandise and supplies, you will enable compliance with designated inventory levels and help prevent run-outs. You will provide daily accounting and documentation, but you will likely to also participate in formal periodic inventory audits. External transfers, damaged merchandise, and manufacturer returns will likely be included in your responsibilities. You will help decrease store shrinkage by researching inventory discrepancies, and reporting suspicious activities to loss prevention specialists.

Merchandise Handling

In general, stock and inventory associates are responsible for shipping merchandise and supplies in and out of inventory to internal locations and departments. Specifically, this means that you will

pull items from storage, physically move them, stock shelves, fill displays, and use tracking and communication tools to advise appropriate partners about product placement and new inventory levels. You will organize the stock room or warehouse, and ensure that accurate labeling; logical placement, neat arrangement, and cleanliness are maintained. Periodically you may be preparing packages for external shipment.

Skill Requirements

He may be using a wide range of equipment and machines, including power jacks, pricing guns, cardboard bailers, trash compactors, cranes, hoists, and forklifts. Training experience or appropriate certification would be helpful and may even be required. Larger retail operations will undoubtedly employ a computer system, so a basic understanding of Microsoft programs such as Excel, Access, and Outlook will be needed. Accuracy with basic math and proficient use of a calculator will be required.

Physical Requirements

Since this position requires the handling of merchandise, supplies and materials, it will be physically demanding. Your physical functions will include:

- ❖ Ladder climbing
- ❖ Lifting up to 50 pounds without assistance
- ❖ Bending, twisting, reaching, pushing, pulling, and performing repetitive motions
- ❖ Standing and walking for up to 8 hours in a row
- ❖ Moving large quantities of merchandise with carts, dollies, hand trucks, and other moving equipment

Additional Requirements

Because you will have access to large quantities of new merchandise, employers will probably require to check background details, credit, and driving records. If operation of a vehicle is required, a valid driver's license and clean driving record will also be required. Many retail operations prefer the stocking duties to be performed before or after the regular hours of operation, so you will need the flexibility and willingness to work late nights, early mornings, weekends, and holidays.

Full Time Retail Store Associate

The Retail Store Associates position entails developing relationships with a variety of customers and being part of fast-paced, dynamic team

- ❖ Receive, store and distribute paint and related products.
- ❖ Tint paint, match paint or stain colors; make product recommendations to customers. This requires lifting, moving and stocking one and five gallon paint buckets.
- ❖ Maintain clean store environment.
- ❖ Provide exceptional service to all customers.
- ❖ May occasionally be called on to deliver product to a customer.

RETAIL OPERATIONS - I

- Maintain an understanding of local market, operations based selling and customer base.
- Abide by all company policies and procedures and maintain safe and ethical working environment.

Retail Store Associate - Essential Duties and Responsibilities

- Greeting guests upon arriving in our retail store and learning the motivation for their visit.
- Working to build and sustain long-term relationships with customers.
- Understanding the needs of the customer and making the appropriate suggestions to exceed their expectations, needs and goals.
- Increasing personal knowledge of products, sales techniques and promotional products.
- Completing all the assigned tasks by the retail sales manager.
- Keeping a track of the stock and inventory in the store and placing orders for replenishing the stock.
- Maintaining the proper display of goods in the store and ensuring that they comply with the quality standards.
- Organize the stock room, and ensure that accurate labeling, logical placement, neat arrangement, and cleanliness are maintained.

Retail Store Associate - Knowledge, Skills and Abilities

- Considerable knowledge of modern office practices and office management.
- Considerable knowledge of Business English, spelling, grammar and math.
- Considerable knowledge of computer, media, phone, peripheral office equipment and word processing software such as MS Office, etc.
- Skill in handling multiple tasks at one time and able to prioritize accordingly
- Skill in dealing with difficult clients or customers.
- Skill in conflict resolution.
- Ability to keep accurate records.
- Ability to communicate effectively, both verbal and written.
- Ability to maintain confidentiality.
- Ability to work independently on complex and confidential tasks.
- Ability to handle stressful situations.
- Ability to establish and maintain effective working relationships with employees, contacts, public, etc.

The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. Reasonable accommodations may be made to enable individuals with disabilities to perform the essential functions.

While performing the duties of this job, the employee is regularly required to sit, use hands to handle

or feel objects, tools or controls, frequently talk or hear, reach with hands and arms occasionally required to stand, stoop, kneel, crouch or crawl. The employee must occasionally lift and/or move up to 10 pounds. Specific vision abilities required by this job include: close vision.

In Retail when it is a departmental store/ mall/ specialty store/ hyper market all store have one thing commons a store supervisor. A store supervisor or Assistant Store Manager juggles the responsibilities of supervising staff along with reporting to lead office or the Stores owner. The supervisor's overall function is to ensure smooth operation of the store as a whole duties and responsibilities of the Store Supervisor can vary with the vectors of the business.

Major functions of Retail Store Associate

- Recording Inventory
- Receipt of goods
- Issue of goods
- Designing stores layout
- Documentation of goods
- Keeping all records
- Maintaining Legal Regulations
- Instruct safety measures
- Coordination with purchase and sales department
- Synchronies various activities such as supply chain, order planner etc.

Responsibilities of Retail Store Associates

- Maintain inventory records.
- Receive the goods and record timely.
- Guide the stores personnel.
- Maintain the records correctly.
- Guide the inventory keeper to arrange proper inventory.
- Receiving the goods from purchase department.
- Classify and identify goods.
- Inspect and check the goods.
- Arrange the goods in the racks
- Obtain the documents.
- Obtain the requisitions from sales counters.
- Send the goods to sales counters.
- Record the issue of goods.
- Arrange suitable storage place.
- Arrange proper equipments.
- Maintain proper temperature levels.

RETAIL OPERATIONS - I

- Protect the goods from insects etc.
- Prevent losses.
- Recording and maintaining books of accounts.
- Maintain Bin cards.
- Filing of the documents.
- Maintain proper stores records.
- Up date the stores records.
- Inspection of the stores records.
- Guide the store keeper to maintain proper records and inspect the registers periodically.
- Follow legal regulations.
- Identify the legal challenges.
- Identify most critical legal issues.
- Describe the procedure to resolve important legal issues.
- Liaison with the regulatory agencies.
- Identify the existing safety measures.
- Identify the areas where safety measures need to be improved.
- Identify the areas where safety is neglected.
- Identify the latest modern equipment for safety purposes.
- Instruct to take suitable safety measures.
- Maintain liaison with purchase department.
- Obtain documents from purchase department.
- Advise purchase department to replenish stocks.
- Maintain liaison with sales counters.
- Arrange to send goods to sales counters.
- Obtain receipts from the sales counters.
- Maintain liaison with finance department.
- Send the documents to finance department.
- Identify the channels for distribution.
- Identify the flow of merchandise form the source of supply to the customer.
- Identify and select the suitable mode of delivery of goods.
- Appraise the stock levels to the purchase department.
- Advise to the purchase department to replenish stocks.

Exercise: Assignment

1. What are major duties of Retail Inventory Stock Associate?

2. Explain the duties of Retail Store Associate?

3. What are major functions of Retail Store Associate?

4. Discuss the responsibilities of Retail Store Associate?

Assessment

A. Fill in the blanks

1. Associate Store Manager's functions incliners recording _____ (inventory).
2. Obtain _____ and the requisitions from _____. (documents, sales counter).
3. Associate Store Manager is responsible for filing of the _____ and maintain proper stores _____. (documents, records)

B. True or false

1. Store supervisor helps in Designing Store Layout. (T)
2. Store supervisor does not coordinate with purchase department. (F)
3. Store supervisor guide the Store Keeper to maintain proper records and inspect the registers periodically. (T)
4. Store Associate Manager functions in coordination with Sales department. (T)
5. Store Associate Manager does not Synchronic supply chain activities. (F)

C. Short Answer Questions

1. State the duties of Retail Inventory Stock Associate?
2. Explain the duties of Retail Store Associate?
3. What are major functions of Retail Store Associate?
4. Discuss the responsibilities of Retail Store Associate?

Checklist for Assessment Activity

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

Part A

- Describe the functions of Store Associate Manager.
- Identify the major responsibilities of Associate Store Manager.

Part B

Discussed in class the following:

- Major functions of store supervisor/ Associate Store Manager.
- Duties and responsibilities of Store supervisor or Associate Store Manager.

Part C

Performance Standards

The performance standard may include, but not limited to:

Performance Standards	Yes	No
Able to identify duties of Associate Store Manager.		
Able to identify major functions of Associate Store Manager.		

UNIT-5 HEALTH, SAFETY AND HYGIENE IN RETAILING

Unit Code: RS307-NQ2012	Unit Title: Health Safety and Hygiene in Retailing			
Location: Classroom, Malls and Departmental stores	Duration: 15 Hours			
	Session 1: Health Care			
	Learning Outcome	Knowledge Evaluation	Performance Evaluation	Teaching and Training Method
	1. Describe the health care activities and health care rights in retail organizations	1. Recognize the relevance of healthcare activities 2. State various rights to health and safety	1. Analyze the health care aids and activities in retail organizations 2. Demonstrate the rights to health and safety	Interactive Lecture: Best practices to manage health care in the retail store Activity: Visit to a retail store to observe relevant practices adopted to maintain hygiene
	2. Identify the responsibilities of employers and employees for workplace health and safety	1. State the responsibilities of employer 2. Understand responsibilities of worker 3. Describe responsibilities of supervisor	1. Enlist responsibilities of employers in provision of health and safety at work 2. Analyze responsibilities of workers and supervisors in managing health and safety at workplace	Interactive Lecture: Responsibilities of employers and employees in managing workplace health and safety Activity: Interview a retail store owner to state the measures adopted by him to ensure health and safety at the store
	3. Explain the principles of ergonomics, indoor air quality and pollution in retail organizations	1. Discuss the meaning of ergonomics 2. State the concepts of repetitive motion illness, lifting, carrying, standing, fire prevention 3. Discuss importance of machine guarding, trash	1. Demonstrate about the ergonomics at workplace 2. Apply measures for repetitive motion illness, lifting, carrying, standing and fire prevention 3. Practice methods of prevention of floor slips, trips,	Interactive Lecture: Significance of ergonomics and measures to check pollution in retail organizations Activity: Visit to a retail store to observe relevant practices adopted to prevent pollution.

		disposal and issues of working in cold places	falls and electric shocks 4. Identify causes and prevention of floor slips, trips, falls, electric shocks 5. Express the need for machine guarding, trash disposal & issues of working in cold places	
	4. List out the unsafe working conditions	1. State the working conditions that are unsafe for the employees 2. Relate the situations where unsafe work should be refused	1. Identify the unsafe working conditions 2. Differentiate between safe and unsafe work 3. Follow the guidelines to refuse unsafe work	Interactive Lecture: Safe and unsafe working conditions Activity: Group discussion to find out ways to make conditions safer
Session 2: Personal Grooming				
	1. Describe the skills required for personal grooming	1. Identify various skills and knowledge of self care 2. State the conversation skills 3. Explain the meaning of Balanced Diet	1. Apply the self care including basic skin care, hair care and basic make up 2. Practice conversation skills, social graces and deportment 3. Practice the diet and nutrition and its significance	Interactive Lecture: Expert lecture on personal grooming. Activity: Make a small report on the basis of observation on groomed personalities.
	2. Identify the food techniques	1. Describe the relevance of dining with style in formal restaurant 2. State the significance of stylish cutlery and crockery	1. Demonstrate the art of table presentation 2. Demonstrate the art of dining 3. Use of crockery and cutlery 4. Apply restaurant etiquettes	Interactive Lecture: Lecture of the specialist on food techniques. Activity: Visit a restaurant and record the ways of table presentation and dining.

	3. List out the grooming tips for business women	1. Basic grooming tips for business women 2. Describe hairstyle tips 3. State basics of business makeup 4. Identify appropriate jewellery	1. Apply perfumes, scents and odors in workplace and present professional looking fingernails and hands 2. Carry proper hairstyle at workplace 3. Wear appropriate business makeup 4. Demonstrate relevant jewellery selection	Interactive Lecture: Important grooming tips for working women Activity: Interact with the beautician to learn tips on women makeup
	4. Enlist the work related injuries and reporting them to supervisor	1. Discuss about first aid facilities 2. State how to report injuries 3. Identify how to investigate accidents	1. Utilize first aid box items at the appropriate time 2. Develop how and whom to report injuries 3. Investigating accidents	Interactive Discussion: Importance and use of first aid at workplace Activity: 1. Visit a doctor to discuss first aid requirements with respect to work related injuries in retail. 2. Visit to retail store and observe work related injuries while moving goods from one place to another place.
	Session 3: Hazards at Workplace			
	1. Learn about hazardous products, preventive measures for using such	1. State the concepts of various occupational hazards and understand	1. Enlist various categories of hazards and classify them 2. Demonstrate the handling of	Interactive Lecture: Occupational hazards with special reference to retail business

	products and equipments keeping work areas free from hazards and risk	their types 2. Knowledge of handling hazards, safety tips, biological hazards, cleaning and preventing infections	hazards in retailing, use of safety tips, methods of handling biological hazards, cleaning and preventing infections	Activity: Conduct a group discussion to find out more methods to keep work environment free of hazards and risks
	2. State various emergencies and keep escape routes free from obstructions	1. State types of emergencies 2. Procedures to escape at the time of emergency	1. Point out methods of dealing with emergencies like earthquakes and fire 2. Investigate measures to escape in times of those emergencies	Interactive Lecture: Dealing with emergencies and managing escape routes Activity: Make a report of an emergency occurred most recently in your locality or in any retail mall while handling products.
Session 4: Safety Measures at Workplace				
	1. Practice safety measures and tips to control injuries, violence, harassment, shoplifting and robbery	1. Recognize some common health and safety concerns in retail store 2. State the reasons for violence, shoplifting and robbery at workplace and measures to prevent them	1. Classify various health and safety issues at the workplace 2. Select preventive measures to avoid harassment, violence, shoplifting and robbery	Interactive Lecture: Discussing health and safety measures and methods of preventing issues related to these concerns Activity: Visit to a retail store to study measures to prevent shoplifting and robbery
	2. State how to handle money equipment, machines and irate customers	1. Ways to handling of money 2. State to manage and deal irate customers	1. Demonstrate the understanding of safe handling of money 2. Develop guidelines for dealing with irate customers	Interactive Lecture: Discuss ways to safely handle money in stores Activity: Visit retail store and enquire about how they manage irate customers

	3. Guide the care taken for travel and personal safety equipment	1. Outline the precautions to be taken while traveling to and from workplace 2. State precautions adopted for power tools and equipment 3. State significance of gas stations, petrol pumps, working alone, forklifts and pallet jacks	1. Explain precautions while driving or taking a bus 2. demonstrate how to safely handle knives, box cutters, other sharps, power tools and equipment in retail food stalls 3. Work with gas stations, petrol pumps, take precautions while working alone, using forklifts and pallet jacks	Interactive Lecture: Travel and personal safety equipment - issues and preventive measures Activity: Group discussion on various issues related to working alone
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Introduction



You must have the experience of slipping on the banana peel thrown by another person at a public place? If not, then you are a lucky few who did not get hurt due to the **negligence** of the others. It is a common phenomenon in public places where vendors sell fruits and people do not bother throwing the peel on the road.

At home too, you must have experienced injury due to **hazardous tools, equipment, and materials**. For instance, while working in the kitchen, your mother might have at times hurt her finger with a

knife. Similarly, workers in industry, factories, warehouses, and organizations are exposed to various hazards.

Occupational health and safety (OHS) is an area concerned with protecting the safety, health and welfare of people engaged in work or employment.

Health and safety of people are important aspects for an organization's smooth and effective functioning. Good health and safe performance ensures an accident-free industrial environment.

The goal of occupational safety and health procedures and programmes is to establish and foster a safe and healthy work environment for all



workers. The occupational health is often given less attention than occupational safety as the former is considered more as a personal issue.

In this Unit, you will develop an understanding of the different health care activities in retail organizations, skills for personal grooming for convincing the customers in the retail business. You will understand how to know health care activities, acquire the relevant skills required for personal grooming.



Session - 1: Health Care

Relevant Knowledge

The prevention, treatment, and management of illness and the preservation of mental and physical well-being are through the services offered by the medical and allied health professions are called the health care.

Healthcare retail is providing cash-and-carry, health related products, along with convenience and gift items, directly on the healthcare campus through professionally run stores, e-commerce or catalogs.

Offering this level of convenience is an enormous benefit to patients, as well as caregivers, physicians, visitors and employees. Customers can get exactly what they need, when they need it; from the place they trust most - the hospital or clinic.

A large number of Retail, Wholesale and Department Store Union (RWDSU) members are employed in the retail industry, and they face as many health hazards as people employed in jobs that are generally believed to be more dangerous. Retail jobs require repetitive motions, heavy lifting, long periods of standing and other hazards that can result in injury. Retail workers need to be aware of the risks they face on the job and how to avoid them.



Health Care Activities

Clinics in Retail Stores Wal-Mart currently has over 40 clinics operating in its stores and plans to partner with healthcare providers and healthcare entrepreneurs to open 600+ clinics in the next couple of years, with a potential for more than 2,000 clinics in its stores in the foreseeable future.

The ever escalating costs of healthcare, this is a move towards delivering right quality, right priced

healthcare with price transparency accessible to millions who otherwise cannot afford treatment today, but have a reasonable expectation for "value for their healthcare dollars" similar to their spend in other areas.

The retail clinics are anticipated to be operated by third party physicians and nurse practitioners with practice management (patient registration, billing, e-prescribing) and electronic medical records (EMR) software provided by **E-Clinical Works**.



The promise in addition, to the quality of treatment delivered is the use of electronic health records (EHRs) to ensure transparency, accuracy and portability to assure a better customer experience.

Indoor Air Quality and Pollution

Most retail stores are in "closed" buildings, where windows cannot be opened easily and doorway exits are often in remote areas.

Indoor air pollution is caused by the build-up of vapors, particles, molds, fungus and bacteria in building air. The indoor sources of these pollutants can be human waste, cigarette smoke, fuel-fired furnaces, building materials, furnishings, cleaning products, store consumer products, asbestos and pesticides. Molds, spores, fungus and bacteria can accumulate in standing water, wet furnishings, furnace water, and air ducts. Meat wrappers can be harmed by the vapors of burning plastic wrap.

Polluted outdoor air can be drawn into a building via the air intakes. Gases and particles from truck exhaust, as well as other pollutants from the area are common indoor air pollutants.

If unchecked, these pollutions can cause severe respiratory ailments. All workplaces where these risks are present need an effective mechanical ventilation system.

The system in your store may include a series of fans, ducts, heating or cooling coils, vents, and hoods. A single air handling unit may handle several zones with different requirements within the store. A mechanical system must bring in fresh outdoor air, mix it with the air that is already circulating inside the store and distribute the conditioned air to all areas, including stock rooms, via ducts.

Ergonomics

The basic idea of ergonomics (the study of workplace design) is to design the workplace to fit the worker and not change the worker to fit into a poorly designed workplace. Work stations must be adjustable to be able to accommodate the wide variety of heights and strengths of retail workers.

The best height for a working surface depends on the worker and whether or not he or she stands or sits. The ideal height is generally between 2 to 4 inches below the elbow for delicate work and between 6 to 18 inches below the elbow for heavy work. The solution for working surface height is to make the surface adjustable to accommodate each worker.

A workstation that allows for alternating between sitting and standing is important, as is room to move about without awkward motions and decent lighting.

Repetitive Motion Illnesses

In many areas of a retail store there are workers performing jobs that require repetitive bending and twisting of the hands, wrists and upper body. These tasks often place excessive stress on muscles, tendons, blood vessels and nerves. These repetitive motions frequently result in conditions such as carpal tunnel syndrome, tendinitis, ganglion cysts and tenosynovitis. These conditions are serious, causing pain, loss of use of the hands and wrists and permanent damage.

Correct ergonomic design is one of the most important ways to avoid these kinds of illnesses. Eliminate the twisting and bending caused by poorly designed tools and workstations is the only way to reduce the risk.

Lifting, Carrying and Standing

Lifting is an important part of all retail store work. Cashiers lift groceries during the whole work shift; stock clerks put products on shelves throughout the day, and department store staff stock and retrieve products from stockroom shelves frequently. These tasks contribute directly to the high rates of back injuries, lower back pain, hernias, heart and circulatory problems among retail store workers.

There are several important guidelines to follow when performing these tasks. Loads that seem too heavy for you to lift should be broken down into smaller units so that they are manageable.

Mechanical lifting devices should be used to lift loads that are too heavy. If no mechanical device is available, have a co-worker help.

Heavy loads should not be lifted directly from the floor. Products should be stored at least 18 inches above the floor and not above shoulder height. A ladder may be necessary to be able to reach high items. A table may be necessary to bring products up to comfortable heights.

Lift slowly and evenly. There is no evidence that back belts prevent back injury. When performing carrying tasks, it is important to bring the load close to your body. Use handles or cut handles on cartons. Avoid awkward postures such as twisting and turning while carrying a load. Wear comfortable clothing and shoes. Rest and stretch muscles as frequently as possible, take breaks, when possible.

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



Computer Operators and Data Processors

RWDSU keyboard operators, telephone operators and other members use computers that come in a variety of shapes and sizes. One size workstation will not fit everyone.

The key to a safe computer workstation is ensuring that it fits the user, is adjustable and comfortable.

The monitor should be placed 18-30 inches from the user and the top of the monitor should be level with the user's eyes. The keyboard should be detached from the monitor screen. It should be flat or slightly angled. Both should be easily adjustable.

The seat height and armrests should be adjustable and the width should be a minimum of 18 inches. The seat pan should be contoured and cushioned. The backrest should support the lumbar region. Foot rests should be provided.

The other rules of ergonomic design, like good lighting and space, are also necessary to avoid the risk of repetitive motion illnesses.

In the next issue of the Record, other workplace hazards of the retail industry will be examined.

RWDSU members employed in retail face an exhaustive list of hazards on the job. It is important for them to be aware of those dangers, as well as their employers' responsibilities in ensuring a safe workplace.

Fire Prevention

Fire hazards often exist in retail stores due to flammable and combustible materials, electrical malfunctions, open flames, sparks, hot surfaces, smoking and unsafe storage of chemical products. Your employer must have an emergency plan for how to evacuate the store, who to call in case of fire, and job tasks for

people responsible for evacuation. Exit paths should not be blocked and must be clearly marked with exit signs that are lighted. It is better to have a pre-emergency plan than for chaos to result when a fire breaks out, causing loss of life and property damage.

Fire extinguishers must be available, and workers should be trained in how to use them. They must be the correct type for the hazard: type A for combustibles, type C for electrical equipment and type ABC for general



fires. Fire extinguishers must be inspected regularly to ensure that they are in good working order. The needle gauge must be at the 12^o clock position and the nozzle in good shape. Sprinklers must be installed and inspected at least once a year.

Good housekeeping and proper storage and disposal of combustible and flammable materials are the most important steps in preventing fires in a retail store. The employer must allow time in the work day for this type of work to be done.

Floors Slips, Trips and Falls

Slips, trips and falls are common causes of injuries in all retail stores. Wet, slippery floors around produce, meat, fish and freezer areas are especially hazardous in grocery supermarkets. Similarly, aisles that are cluttered with boxes, and uneven cracked flooring are all hazards commonly found in department stores. All spills need to be cleaned promptly, and time needs to be allowed to clear clutter and waste from the aisles.

Machine Guarding

Many bakery, deli, meat and fish department workers as well as store carpenters and maintenance staff, use electrical equipment that can cause serious cuts, bruises, amputations, crushed bones and other injuries. The machines include saws, meat grinders, slicers, mixers, trash balers and garbage disposal units. The moving parts must be guarded to prevent body contact with the machine, and chain mail gloves should be provided for cleaning them. Moving parts include belt drives, shear points, nip points pulleys, sprockets, blades, saw blades, rotating and flying parts.

In the deli or meat department, blades on the slicing machines must have machine guards to help prevent accidents. Non-automatic slicers must have a handhold protected from the blade. All slicers must be kept sharp so that force is not necessary. Deli workers should not wear loose clothing, which might get caught in the blades of a machine.

Trash Disposal

Trash disposal is a hazard that is present in most retail store situations, and it must be dealt with cautiously to ensure that nobody is hurt. Trash compactors and loading doors should be interlocked with the drive mechanism so that the unit cannot be operated unless the door is fully closed. Balers should have two handed stop and operating buttons that make you push both buttons simultaneously to operate. This keeps your hands at a safe location and distance from danger. The feed throat on garbage disposal equipment and grinders should be guarded so that hands cannot come into contact with the moving blades.

Electricity Shocks

RWDSU members in department stores, supermarkets and other retail stores may face hazards from exposure to live electricity. Contact with energized equipment can cause shock, burns, startle accidents and even death.

Electric shock injuries are a danger when retail workers are exposed to live wiring, temporary wiring and damaged electrical equipment, especially when adequate training has not been given. The

Occupational Safety and Health Administration (OSHA) estimates that more than half of all electric shock deaths and injuries can be prevented if employers provide training about electrical hazards and institute safe working practices.

In supermarkets, slicers, grinders, saws and other electrical appliances have exposed non-current carrying metal parts that can cause electrical shock when used near water. There is also the potential for shocks during routine maintenance and servicing if electrical lockout and tag out is not used to de-energize the powered equipment. In department stores and other retail stores, exposed temporary wiring and damaged flexible cords can cause injury. Product displays and newly designed areas are frequently installed without permanent wiring. Back of the store stockrooms may have damaged wiring, temporary fixtures and obsolete electrical equipment. Retail workers should visually inspect all electrical wiring regularly to check for breaks, fraying, and other defects. All electric outlet boxes should be covered. All switch boxes and circuits should be labeled.

Ground Fault Circuit Interrupters, which shut off electrical current in the event of a leak, should be used whenever possible, and electrical lockout and tag out, which prevents accidental start up of machinery during maintenance, should be practiced at all times.

Working in the Cold Places

RWDSU members who work in cold environments like freezers, cold box storage rooms and refrigeration trucks need proper protection from the cold. Protection from the cold can be attained by wearing proper clothing and the redesigning of your working situation. Your employer should train you in the health hazards associated with exposure to cold, the early signs of overexposure, proper clothing and the safe work practices to use when working in cold temperatures. Clothing should be lightweight, waterproof and layered.



Machinery, tools and jobs should be designed to make them less hazardous. Since clothing is bulky and there is loss of manual dexterity due to clothing and the cold, tasks should be redesigned with this in mind. Attention should be paid to spacing of handles, knobs and other mechanical parts. Tool handles should be easy to grasp. Metal parts should be insulated.

Responsible for Workplace Health and Safety

Everyone in the workplace, including you, your co-workers, your supervisor, and your employer, has a responsibility to protect you and the people around you from injury - that's the law. Knowing about these responsibilities will help you work safely and contribute to making your workplace safer.

Responsibilities as a Worker

- ➡ Know and follow the health and safety requirements that are relevant to your job.
- ➡ If you don't know how to do something safely, ask for training before you begin work.

- Work safely, and encourage your co-workers to do the same.
- Correct any unsafe conditions immediately (for example, spills or loose electrical cords) or report them to your supervisor.
- Immediately report any injury to a first aid attendant or supervisor.
- Take the initiative. Make suggestions to improve health and safety.

Employer's Responsibilities

- Provide a safe and healthy workplace.
- Ensure that you and your co-workers are adequately trained, and keep records of your training.
- Provide a comprehensive occupational health and safety program, including a written health and safety policy (you can ask to see a copy) and an incident investigation procedure.
- Support supervisors, safety co-coordinators, and workers in their health and safety activities. A good employer encourages safe work practices at all times.
- Take action immediately when a worker or supervisor reports a potentially hazardous situation.
- Initiate an immediate investigation into incidents.
- Provide adequate first aid facilities and services.
- Provide personal protective equipment (PPE) where required.

Supervisor's Responsibilities

- Instruct you and your co-workers in safe work procedures.
- Train you for all assigned tasks, and check that your work is being done safely.
- Ensure that only authorized, adequately trained workers operate tools and equipment or use hazardous chemicals.
- Ensure that equipment and materials are properly handled, stored, and maintained.
- Enforce health and safety requirements.
- Correct unsafe acts and conditions.
- Identify workers with problems that could affect safety at the worksite.
- Follow up with interviews and referrals where necessary.
- Formulate health and safety rules, and inspect the workplace for hazards.

Rights to Health and Safety

If you are asked to supervise other workers, make sure you have been trained to do the job and understand your responsibilities. Not only do you have a duty to work safely; as a worker you also have several basic rights related to health and safety:

- The right to know and be trained in safe work practices in all aspects of your job and how to recognize on-the-job hazards
- The right to supervision to make sure you can work with minimal risk
- The right to participate in health and safety matters, either directly or through a joint health and safety committee or worker representative

- The right to employer-provided safety equipment required for your job, although you are responsible for providing your own safety footwear and headgear.
- The right to refuse work, without being fired or disciplined for refusing, if you have reasonable cause to believe that the work process, equipment, or environment poses an undue risk of injury to you or another person.

Refusing Unsafe Work

If you think a task is likely to endanger you or your co-workers, don't be afraid to speak up. Follow these guidelines to refuse work that you believe is unsafe:

- Explain to your immediate supervisor why you're not comfortable.
- If your immediate supervisor is unavailable or doesn't give you a good answer, go to his or her supervisor.
- If you are still not satisfied, talk to your worker health and safety representative, a member of the joint committee, or a shop steward.
- If you are still unable to resolve the issue.

Exercise: Assignment

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

(a) Questions for Employers

- (i) What should your employees know about health activities?

- (ii) What are the potential hazards for workers in retail?

- (iii) What kinds of health care equipments are needed for fitness of employees in an organization?

(b) Questions for Employees

- (i) Are you happy with the provisions made for taking care of your physical and safety requirements at the workplace?

Employee A: Yes/No

Employee B: Yes/No

Employee C: Yes/No

Employee D: Yes/No

Employee E: Yes/No Employee N: Yes/No

RETAIL OPERATIONS - I

- (ii) Which are the hazardous chemicals that the employees think are affecting their physical well being at the workplace?

- (iii) What are the safety requirements for material handling?

- (iv) What experience do you have using different machines/types of equipment? Which are you most familiar with?

- (v) What types of items or equipment have you been required to keep good health care?

- (vi) What types of items have you handled in your job? Were any of these items dangerous?

Assessment

Answer the following questions

(Use additional sheets of paper if necessary)

A. Fill in the blanks

1. By the third party physicians and nurse practitioners operated _____. (retail clinics)
2. The services offered by the _____ and _____ are called the health care. (medical, allied health professions)
3. Work stations must be adjustable to be able to accommodate the wide variety of _____ and _____ of retail workers. (heights, strengths)
4. Mechanical lifting devices should be used to lift _____ that are too heavy. (loads)
5. Fire extinguishers must be _____ regularly to ensure that they are in good working order. (inspected)
6. Protection from the cold can be attained by wearing proper _____ and _____ of your working situation. (clothing, redesigning)

B. Multiple Choice Questions

Tick the correct answer

1. The quality of retail clinical treatment delivered is the use of electronic health records (EHRs) to ensure
 - a) Transparency
 - b) Accuracy
 - c) Portability
 - d) All of these
2. Retail jobs are required to
 - a) Repetitive motions
 - b) Heavy lifting
 - c) Long periods of standing
 - d) All the above
3. The computer monitor should be placed from the user is -
 - a) 10-20 inches
 - b) 15-25 inches
 - c) 18-30 inches
 - d) 25-40 inches
4. Which of the following would you check to see if a material is considered 'hazardous'?
 - a) The product label
 - b) Purchasing record
 - c) Material safety data sheet
 - d) Hazardous material inventory
5. OSHA stands for
 - a) Organizational Safety and Health Activity
 - b) Occupational Safety and Health Administration
 - c) Occupational Safety and Hygiene Administration
 - d) None of the Above

C. Short Answer Questions

1. What is the meaning of the Health Care?
2. List out the Health Care Activities in Retail Business?
3. What is the impact of the following activities for workplace Health and Safety?
 - Indoor Air Quality and Pollution
 - Ergonomics
 - Repetitive Motion Illnesses
 - Lifting, Carrying and Standing
 - Computer Operators and Data Processors
 - Fire prevention
 - Floor Slips, Trips and Falls
 - Machine Guarding

- ❖ Trash Disposal
 - ❖ Electricity
 - ❖ Working in Cold Places
4. Explain the responsibilities following stakeholders for workplace health and safety:
 - ❖ Worker
 - ❖ Employer
 - ❖ Supervisor
 5. What are the rights of worker for health and safety in a retail store?

Checklist for Assessment Activity

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

Part A

- ❖ Differentiated between different health care activities.
- ❖ Differentiated between hazardous and non-hazardous products.
- ❖ Differentiated between different types of hazards and chemicals.

Part B

Discussed in class the following:

- ❖ What are health care activities in retail business?
- ❖ What is the importance of effective health care in retailing?
- ❖ Why do we need to exercise daily for your health care?
- ❖ What kind of health care measures are taken for handling machineries and equipments in the retail business?
- ❖ What are the different types of hazardous products?

Part C

Performance Standards

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

Performance Standards	Yes	No
Able to identify the various kinds of health care activities.		
Able to practice health care activities for reducing the health diseases.		
Able to identify the health care measures taken for handling machineries and equipments in the retail business.		

Session - 2: Personal Grooming

Relevant Knowledge

Skills & knowledge of self-care, social interactions & situational etiquette converts an individual in to a bright Radiant being. Awareness & information is the core of an individual. Being in vogue & showcasing taste & lifestyle is what helps in creating an attractive individual. The right attitude, grooming, presentations and conversations are the key to a happy and peaceful relationship and journey ahead.

Being in sync with all situations of putting together a party of making the right conversations, cooking up the best meals and showcasing the best spread, you can be a modern urban individual.

Come to the new beauty bible's going to go back to basics giving you the products techniques and tips you need to maximize your assets. There is loads of hope; good makeup, skin & hair await you. The following skills to be learn:

- Basic Skin care
- Basic hair care & styles
- Basic Make up I
- Basic Make up II

Have a social success makeover. If you are poised & confident you will come across more positively. You will project positive attitude. Your attitude will go to altitude. Walking with high heels to greeting someone, learn here are:

- Conversational skills
- Social graces (art of walking, sitting, greeting)
- Deportment (posture gesture)

Learn food techniques you would like to implement dining with style in formal restaurant is great skill to be learned. Knowledge of stylish cutlery & crockery can give professional touch to your food.

- Art of table presentation
- Art of dinning
- Introduction of crockery & cutlery
- Restaurant etiquette

Diet to a perfect figure. What food to eat? From keeping fit to learning self-defense. Learn the secrets of different types of dressing. We believe every woman can develop a personal style. It's just a matter of determining what works best for you. And that's why following are to be learnt.

- Diet & nutrition
- Elegance
- Art of dressing
- Self defense

The chef hats indicate the level of difficulty & the clock symbol the preparation time for each. Learn the creativity to try new culinary experiences with international cuisines.

- ◊ Lebanese
- ◊ Mexican
- ◊ Thai
- ◊ Italian

Dressing for success includes more than just choosing the right outfit. To complete your professional look you must also consider accessories and personal grooming.

You should always dress to impress clients, investors, and customers, because a winning sales pitch is not enough to seal the deal. A woman's professional appearance needs to support her professional accomplishments.

If your business attire is distracting because it is too sexy, drab, or colorful, your business contacts may focus on how you look, not on your business skills.

Important Grooming Tips

Perfumes, Scents, and Odors in the Workplace

- ◊ Do not let the first impression you make about yourself be your personal scent preferences.
- ◊ Avoid wearing perfume and heavily scented products in all business settings. You might like them, but they have no place in a business environment. Scents can trigger asthma, overpower a room, and are often more offensive than pleasing to others.
- ◊ Never smell like smoke (if you smoke in a car, your clothing will always pick up the odor).

How to Present Professional Looking Fingernails and Hands

Women often use their hands to talk with so they become a focal point. It is important to have hands and fingernails looking professional -- not like you are heading out for a wild night on the town.

Nails should be clean, and trimmed or sculpted. Avoid wearing unusual or shocking nails colors. Nail art and nail jewels are not acceptable for business meetings.

Hairstyling Tips for Business Women

Style should be neat and conservative, and preferably off the face. With few exceptions, hair color should not be shocking or unusual (leave blue hair for Halloween). Hair sprays and gels that have a strong scent or odor should be avoided.

Business Makeup Advice

Keep it simple and appropriate for daytime. Wearing no makeup at all is almost as bad as wearing too much makeup.

Appropriate Jewelry for Business Women

Jewelry should not be noisy (no metal bangle bracelets), too large, or costume jewelry. Keep earrings small, simple, and above the earlobe.

It is better to wear no jewelry at all, than to wear too much jewelry. But all businesswomen should at least wear a nice, conservative wristwatch.

Demonstrating that you care about your personal appearance communicates to the person you are

meeting with that they are important to you. Paying attention to the details of your appearance sends a message to others that you will also pay close attention to business details, and the needs of your customers and clients.

What to do if you are injured on the job

By law, you are required to report any work-related injury to your supervisor and first aid attendant as soon as possible.

First Aid Facilities

Every workplace has to provide some level of first aid. For a small, low-hazard workplace close to a medical facility, a first aid kit may be all that is required. Larger worksites may require a first aid attendant and possibly a first aid room. During your orientation, you should find out specific information about first aid procedures in the workplace, including:

- How and when to report an injury
- Who to report the incident to
- Where to find a first aid attendant, first aid room, or first aid kit
- If transport to hospital is required, your employer is required to pay for it.

Reporting Injuries

For injuries, this generally means you must have been working when you were hurt and the injury must have been caused by something to do with your job. For a disease, this means that the work or the work environment must cause the disease.

Investigating Accidents

If an accident happens, your employer should have a system for investigating it and reporting it to the management. Your responsibility in the process is to be as helpful as you can to your employer and higher officers to get at the cause of the accident.

Exercise: Assignment

1. Prepare a checklist of the personal grooming activities

2. Visit an organization or departmental store and using the checklist prepared by you, check the personal grooming of the receptionist, sales boys/girls, counter personnel etc.

3. List out what are the personal grooming activities required for working in the retail outlets.

Assessment

A. Fill in the blanks

1. Knowledge of stylish _____ and _____ can give professional touch to your food. (cutlery, crockery)
2. Learn _____ to try new culinary experiences with international cuisines. (creativity)
3. To complete your professional look you must also consider _____ and personal _____. (accessories, grooming)
4. Nail _____ and nail _____ are not acceptable for business meetings. (art, jewels)
5. Every workplace has to provide some level of _____. (first aid)

B. Multiple choice questions

1. The following aspects are the key to a happy and peaceful relationship and journey ahead.
 - a) Right attitude
 - b) Grooming
 - c) Presentations
 - d) Conversations
2. A woman's professional appearance needs to support her professional
 - a) Growth
 - b) Ethics
 - c) Development
 - d) Accomplishments
3. Appropriate Jewelry for Business Women are
 - a) Should not be noisy
 - b) Too large
 - c) Costume jewelry
 - d) All the Above

C. Short Answer Questions

1. What do you mean by personal grooming?
2. List out the personal grooming activities?
3. Explain the skills required for personal grooming?
4. What is the meaning of stylish cutlery and crockery?
5. Explain major grooming tips for businesswomen?

Checklist for Assessment Activity

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

Part A

- Describe the importance of personal grooming.
- List out the various personal grooming activities.
- Perform the personal grooming skills.
- Differentiated various equipment and creams used for personal grooming.

Part B

Discussed in class the following:

- What are the methods used for personal grooming?
- What are the equipments and material used for personal grooming?
- What are the major personal grooming tips?

Part C

Performance Standards

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

Performance Standards	Yes	No
Able to identify and describe the various equipment and materials used for personal grooming.		
Able to practice personal grooming tips.		

Session - 3: Hazards at Workplace

Relevant Knowledge

A **hazard** is any source of potential damage, harm or adverse health effects on something or someone under certain conditions at work. It is something that can cause harm or adverse effects if not controlled. There could be many sources of occupational hazards.

Some of these include the following:

- Wet or slippery surfaces
- Electrical short circuits
- Working at heights
- Manual handling
- Toxic fumes
- Fire
- Plant and equipment
- Hazardous or sharp objects in the waste

- ❖ Radiation
- ❖ High-crime areas
- ❖ Confined spaces like manhole, warehouse, etc.



There are many hazards that exist at the workplace. While some will be common to all, others will be sector or occupation-specific. You must be able to identify the hazards present at the workplace so that in future when you become an employee you can identify, prevent and control various types of hazards. New hazards may arise throughout the day and from day to day.

The hazards can be categorized as follows:

(a) Hygiene related

- ❖ Contamination of hands, face and other exposed parts of the body with solids, liquids and gases from waste (exposure to Hepatitis B).
- ❖ Stepping on rusty nails, tin or iron (exposure to Tetanus).

(b) Tools and machinery causing injury

- ❖ Use of cutting and welding machines.
- ❖ Heavy vehicles offloading large amount of material.
- ❖ Speed of vehicles.
- ❖ Unguarded machinery.

(c) Hazardous substances/dangerous goods exposure

- ❖ Flammable, explosive or hazardous substances.
- ❖ Gas cylinders.
- ❖ Dust or other particles such as glass fines in the air can be inhaled.
- ❖ Hazardous chemicals in factories.

(d) Working at heights/falls

- ❖ Falls from ladder or buildings.
- ❖ Falls from dumping platforms.
- ❖ Slip, trip, fall hazards due to liquid leakages around the site.

(e) Manual handling

- ❖ Removing sharp materials from waste.

- ❖ Assisting in unloading vehicles.
- ❖ Manually moving large or awkward loads.

(f) Noise

- ❖ High level of constant noise from heavy plant and vehicles moving around the site.
- ❖ Wearing earplugs may render a person unable to hear vehicle movements nearby.
- ❖ Use of mobile phones while working.

(g) Electrical

- ❖ Overhead or underground live electricity.
- ❖ Poorly maintained or exposed electrical leads and plugs.

(h) Confined Spaces

Confined spaces refer to spaces such as septic tanks, pits, manholes, silos, containers, tunnels, etc. A person may enter the confined space if he/she is appropriately trained and also has specific approval from the supervisor to do so.

(i) Fire

Common causes of fire at workplace include careless smoking, disposal of matches, inadequate distance from the combustible materials, defective electrical equipment, and substandard electrical wires.

(j) Adverse health effects

Hazardous equipment and substances may cause change and lead to disease or health problem. Adverse health in body function or the structures of cells that can effect include:

- ❖ Bodily injury
- ❖ Diseases
- ❖ Change in the development of tissues
- ❖ Effects on a developing fetus (e.g. tragedy that took place in Bhopal in 1984 due to leakage of methyl isocyanine gas also affected the developing fetus).
- ❖ Effects on children, grandchildren etc. (inheritable genetic effects).
- ❖ Change in mental condition resulting from stress, traumatic experiences, exposure to solvents etc.

Classification of Hazards

Let us now try to classify the hazards. Hazards can be classified into the following broad categories, based on their origin:

- (a) Biological:** Biological hazards are caused by living organisms like bacteria, viruses, insects, plants, birds, animals, humans etc.
- (b) Chemical:** Chemical hazards depends on the physical, chemical and toxic properties of the chemical. The severity of the hazard depends on the toxic properties of the chemical.
- (c) Ergonomic:** Ergonomic hazards are caused due to repetitive movements, improper set up of

workstation (e.g. computer workstation, workstation for repair of electrical gadgets, etc.), faulty designed chairs, tools and equipment, wrong postures, etc.

- (d) **Physical:** Physical hazards are caused due to radiation, magnetic fields, pressure extremes (high pressure or vacuum), noise, etc.
- (e) **Psychosocial:** Psychosocial stress are caused due to violence, excessive pressure at workplace for meeting deadlines, conflicts at workplace, etc.
- (f) **Safety:** Safety hazards at workplace include slipping/tripping hazards, inappropriate machine guarding, and equipment malfunctions or breakdown.

Handling Hazards in Retailing

If you are expected to work with hazards such as cleaning products or other chemicals, your employer must provide training in Workplace Hazardous Materials Information System (WHMIS). The system uses consistent labeling to help you recognize hazardous materials. The labels provide specific information on handling, storing and disposing of hazardous materials.

- If your job requires you to use pesticides or clean up pesticide spills, you must also be certified to handle pesticides.
- If you have been successfully trained in how to handle hazardous materials, you should be able to answer the following four questions:
 - What are the hazards of the products you are using?
 - How do you protect yourself?
 - What should you do in case of an emergency or spill?
 - Where do you get more information on these products?

Safety Tips

- Read the labels on chemicals.
- Use all protective equipment recommended by the manufacturer and employer.
- When you are done, store chemicals properly.
- Use chemicals only as directed.

Biological Hazards Handling

Contact with blood or body fluids may be uncommon in the retail industry, but it can and does occur. Contact with blood and body fluids poses a risk of contracting hepatitis, HIV (the AIDS virus), and other infections. If there is a risk of exposure in your job, your employer must provide you with specific training in how to work safely. Vaccination against hepatitis B must be made available at no cost to you upon request if you have, or may have, occupational exposure to the hepatitis B virus.

Cleaning

When cleaning bathrooms you may come across blood spills and bodily wastes such as vomit or feces. Follow these guidelines:

- Use disposable waterproof gloves to avoid contact with skin.
- Use disposable towels to clean up all visible materials.

- ❖ Discard towels and gloves in a waterproof garbage bag.
- ❖ Disinfect the area with a bleach solution.

Preventing Infection

You can be exposed to infected blood and other body fluids if a contaminated sharp object such as a needle punctures your skin. To reduce your risk of exposure, follow these guidelines:

- ❖ Don't pick up potentially contaminated sharp objects unless you have been instructed how to do so safely.
- ❖ Wear disposable waterproof gloves.
- ❖ Use tongs or pliers to pick up needles or other sharp objects.
- ❖ Place needles in a disposal container specifically designed for sharp objects.
- ❖ Look before reaching above and behind boxes, furniture, and equipment.
- ❖ Don't lift garbage bags by hand from underneath. They may contain sharp, contaminated objects.

If you think you've been exposed

- ❖ Get first aid right away.
- ❖ Report the incident to your supervisor.

Dealing with Emergencies

Earthquake

The basic rule is to duck, cover, and hold. Follow these guidelines:

- ❖ Get under a table or desk if you can and stay there until the shaking stops.
- ❖ Grab a table leg or other solid object and hold on until the shaking stops.
- ❖ Stay away from objects that might fall on you.
- ❖ Keep well away from glass — it might shatter.
- ❖ If you are in a car, stop the vehicle as soon as possible, preferably in an area away from bridges, trees, and power lines. Stay in the vehicle.

Evacuation

The only reasons for leaving a building due to earthquake are as follows:

- ❖ The building is on fire.
- ❖ There is structural damage to the building (for example, newly cracked or buckling walls).
- ❖ There is a gas leak.

If you must evacuate, follow these guidelines:

- ❖ Follow the evacuation procedure for your building.
- ❖ Don't panic.
- ❖ Stay clear of the outside of the building — windows may shatter, raining glass down on the ground below.

- Go to the pre-planned assembly point described in your employer's evacuation procedure.
- Follow your workplace procedure for returning to work once the earthquake is over.

Fire

Many things, including heating systems, cooking, discarded cigarettes, electricity, appliances, poor housekeeping, or the improper storage of chemicals can start fires. Quick action can prevent a small fire from becoming uncontrollable.

Unfortunately, most people have never used a fire extinguisher or even seen one in use, let alone taken the time to note where they are located in their building. Check your building procedures for the steps to take in case of fire. At least remember the following:

- Review the evacuation plan for your building.
- Know the location of fire extinguishers and escape routes.
- If you spot an unattended fire, sound the nearest alarm.
- Use a fire extinguisher only if you have been trained to do so.

First Aid

It is important to get first aid promptly if an injury occurs. All businesses should have a first aid kit on-site. The type of kit and the need for a first aid attendant will depend on the number of employees, the type of industry, and the travel time to the nearest hospital. Most small retail stores require only a basic first aid kit, which includes such items as bandages, scissors, and latex gloves.

Your employer should provide you with information on how and where to get first aid at your workplace. Once you have received that training, you should know:

- How to get help if you are hurt but do not require an ambulance.
- Whom to report the incidents.
- Whether there is a first aid attendant, first aid room or first aid kit available.

Occupational Health and Safety Regulation

The Occupational Health and Safety Regulation and the Workers Compensation Act describe specific legal and regulatory requirements for employers and workers in the retail organizations.

Exercise: Assignment

Assignment

1. Name the occupation of the person who performs the following activity in the school:

Activity	Occupation
Manual handling of copies	
Manual handling of books	
Handling of hazardous chemicals	
Stacking books in shelves	

Cleaning floor	
Sorting and delivery of mail	
Standing for long hours at the gate	
Sitting for long hours at the reception	
Typing on computer	
Sitting for long hours for settling accounts	

2. Observe and identify two sources of hazards in your school premises and suggest preventive measures that should be taken up to mitigate the risks from the same.

Hazard 1: _____

Hazard 2: _____

Assessment

A. Fill in the blanks

- _____ and _____ are area concerned with protecting the safety, health and welfare of people engaged in work or employment. (Occupational health, safety regulations)
- A hazard is any source of potential damage, _____ or adverse health effects on something or someone under certain conditions at work. (harm)
- Chemical hazards depend on the physical, chemical and _____ properties of the chemical. (toxic)
- _____ equipment and substances may cause change in body function or the structures of cells that can lead to disease or health problems. (Hazardous)
- Health and _____ of people are important aspects for an organization's smooth and effective functioning. (safety)
- Vaccination against _____ must be made available at no cost to you upon request if you have, or may have, occupational exposure to the hepatitis B virus. (hepatitis B)
- When cleaning bathrooms you may come across _____ and _____. (blood spills, bodily wastes)
- Quick action can _____ a small fire from becoming uncontrollable. (prevent)
- The _____ provide specific information on handling, storing and disposing of hazardous materials. (labels)

B. Multiple Choice Questions

1. WHMIS stands for -
 - a) Workplace Hazardous Materials Information System
 - b) Workplace Hazardous Management Information System
 - c) Workplace Hygiene Materials Information System
 - d) None of the above
2. There could be many sources of occupational hazards.
 - a) Wet or slippery surfaces
 - b) Electrical short circuits
 - c) Working at heights
 - d) All the above
3. Most small retail stores require only a basic first aid kit, which includes such items as -
 - a) Bandages
 - b) Scissors
 - c) Latex gloves
 - d) All the above

C. Short Answer Questions

1. What is hazard?
2. List out the sources of occupational hazards?
3. Categorize the occupational hazards?
4. How to handle the occupational hazards?
5. How to prevent the infection?
6. How to deal with emergency situations?
7. What kind of First Aid facilities are required in retail business?

Checklist for Assessment Activity

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

Part A

- Differentiated between various sources of hazards.
- Differentiated between various categories of occupational hazards in retailing.

Part B

Discussed in class the following:

- What is hazard?
- Why occupational safety and health is important for employees and employers?
- What are the common hazards that occur at workplace in retailing?
- Why do we need to study about occupational safety and health?

- How to handle the occupational hazards?
- How to preventing the infection?
- How to deal with emergency situations?
- What kind of First Aid facilities are required in retail business?

Part C

Performance Standards

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

Performance Standards	Yes	No
Identify common hazards and risks at workplace.		
Handle different kind of occupational hazards in retailing.		
Deal with emergency situations in retail business.		

Session - 4: Safety Measures at Workplace

Relevant Knowledge

The employer or supervisor must tell you about any potential dangers that they are aware of in the workplace — that's the law. Some common health and safety concerns in retail include:

- Musculoskeletal Injuries (MSIs)
- Lifting and Handling Materials
- Floor Slips, Trips, and Falls
- Step ladders
- Violence in the Workplace
- Handling Money
- Harassment
- Shoplifting and Robbery
- Working Alone
- Traveling to and from Work
- Knives, Box Cutters, and other Sharps
- Power Tools and Equipment
- Noise
- Forklifts and Pallet Jacks

If you spot an instance of these or other hazards in your workplace, notify your employer or supervisor immediately.

Musculoskeletal Injuries (MSIs)

Sprains and strains are known as musculoskeletal injuries (MSIs), are the most common type of

work-related injury. These can arise from repetitive movement or overexertion, such as working in an awkward position or performing the same movements repeatedly (for example, scanning items at a checkout).

It is important to recognize the early signs and symptoms of MSI. The sooner treatment starts, the better. Signs and symptoms include swelling, redness, difficult moving a particular body part, numbness, tingling, and pain. If you notice any early signs or symptoms, report them to your supervisor, manager or employer.

Depending on your company's procedures, your first step might be to report to the first aid attendant or joint health and safety committee.

Safety Tips

- Avoid long periods of repetitive movement — rotate tasks, take micro-breaks, and change your position.
- Avoid awkward positions — use an adjustable chair or stool, adjust the work area height to a good working level for you, and arrange your tools and equipment to make things easy to reach.
- Wear low-heeled comfortable shoes.
- Avoid twisting your body — move your feet to change position.
- Ask your employer to consider replacing old or worn-out tools with tools designed to prevent MSIs.

Lifting and Handling Materials

Improper lifting and handling of heavy or bulky objects is a major source of strains, sprains, neck and back injuries, cuts, bruises, broken bones and hernias. Any one of these injuries can affect the employees' health.

When lifting the employee need to think about his/her posture and the force required lifting the load. Muscles and tendons can be overloaded, especially when his/her body is in an awkward posture.

Safety Tips

- Where possible, avoid lifting and carrying heavy or awkward objects. Instead, use mechanical devices such as forklifts, hoists, carts, and dollies.
- Avoid twisting his/her back and reaching above his/her shoulders when lifting.
- Get help from others.
- Lift smaller loads by planning and adjusting weight distribution ahead of time.
- Hold the object employees are lifting as close to their body as possible.
- Avoid awkward work postures such as bending, reaching and twisting.
- Try to keep the load between employee knees and shoulders, without twisting their body. Pivot with your feet instead of twisting your back.
- Bend at employees knees, not at his/her waist. This will help the employee keep his/her center of balance and let the strong muscles in his/her legs do the lifting.

- ❖ Lift smoothly and slowly.
- ❖ Get a good grip. An employee may use his/her hands, not just their fingers, to grip the load.
- ❖ Avoid performing the same lifting task repeatedly over a long period. If possible, vary the task with another activity that uses different muscles.
- ❖ Limit the number of shopping carts the employee collect at one time, and push loaded carts rather than pulling them.

Working in Storage Areas

- ❖ When stacking boxes and other items, stack the heaviest items between knee and chest level to minimize lifting.
- ❖ Take micro-breaks, stretch, and vary the load (alternate heavy and light items).
- ❖ Make sure stacked boxes or other items are stable enough not to tip.
- ❖ Use a ladder or step stool to reach high items.
- ❖ Watch for ice in cold-storage areas.

Floor Slips, Trips, and Falls

Slips, trips and falls account for many injuries in the retail industry. Examples of hazards include, slippery floors such as a store entrance on a rainy day, the work area behind a deli counter, and freshly washed floors, cluttered walkways in retail and storage areas, icy patches in refrigerated storage areas dark, uneven, and wet parking lot surfaces. The following are safety tips:

- ❖ Wear well-fitting non-slip footwear.
- ❖ Keep walkways and work areas clear of boxes, loose electrical cords and other clutter.
- ❖ Clean up spills right away, mark the area to warn others and report the spill to the person responsible for ensuring the spill is cleaned up.
- ❖ Don't carry more than the employee can safely handle. Get another person to help his/her or use a dolly.
- ❖ Be sure the employees can see where they are going when carrying large items.
- ❖ When stocking shelves, place the heaviest items between knee and chest level.
- ❖ Use a stepladder rather than a chair or crate to reach high items.

Stepladders

In retail, many falls involve stepladders. Stepladders are in almost every workplace and home, so most people treat them as a safe convenience rather than a potential hazard. Every year in retail organization, hundreds of workers are injured when using stepladders that are either placed or used inappropriately. Injuries occur when the worker falls from the ladder, the ladder tips over or collapses or fingers are caught when folding up the ladder. The following are safety tips:

- ❖ Look closely at the ladder before using it to ensure that no parts are broken, cracked, or missing. If there is a problem, don't use the ladder — report it to your supervisor.
- ❖ Place the ladder on a firm, level surface.
- ❖ Make sure it is fully opened, with the spreaders locked in place.

- Never use a stepladder folded up and leaning against a surface.
- Maintain three points of contact with the ladder at all times (for example, one hand and two feet).
- Keep the employees centre of gravity between the side rails, especially if they are carrying materials. Don't lean out to one side.
- Don't stand on the shelf or top two steps.
- Never carry heavy, bulky, or awkward objects that may make going up or down the ladder unsafe.
- Keep the employees fingers out of the pinch points when they are folding the ladder up.

Violence in the Workplace

Workers in the retail industry experience more cases of violence than workers in many other industries. If the employees work alone, his/her employer must have a system in place to ensure his/her well-being. Such a system must include check-ins at designated time intervals and provisions for emergency rescue if it is ever needed.

Preventing Confrontations

- Greet customers and make eye contact when they enter the store.
- Before a person is left to work alone, check that all the doors and windows are locked and that no one is in the washroom or storage room.
- Do not resist if there is a threat of violence.

Dealing with Irate Customers

If the employee work in retail, it is almost inevitable that his/her will have to deal with an irate customer at some point. Follow these guidelines for dealing with irate customers:

- Focus on the emotions first, try to remain calm, and try to calm the other person.
- Try to avoid escalating the situation. Find ways to help the irate customer save face.
- Listen carefully and try to put yourself in the customer's shoes, so you can better understand how to solve the problem.
- If you can't address their concern, take the customer's name and number and promise to forward the information to your manager or supervisor.
- If you cannot calm the person, ask for help.
- See the safety tips on the following pages for handling money, harassment, dealing with shoplifting and robbery, and working alone.

Handling Money

Handling money can expose you to the potential for violence. The employer of retail organization should have procedures in place to help the employee stay safe when handling money. The following are safety tips:

- Handle money at a location away from entrances and exits.

- ❖ Keep as little cash in the cash register as possible.
- ❖ Place large bills in a drop box, safe, or strong room that is out of sight.
- ❖ Vary the time and route for making bank deposits.
- ❖ Avoid making bank deposits at night.
- ❖ Don't carry money in bags that make it obvious you're carrying cash.
- ❖ Make deposits with a co-worker, if possible. The co-worker should face away from the depository to keep an eye on other people in the area.
- ❖ Employers can also make the workplace safer by fitting counter safes with time delay locks.

Harassment

An unwelcome behaviour or comment that is harmful to the work environment is considered to be harassment. Harassment takes many forms but can generally be defined as an insulting, intimidating, humiliating, malicious, degrading or offensive comment or act directed toward another person or group. This would also include bullying, sexual harassment and offensive displays.

Although harassment typically doesn't include physical violence, it can be very harmful and it does affect the overall health of the work environment. The following are safety tips:

- ❖ Tell the harasser to stop. Do this right away by saying it or writing it in a letter or e-mail. If that doesn't work, follow the next three steps.
- ❖ The employees tell his/her employer or the person his/her employer has appointed to receive and handle harassment complaints.
- ❖ Talk about it with someone the employees trust (for example, a co-worker, friend, or relative).
- ❖ Write it down. To help make the employees case in an investigation, write down each remark or incident (using the exact words)

Shoplifting and Robbery

The main concern in the event of theft or robbery is the employee safety, and that of his/her co-workers and customers. Money and merchandise taken during a robbery can be replaced; people can't be.

Preventing Shoplifting in Retailing

- ❖ The chances of shoplifting increase when the employees work alone.
- ❖ If the employees think someone is shoplifting, contact security or someone professionally trained to deal with the situation.
- ❖ Never approach or try to apprehend a shoplifter, especially if the employees are working alone. After the shoplifter leaves, write down as much information about the incident as possible.
- ❖ This should include the shoplifter's height, weight, hair and skin colour, and clothing. If a vehicle is involved, write down the make, colour, approximate year and license plate number.

Preventing Robbery in Retailing

- The best way to prevent injury resulting from robbery is to prevent the robbery from happening in the first place.
- Some businesses have internal security staff and specific instructions for dealing with robbery, but others may not.
- Here are some tips to help protect the employee.

Make the store attractive to customers and unattractive to robbers

- Keep the store clean, tidy, and well lit.
- When there are no customers at your sales counter or checkout, keep busy by doing tasks such as cleaning, dusting, or sweeping.
- Stay away from the sales counter when there are no customers in the store.
- Keep the cash register fund to a minimum — ask customers for exact change or the smallest bills possible.

Stay Alert

- Be aware of cars parked across the street or off to one side of the lot.
- Look for anyone who may be watching the store or loitering in or around it.
- If you are concerned about a person or vehicle, do not hesitate to contact employee supervisor or the appropriate authorities.
- Know the locations of phones or available help outside the premises.
- Connect with potential customers.
- Give a friendly greeting to everyone who enters the store.
- When a shopper is nearby, act in a friendly manner, and briefly look directly into their eyes.
- Ask people alone in the aisle if they would like any help.

If a Robbery Occurs

Your employer will provide specific instructions for dealing with robberies. However, the following tips may be helpful:

- **Keep it short:** The longer a robbery takes the more nervous the robber becomes.
- **Stay calm:** Handle the entire situation as if the employee were making a sale to a customer.
- **Obey the robber's orders:** Let the robber know the employee intend to cooperate. Hand over cash and merchandise and do exactly as the robber says.

If the employees are not sure what the robber is telling them, ask

- **Tell the robber about any possible surprises:** Tell the robber before reaching for anything or moving in any way. Tell the robber if another employee is in the back room so the robber will not be startled.
- **Don't try to stop the robber:** Trying to fight with a robber is foolhardy, not heroic. If you don't see a weapon, always assume the robber has one.

- ❖ **Don't chase or follow the robber:** This will only invite violence, and it may confuse the police as to who is involved with the robbery.
- ❖ **Write down information immediately:** As soon as the robber has left, make notes about their appearance, mannerisms, and specific features, as well as the time and the direction they took when they left.
- ❖ **Call the police or appropriate authorities:** Dial local emergency number.

Working Alone

Working alone or in isolation means to work in circumstances where help would not be readily available to you in case of emergency, injury, or illness. To determine whether or not assistance is "readily available," ask the following questions:

- ❖ Are other people in the vicinity?
- ❖ Are those people aware of the employees need for assistance?
- ❖ Are they willing to provide assistance?
- ❖ Are they able to provide assistance in a timely manner?

The following are safety tips:

- ❖ Know the employees person check procedures - someone should contact the employees regularly to make sure they are okay. These procedures should include:
- ❖ Who will be contacting to the employee and how they will contact to his/her (for example, by phone or in person)
- ❖ What they will do if they fail to make contact?

Working at a Gas Station

Working at a gas station, particularly at night, can be hazardous. To reduce the hazard level, your employer must follow the requirements for barriers, locked doors, and prepayment of fuel.

Follow your employer's procedures requiring vehicle fuel to be prepaid before it is pumped. The requirement applies 24 hours a day, seven days a week, and includes full serve and self-serve establishments. Fuel prepayment includes:

- ❖ Using pay-at-the-pump technology.
- ❖ Paying cash to an attendant before fueling.
- ❖ Providing a credit card or debit card to an attendant to pre-authorize a certain amount of fuel.
- ❖ Providing a credit card to an attendant prior to fueling.
- ❖ For customers with a standing fuel account with the station, providing the attendant with account information prior to fueling.

Regulation includes specific requirements for gas stations and other late night retail premises. Late night retail premises means a retail location that is open to the public for late night hours, including the following:

- ❖ A gas station or other retail fueling outlet.
- ❖ A convenience store or any other retail store where goods are sold directly to consumers.

Traveling to and from Work

The employer of the organization can't control the environment outside the workplace. However, there are several things the employee can do to ensure a safer trip to and from work.

Driving

- Lock your vehicle doors and roll up windows before driving into the parking lot.
- Scan the parking area for suspicious persons - have a plan ready in case the employees are uncomfortable with the situation.
- Park in well-lit areas - avoid alleys, wooded areas, and tunnels.
- Avoid having to reach back into the vehicle for anything.
- After work, try to avoid walking to your vehicle alone, or at least have someone watch from a window.

Taking a Bus

- Plan to arrive at bus stops just before the bus arrives.
- Avoid isolated or poorly lit bus stops.
- If the employee see suspicious or menacing people at his/her stop, get off at the next stop.
- If possible, have someone meet the employee when his/her arrive at your destination.

If employee is confronted

- If you are attacked, scream loudly and for as long as possible. As soon as possible, run to the nearest well-lit area.
- If someone grabs your purse, deposit bag, or other property, do not resist, and do not chase the thief.
- Call the police immediately and try to recall the mannerisms of the attacker.

Knives, Box Cutters, and other Sharps

Box cutters are common tools for retail workers, and knives and other sharps such as meat slicers are essential tools for deli counter workers. Safe work habits will decrease the employee chances of losing time from work... or losing a finger.

Using knives and box cutters

- Use the right tool for the job, and make sure it is sharp.
- Always cut away from the employee body.
- Always store sharps separately from other tools and utensils.
- Use a flat surface to cut on.
- Never use a knife for anything other than cutting.
- Hold the knife in the employee stronger hand.
- To clean the knife, direct the edge away from the employee and wipe with the cloth on the dull edge of the blade.
- Wear leather or metal mesh gloves if the employer requires them.

When cleaning knives and sharp blades, follow these guidelines:

- Clean them immediately after use or place them in a “sharps only” container near the sink.
- Don’t drop knives or equipment blades into the dishwasher or sink.

When using meat slicers or other power equipment, follow these guidelines:

- Make sure the employee have training on the specific piece of equipment, and follow written safe work procedures.
- Don’t wear loose clothing or dangling jewelry that could get caught in equipment.
- Use guards and slides at all times.
- Never reach across the blade.
- Turn the slice off according to manufacturer’s instructions when not in use.
- Unplug equipment before cleaning.
- Use cut-resistant gloves on both hands when cleaning.

Power Tools and Equipment

The employee may be required to use power tools if they work in a hardware store or a business such as a bicycle or furniture shop where their job involves assembling product. They may also be required to use power equipment such as compactors, dock levelers, carton crushers, meat slicers or other food preparation equipment. These tools and equipment have the potential to cause serious injury, particularly if they’re poorly maintained or used without due caution.

Before the employee start

- Never use a power tool or piece of equipment unless the employee had been trained and authorized do so. Follow safe work procedures.
- Inspect tools prior to use. Only use tools that are in good operating condition.
- Check power cords daily for tears or cuts in the insulation, loose connections (plug to wire and wire to tool), and poor ground connections. Report all defective tools to your supervisor, and mark them “Not to be used”.
- Wear hearing protection and tie back long hair.
- Check that all guards and safety devices are in place and functioning properly.
- Check that the power switch is in the off position before plugging the tool in. Only the operator should turn the tool on.

While the Tool or Equipment is Operating

- Stay with running power tools. Do not walk away from a machine the employee has been using until it comes to a complete stop. It takes only a few seconds for a power tool to “wind down” after it has been shut off, but it still has the potential to injure someone if the parts are still moving.
- Keep the employees hands away from moving parts.
- Make sure the cutting part of a tool will not come in contact with the power cord.

- ✦ Maintain a firm grip at all times.
- ✦ Turn off power tools before making adjustments. Always unplug or lock out the tool before making adjustments or changing settings if there is any chance that the tool could accidentally start up.

Noise

Noise in some retail areas where powered equipment is used may reach harmful levels that can cause hearing loss. Exposure to sound over 85 decibels over an 8-hour period requires hearing protection. Employers are required to inform workers if sound levels are at 82 decibels or more. The following are safety tips:

- ✦ Wear approved hearing protection whenever the employee enter an area posted as having high levels of noise, whether it is noisy when they enter or not. Noisy equipment can start up at any time.
- ✦ Ensure that the employees hearing protection is the right type for the environment and that it is comfortable.
- ✦ Ear buds (headphones) are not work equipment.
- ✦ Avoid playing music at high levels, which can cause hearing loss and prevent the employee from hearing warning signals.

Forklifts and Pallet Jacks

Forklifts (or lift-trucks), powered or manual pallet jacks, and other lifting equipment are an essential part of many retail operations. Although they help prevent lifting injuries, they can also cause serious and, all too often, fatal injuries.

If the employees are required to use a forklift or pallet jack, the employer must provide to the employee with training for the specific piece of equipment. Working in areas where forklifts operate can also be hazardous, and requires training and ongoing alertness to prevent injuries. Forklift accidents are usually catastrophic but always preventable.

Operating Forklifts

- ✦ Do not operate the forklift unless it is running properly. Wear required PPE such as safety boots and a hard hat.
- ✦ Make sure the employees are trained to change the propane fuel tank or battery.
- ✦ Never carry a passenger or elevate a person on forks, pallets, or loads.
- ✦ Secure the load properly. Don't overload the forklift, even for short distances.
- ✦ Never stand or pass under an elevated load. Don't let anyone else do it either.
- ✦ When not stacking, carry loads at the lowest possible position.
- ✦ Never turn on a sloped surface.
- ✦ When employees are finished using the forklift, lower the forks to the floor, set the brakes, turn off the motor, and remove the key.

Working around Forklifts

A near miss involving a pedestrian and a forklift is not just a near miss - it is a near fatality. Forklift operators have a very limited field of vision because bars, cables, chains, and the load they may be carrying obstruct their view. They may not be able to see other workers in time to stop or take evasive action.

- Training for those who work around forklifts is just as important as training for the forklift operators themselves. Follow these guidelines:
- Wear a high visibility vest when entering an area where forklifts are operating.
- Yield the right of way — even if the operator can stop the forklift quickly, the load may continue forward and crush the employee.

Make Eye Contact with the Operator

- Wait until the employee has confirmation that the operator has noticed them before proceeding.
- Don't rely on sound to determine whether there's a forklift nearby - forklifts can be very quiet when they are coasting.
- Use designated walkways - don't take shortcuts through danger zones.

Operating Pallet Jacks

- Wear safety boots and keep the employees toes and fingers out from under the pallet.
- Secure the load to make sure it is stable and will not shift during movement.
- Restack it if necessary.
- Make sure the rollers are free at the bottom of the pallet.
- Push, don't pull - this puts less strain on the employees back and it's easier to stop.
- Know how to use the release handle.
- Get help if the employees are having a problem.
- Work with a partner when dealing with heavy loads.
- For a quick stop, lower the load.

Every workplace needs a plan for dealing with emergencies. The employer or supervisor should provide to the employee with instruction in the emergency plan within their first few days on the job, as well as refresher training from time to time. Once the employee has been trained, they should be able to answer the following questions:

- Where are the emergency phone numbers posted?
- Where are the fire extinguishers? How and when should they be used?
- Where are the fire alarms and fire exits?
- What is the evacuation plan for the building?
- What should you do during an earthquake?
- In case of evacuation, where outside the building is the assembly point and who should you report to?

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- What other specialized equipment may be needed in case of an emergency, and how is it used?
- Ask your employer to go through the emergency plans and procedures for your store.

For example, ask your employer to review what to do in the case of an earthquake, fire, or bomb threat.

Exercise: Assignment

Answer the following questions:

1. What are the safety measures adopted to reduce the musculoskeletal injuries?

2. What kind of precautions are taken for lifting and handling of materials?

3. How to avoid the floor slips, trips and falls in retail store?

4. What kind of safety tips are used to avoid accidents in the stepladders in the processing of retail activities?

Assessment

A. True or false

1. To recognize the early signs and symptoms of musculoskeletal injuries. (True)
2. Slips, trips and falls not account for many injuries in the retail industry. (False)
3. Look closely at the ladder before using it to ensure that no parts are broken, cracked or missing. (True)
4. Listen carefully and try to put yourself in the customers shoes, so you do not understand how to solve the problem. (False)
5. Handle money at allocation away from entrances and exits. (True)
6. Harassment is typically does not includes physical violence. (True)
7. The chances of shoplifting increase when you work in group. (False)
8. Stay away from the sales counter when there are more consumers in the store. (False)
9. To reduce hazard level, your employer must follow the requirements for barriers, locked doors and prepayment of fuel. (True)
10. Look your doors and roll up your windows before driving into the parking lot. (True)

B. Fill in the Blanks

1. Sprains and strains are known as _____ injuries. (musculoskeletal)
2. When lifting, the employee his/her _____ and the _____ required lifting the load. (posture, force)
3. Clean up spills right way, mark the area to warn others and report the _____ to the person responsible for ensuring the spills _____ up. (spill, cleaned)
4. Keep your centre of _____ between the side rails, especially if employees are carrying materials. (gravity)
5. Always store sharps separately from other _____ and _____. (tools, utensils)
6. _____ in some retail areas where powered equipment used may reach harmful level that can cause hearing loss. (Noise)
7. Training for those who work around _____ is just as important as _____ for the forklift operators. (forklifts, training)
8. Every work place needs a _____ for dealing with emergencies. (plan)

C. Multiple Choice Questions

1. Signs and symptoms includes
 - a) Swelling
 - b) Redness
 - c) Tingling
 - d) All the above
2. When stacking boxes and other items stack the previous items between knee and chest level to
 - a) Maximize lifting
 - b) Increase lifting
 - c) Minimize lifting
 - d) None of the above
3. The following are the safety aspects arising with irate customers
 - a) Handling Money
 - b) Shoplifting
 - c) Robbery
 - d) All the above
4. Harassment takes many forms but can generally treated as
 - a) Insulting
 - b) Humiliating

- c) Degrading
 - d) All the above
5. Keep the store attractive to the customers
- a) Clean
 - b) Tidy
 - c) Effective store layout & design
 - d) All the above

D. Short Answer Questions

1. State the meaning of musculoskeletal injuries?
2. Identify the safety tips required to save from musculoskeletal injuries?
3. What is the meaning of lifting material in retailing?
4. Describe the four main safety tips for lifting the material?
5. State the concept of handling material in retail store?
6. List out main safety tips for handling material?
7. Define the following:
 - a) Floor Slips
 - b) Floor Trips
 - c) Floor Falls
8. What do you mean by stepladders?
9. What kinds of violence arise in the workplace in retailing?
10. State the guidelines for dealing with irate customers?
11. What kinds of precautions are taken to handle the money in retail business?
12. State the safety tips to avoid harassment in retailing?
13. State preventive measures to avoid shoplifting and robbery in retail stores?
14. What can you do when robbery occurs in the retail store?
15. What kinds of safety tips are used when working alone?
16. What are the restrictions followed while working at gas stations and petrol pumps?
17. What are the driving rules followed?
18. Explain the safety tips required for the following situations?
 - a) Using Knives
 - b) Using Box Cutters
 - c) Using Sharps
19. What kind of precautions are adapted to use the power tools and equipments in retailing?
20. What do you mean by forklifts and pallet jacks?
21. What kind of precautions followed to reduce noise in retailing?
22. State the safety tips for forklifts and pallet jacks?

Checklist for Assessment Activity

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

Part A

- Differentiated health and safety concerns in retail business?
- Differentiated safety tips for health and safety concerns in retail business?

Part B

Discussed in class the following:

- What is the meaning of musculoskeletal injuries?
- Safety tips required to save from musculoskeletal injuries?
- What is the meaning of lifting material in retailing?
- Describe the four main safety tips for lifting the material?
- List out main safety tips for handling material?
- What is the meaning of stepladders?
- What kinds of violence arise in the workplace in retailing?
- The guidelines required for dealing with irate customers.
- What kinds of precautions are taken to handle the money in retail business?
- The safety tips to avoid harassment in retailing.
- Preventive measures for avoiding the shoplifting and robbery in retail stores?
- What kinds of safety tips used in working alone?
- What are the restrictions followed while working at gas stations and petrol pumps?
- What are the driving rules followed?
- What kind of precautions followed in using the power tools and equipments in retailing?
- What do you mean by forklifts and pallet jacks?
- What kind of precautions followed to reduce noise in retailing?
- The safety tips required for forklifts and pallet jacks?

Part C

Performance Standards

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

Performance Standards	Yes	No
Able to identify the health and safety concerns in retail business.		
Able to find out the safety tips required for operating and handling the health and safety concerns in retail business.		

SUPPLEMENTARY READING MATERIAL

UNIT-6

STEPS IN RETAIL PLANNING

Introduction

You have already learnt the current scenario of retail in the last chapter. Now, you are going to learn major activities involved in retail planning. In this unit, you will learn an overview of retail planning process including its features & steps involved. You are also going to learn the need of planning and advantages of a good plan. Retail planning is an ongoing process. Every day a retailer has to audit his situation, examine lifestyle trends, and study new technology and monitor competitive activities. A retailer's short run & long run performance is mainly determined by its planning. A good retail planning should include the methods to build a sustainable advantage over its competitors

Retail Planning Process

There is a saying in English "If you fail to plan then you plan to fail". This statement explains the importance of planning. Before studying retail planning let us understand what is planning.

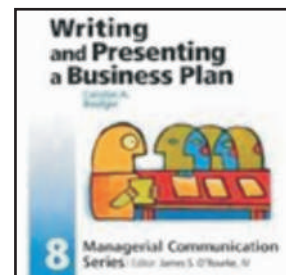
Planning is a process of deciding the future course of action to achieve a predefined objective. A human being always plans for his future to achieve success in life. Similarly in a retail organization proper planning is required. With the help of planning we can reduce the time and effort required for achieving goals. Some of the questions that need to be answered before starting the retail planning process are:

- ❖ Determine the members of the planning team?
- ❖ What is the planning timetable?
- ❖ Who will lead the team?

Retail planning always occurs in a cycle. Though planning is not an assurance of success, but it aids in achieving the objectives of the organization. Before starting a new planning process it is necessary to evaluate the past planning approaches because it could explain how the organization has performed in the past. We must learn from the mistakes of the past. Like other organization, in retail organization also, there are two component of planning i.e., vision and mission. While vision explains the activities for future development and mission outline immediate achievements.

Features of Planning

- ❖ Planning is a process of deciding the future course of action.
- ❖ Planning is not one time action; it is a continuous process.
- ❖ Forecasting is included in planning. The effectiveness of planning depends upon the accuracy of forecasting.



Exercise

Group Discussion: Plan the schedule for a day's work

Steps in retail planning

There are 8 steps in retail planning as shown in Fig. 1.

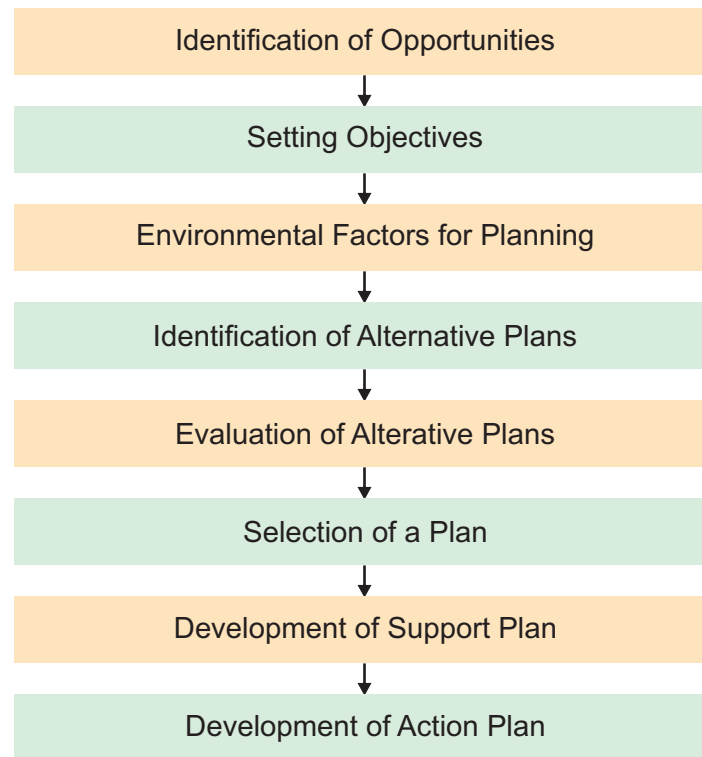


Fig. 1: Steps in Retail Planning

Step-1: Identification of Opportunities

Retail Business is highly dynamic in nature. It is evolving into a global, high-tech business. During past two decades Indian economy is growing at a rapid pace. The purchasing power of population is increasing. If the retailer identifies such opportunities then he would be a successful retailer. A retailer's success depends upon the identification of right opportunities at right time.

Step-2: Setting Objectives

Once the retailer has identified the opportunities, the next step is setting objectives. The objectives must be result oriented. The top level management must be clear and must communicate the plan to the lower level at the right time.

Step-3: Environmental Factors for Planning

There are two factors which influence planning:

- (1) Internal - Company policies, manpower and finance etc.
- (2) External - Political, social, technical and economic factors etc.

Step-4: Identification of Alternative Plans

It is believed that an objective can be achieved in several ways. For example, if a retail organization wants to increase its sales volume, it can announce some sales promotion scheme i.e. discounts, free gifts and so on. On the other hand, it can resort to series of advertisements in audio visual media as well as in print media, door to door campaign and hoardings at various key points etc.



Step-5: Evaluation of Alternative Plans

At this stage each alternative plan should be evaluated in all aspects before the decision is taken to choose a certain alternative. The evaluation criterion should be developed in such a way that, one can compare different alternatives in term of expected results for the organization.

Step-6: Selection of a Plan

Selection of the best alternative is called decision making so that the top level management always choose the best alternative for future course of action.

Step-7: Development of Support Plans

The basic plan needs the support plans. For example, the plan to build customer relationship, adequate human resource, training, communication etc. are needed as support.

Step-8: Development of Action Plan

The action plan fixes the responsibilities, and gives the details of what to do how to do, when to do & where to do.

Exercise

Is planning necessary? What are your views?

Types of Retail Plan

Plan can be differentiated on the basis of organisational activities. The various categories of plans are listed below:

Corporate Plan: This plan covers the total organisational activities. The focus of this plan is to determine long term objectives of the company.

Functional Plan: It is within the scope of corporate plan. Human resource planning, financial planning etc. are included in this categories.

Strategic Plan: This is a long term plan. This plan can be developed after analysing opportunities & threat carefully.

Operational Plan: These plans are short term plan covering all operational activities of the organisation.

Exercise

1. **Activity:** Prepare a brief retail plan for a new provisional store in a small town with investment of Rs. 5 lakhs
2. **Activity:** Surf net or read books to find out more about the 7 types of retail plans. Then visit a supermarket (Reliance, Spencer, Easyday, More, etc) and ask the store manager about their operational plan.

Problems in Retail Planning

It is the responsibility of the management to develop plans to achieve objectives set by the organisation. During retail planning, the following problems are likely to be faced.

1. **Accuracy:** Planning includes estimates about future happenings. However it is very difficult to predict future happenings with hundred percent accuracy. Therefore, some element of uncertainty is found in planning.
2. **Rapid changes in Business environment:** In retail industry the technology, store design and layout, product offering, nature of competition among rivals are changing rapidly. These changes impact the planning process and sometimes plans have to revised.
3. **Internal Problem:** Some internal problems may arise in terms of resources. Some key personnel may leave suddenly or financial crunch may happen.
4. **External Problem:** In the process of planning there can be some problems which are external to the organisation. The organisation has to adjust keeping such problems in mind. The external problems are like changes in legal system, tax system, technology etc.

Besides above mentioned problems there can be some miscellaneous problems that may arise in retail planning from time to time. These are:

- ❖ Failure to grow because of finance
- ❖ Poor service delivery
- ❖ Mismatch of customer's expectations
- ❖ Demand of product may increase
- ❖ Lack of competitive strategy
- ❖ Difficulty in convincing the suppliers
- ❖ Lack of motivation in employees



Advantages of Retail Planning Process

There are several benefits of retail planning process. The strength and weakness of the retailer are evaluated periodically. The benefit of planning lies in exploiting the market opportunities where the retailer can derive competitive advantages. It is important to note that if the organization fails to meet its objectives, the elements of planning process should be relooked and adjustment should be made accordingly. Due to planning following may accrue

- control unnecessary expenses
- manage the stock effectively
- display product effectively
- provide efficient customer service
- Increased profit margin
- Reduce Over-stocking

Exercise

What are the common problems of retail planning ?

Problem Solving

The top management has to diagnose the problems arising in an organization and their main causes. For example: - a decline in sales, market shares and slow growth can be caused by different reasons.

Exercise: Role Play

1. Assume you are the franchisee of a big stationary branded store called Staples (you can check www.staples.com to find out more information on it) in your city. But the store is facing some problems which need immediate attention.
2. As the owner of that store you need to discuss and find the solution with the store staff and the Retail manager from the franchiser i.e. Staples.
3. Areas of Problem:
 - Decreasing sale
 - Competition from the small stationary stores
4. Teacher to create groups of 6 students each. Every group will have following performers
 - Franchisee or the owner of the store -1
 - Store manager - 1
 - Sales men - 3
 - Retail Manager - 1
5. All the groups are given first 15 minutes to think the solution for the stated problem. Each performer will keep their profile in mind and then make suggestions

6. After 15 minutes each group will come and make a presentation about the solution thought by the members.
7. After all the presentations are done teacher to share the feedback with the students and discuss which team presented the best solution. Also discuss the reason behind the selection of that solution.

Building Retail Sales Capacity

To build up retail sales capacity the retailer needs - Financial, Infrastructure, and Manpower Support.

Financial Support is needed for the following:

- To procure the products
- Provide display, storage and delivery of product
- For implementation of IT equipment and technical support
- For sales promotion activities

Good Infrastructure support

- Adequate Space for retailing (counter, storage, display etc.)
- Convenient Location

Manpower Support

- Skilled and trained employee
- Semi-skilled employee
- Non-skilled employee

Exercise

Debate: Which is more important for a retailer - manpower support or infrastructure support?

Summary

The unit discusses the retail planning process and the major steps involved. The types of retail plans and problems faced during the process have also been described. Besides this the advantages of retail planning have been discussed in detail. Building retail sales capacity has also been discussed in this chapter.

UNIT-7

RETAIL BRANDING

Introduction

Branding aims to establish a significant and differentiated presence in the market that attracts and retains loyal customers.

Effective branding can elevate your product or business into something unique, instead of being just one commodity among many similar others. Standing out from your competitors is particularly important in competitive markets.

Retail Branding

Meaning of 'branding'

The process involved in creating a unique name and image for a product in the consumers' mind, mainly through advertising campaigns with a consistent theme is called '**Branding**'.

Branding is the unique image that goes through a person's mind when he or she is thinking of your store(s). When done right, a consistent theme should dominate and that theme should withstand the test of time.

Concept of branding goes back to early days where man started stamping their cattle by burning sign or symbol on his live stock/cattle to distinguish them from other's cattle. Now various **retailers like Spencers, Big Bazaar, Cooperative Stores, Super Bazaar, Reliance Fresh, Nike, Adidas, Levis, Haldiram, Van Heusen and Pantaloons** have branded their products.

Why does your business need branding?

There is a range of methods you can use to make your product stand out. This can be as simple as using a colour in your design or packaging which your competitors are not using and which creates an impression in the minds of consumers. Remember, consumers choose products and services using emotional as well as pragmatic judgements. So, you can use your brand to create a real point of difference.

Another great example of branding is Disney. We all have images imprinted on our brains when we think of Disney because those images have been pretty unique and consistent throughout most of our lives.

Activity- Write down 5 brands and the products or services they deal in

Steps in Branding

Branding isn't always in a name. After all, before Disney created his magic, the name Disney meant little or nothing to the general public. Now it is synonymous with a certain mouse, some theme parks, many movies, and exciting vacations. This recognition and association did not happen overnight. Whether your store be a small family-run business or a large chain, brand strategy and recognition is critical. A starting point might be to ask yourself the following questions:

1. How do you want the world to view your store(s)?

Is there something unique about your store(s) that causes the public to remember you in a certain way? It might not be a bad idea to make a list of what you think makes you unique and take a customer survey to validate those perceptions. Sometimes who we are and who we think we are can be two very different things.

2. Who are your customers?

Do you know the average profile of your most loyal customers? Why do they shop in your store(s)? How can you be sure you are buying the right merchandise if you don't understand and know your target customers? The saying "You can't be all things to all people" is especially true in retail. It is important to find your niche and work it to the hilt.

3. Is your Message Consistent?

There are many ways to message your brand. You can do print advertising, television, e-marketing, social-cause marketing, and event marketing to name a few. All of these methods should present a consistent image of your store(s). This message could be in a store name, logo, slogan, song, in-store graphics, website or all of the above, as long as it is persuasive, consistent and appropriate and gets across the image you would like to project.

4. Does your brick-and-mortar store have a consistent and customer-centric atmosphere?

Is the store designed and merchandised with your loyal customer profile in mind? People spend money in places where they feel most comfortable. That's why teens and young adults spend big bucks at stores like Aeropostale and Abercrombie and Fitch. They feel comfortable and know what to expect. Conversely an elderly woman might feel most comfortable in the Alfred Dunner department at Macy's. She also feels comfortable and knows what to expect. Most importantly, both the teen and the elderly woman identify with the brand.

5. Does your website deliver a message that is consistent with your store image?

Successful branding demands consistency throughout the enterprise. Your website and/or e-store should be a reflection of your brick and mortar store(s) and be easily recognizable to your target customers. Choosing an inexpensive and amateurish standard template driven e-commerce solution can result in a long-term costly mistake. Your website is your window to the world.

In a world racked with political and economic turmoil, it is easy to impulsively change your direction and message in hopes that another approach will work better. If your message becomes unclear or confusing and you lose sight of your brand, you may also lose your best customers. If you don't understand who you are, it is unlikely your customers will.

Retail Marketing - Tips to Promote a Retail Brand

The mechanism of selling products in small quantities from fixed locations to the customers for their end use is called as retailing.

In the current scenario where the end-user has several options to rely on, it is essential that the retailer promotes his brand well amongst the masses.

Let us go through some **tips to promote a retail brand well**:

Signage

Signboards go a long way in creating brand awareness and promoting a particular brand.

- The signage must display the name as well as logo of the retail store.
- It must be installed at the right place visible to all even from a distance.
- It should not be very small. Small signages fail to attract the customers.
- Choose the right paint colour.
- Don't add unnecessary information. Keep it simple but informative.
- Make sure the signage attracts the customers into the store.
- Choose the right theme.

Advertising

Advertising is a strong medium which influences the buying decision of the customer and prompts him to shop. The retailer must ensure to communicate the USPs of his brand to the target customers well through various modes of advertising. The advertisement must be eye-catching for the end-users to click on them.

Various ways of Advertising



1. Billboards

Billboard is one of the best ways of out of home advertising.

Out of home advertising refers to creating awareness amongst the individuals when they are out of their homes.

- ❖ Install hoardings, banners, bill boards at strategic locations such as heavy traffic areas, major crossings, railway stations, bus stands etc to entice the customers. The retailer must ensure that the banners get noticed and bring results.
- ❖ Newspapers, television and radio are also effective ways to promote a brand. Television reaches a wider audience and makes the store popular amongst all.
- ❖ The advertisement should be a visual treat, appeal the customers and prompt them to visit the store.

2. Coupons

- ❖ Coupons are an effective way of promoting a brand as they offer some kind of financial benefit to the customers in the form of discounts and rebates and thus attracting them into the store.
- ❖ Coupons help in furthering the brand image of the retail store without much investment.
- ❖ More and more people visit the stores to redeem the coupons, thus making the brand popular.
- ❖ Discounts, sale, rebates are good ways to promote a brand.

3. Private Label

- ❖ Private label is an effective way to promote one's brand at low costs.
- ❖ Products manufactured by one company but sold under another company's brand name are called Private Label Products.
- ❖ Create your own website.
- ❖ Print your own calendars, diaries, planners, table tops with your store's name, address as well as logo. Such an activity creates awareness among individuals.
- ❖ Always keep your visiting cards handy and distribute them to as many people as you can.
- ❖ In the current scenario, social networking sites go a long way in promoting brands. Create communities and invite people to join the same.
- ❖ Customer loyalty programs help to retain customers and attract new individuals to the store.
- ❖ Create a positive ambience at the store. Nothing works better than customer satisfaction in the retail industry. One satisfied customer brings ten new customers along with him.

If a retailer wants to expand beyond local market, it must build a regional national or international brand to be successful. Entering in new markets depends on variety of factors, which include the following:

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- Financial capability
- Quality level
- Competitive pricing
- Trained manpower
- Strong and tested marketing & supply channels
- Requirement of global market
- Building brands (advertising & promotion)

Activity: List the name of any five brands that you commonly find in the market in apparel category and fill in the tables. Logos you can either draw or cut from a magazine or newspaper:

	Brand	Logo	Product Category
1.	Levis		Jeans, shirt and t-shirt
2.			
3.			
4.			
5.			
6.			

Significance of Brands

Branded retail products are purchased by different segments of Indian consumer. Branded products are treated as high quality products. The following are the characteristics of branded products:

- Superior quality
- Fixed price
- Clearly mentioned date of manufacturing /packing / expiry
- Good after sale service

Activity: Conduct a survey by talking to people of various age groups. You need to talk to 25 people to collect the information:

- Do you feel it is better to buy branded apparel than a non- branded one?
- If yes, which brands are you using?

Need of Brand Identity System

A logo and consistent marketing materials can increase your sales and revenue, because they convey the following impressions:

1. To convey that you are established

A logo and professionally-printed materials show that you are committed to both your

business and your clients. It also makes you look like you've been around for some time, and that you're stable.

2. To attract more clients

Some clients look for a well-defined company, and "look and feel" may be one of their criteria in making a purchasing decision. Others are "wowed" by professional-looking materials, and your logo may impress them into buying.

3. To increase your credibility

A logo makes you look experienced and professional, and can go a long way towards making your business appear credible. And, if you'd like to be known as an expert in your field, this type of credibility is the first thing you have to establish.

4. To be more memorable

Forty percent of people better remember what they see than what they hear or read. So having graphics associated with your business and having consistent graphics on your business materials make you more likely to come to the forefront of potential clients' minds when they have a need for your goods or services.

5. To stand out in your field

A well-designed logo and an identity system can put you far above the competition, especially if they are paired with a strong marketing program.

6. To look "bigger."

Home-printed business cards with perforated edges or cards printed with standard designs available through Microsoft software or online business card vendors scream "small-time vendor" to your potential clients-and that is how they will want to compensate you.

7. To give clients a sense of stability

You may not have been in business "since 1908," but if you have invested in an identity, you are much less likely to fold in the eyes of your customers. It goes a long way toward building that all-important "trust."

8. To explain your company name

If your company name contains a little-known word or an acronym, the logo can give visual clues to its meaning.

9. To describe an unusual line of business

If your business is nontraditional or in a hard-to-explain industry, a logo can help to explain exactly what it is that you do by offering a visual reference?

10. To show what practices differentiate you from your competition

A well-designed logo can have many subtle meanings and can begin to tell the story of how you do business, including the special practices that make you stand apart from the competition.

11. To comply with expectations

In some industries, a logo is just expected. In the creative services industry especially, having a logo is an industry standard.

12. To show your commitment and for the sense of personal pride it will add to your practice

In other words, do it for yourself. A logo will increase your confidence, and that will show through in all of your business interactions and practices.

These benefits will boost your business and your confidence, so start thinking about developing a logo and identity as soon as possible.

Exercise: Why do most people buy branded Tea like Tajmahal and not buy unbranded tea which is cheaper ?

Retailers can successfully shape perceptions about their brand by creating and executing marketing programs with the same creativity and discipline as manufacturers

Summary

Branding is very important aspect in retail business mix. It has to be set at the highest level by management to make retailers believe that 'branding' has the capability and strategy to generate reasonable surplus on investment made in business. It also develops belief among customers/purchasers that what he/she purchase has the real value for money.

The various aspects and features of "Brand" have also been discussed. These include definition, characteristics and importance and the steps in branding process.



CHECKLIST

This checklist can be used as an aid in assessing and controlling hazards in the retail sector. The checklist is not an exhaustive list of items to be addressed as there may be specific hazards relevant to your workplace.

If you answer NO to any of the following questions, you need to put corrective action in place

Management of Health and Safety	Yes	No	What Action Required	Date Corrective Action to be Implemented
Have you prepared a safety statement				
Have staff been made aware of the safety statement				
Have you identified hazards				
Have you prepared a risk assessment				
Have you put required controls in place				
Have you recorded all the risk assessment & controls in your safety statement				
Do you review this safety statement atleast annually				
Do you revise your safety statement whenever new hazards are introduced				
Have employees received adequate information				
Have employees received adequate instruction & training to enable them to carry out duties safely				
Is there a system in place to ensure non-English speaking employees understand the safety training, rules and procedures				
A-Z of Hazards:				
<i>Bullying</i>				
Is there a written bullying prevention policy				
Have staff been made aware of the policy				
Do staff have access to this policy				
<i>Chemicals</i>				
Are staff provided with information on any chemicals they may use				

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Are they aware not to mix chlorine bleaches with other chemicals				
Do they have appropriate personal protective equipment(PPE) e.g. gloves, masks, aprons				
Are cleaning agents stored safely away				
Are safety data sheets available (SDS's)				
Cold Rooms				
Are suitable gloves provided for handling frozen surfaces and products				
Is there proper storage to avoid excessive bending, twisting or reaching				
Is there a means of opening a cold room door from the inside				
If locked at night, is there a procedure to ensure no one is trapped inside				
Electricity				
Are leads & sockets regularly checked for wear & fraying				
Have you a Residual Current Device (RCD)				
Are all RCD's tested every 6 months				
Have you investigated causes for trip switches if they are activated				
Fire				
Is rubbish removed frequently				
Are escape routes clear				
Are emergency exits unlocked				
Do emergency exits open outwards				
Are fire extinguishers provided				
Are fire extinguishers maintained				
Are staff aware of procedure in event of fire				
Are fire drills carried out at least twice/year				
Can disabled persons be evacuated safely				

<i>First Aid</i>				
Is suitably marked & easily accessible 1st				
Aid equipment provided				
Are first aid boxes checked and maintained regularly				
Is a qualified 1st aider available or suitable arrangements made with neighboring premises				
Are names, addresses & telephone numbers of local emergency services clearly displayed				
<i>Loading/Unloading</i>				
Is there a designated area for loading/unloading				
Is this area blocked off from pedestrians until loading is complete				
Are timber pallets checked regularly for defects				
Are staff trained in use of pallet trucks				
If fork lift trucks are used, is there a trained				
<i>FLT Driver</i>				
Is FLT certified				
<i>Machinery and Equipment</i>				
Does all machinery have guards in place (e.g. slices/mincers)				
Do staff know to unplug or isolate equipment before cleaning or maintaining it				
Are compactor safety interlock switches operating to prevent access while in operation				
Are compactors located away from public				
Are employees instructed in risks and correct use of all machinery				

Manual Handling				
Have you carried out a risk assessment of remaining manual handling tasks				
Can large loads be broken down to acceptable weights				
Have you provided lifting aids such as trolleys, pallet trucks, lifts etc for necessary manual handling tasks				
Have you arranged storage areas so twisting, turning and overreaching is minimized				
Have you minimized the need to reach above shoulder height				
Have you minimized tasks involving awkward postures				
Sensitive Risk Groups				
A) Children & Young Persons				
Have you carried out a risk assessment before employing a child (under 16) or young person (16 or over but less than 18yrs) taking into account their lack of experience, absence of awareness of potential risks or lack of maturity				
B) Night Work & Shift Work				
Have you carried out a night work risk assessment				
Have you taken appropriate steps, if any, to protect the safety & health of a night/shift worker				
C) Pregnant Employees				
Have you assessed any specific risks to a pregnant employee to ensure that she is not exposed to anything in the workplace that will damage either her safety or health or that of her developing child.				
If there are specific risks, have you put				

measures in place to ensure exposure to the risk is avoided for pregnant employee				
Slips, Trips and Falls				
Are aisles, stairs and working areas kept clear				
Are trailing cables rerouted or tied down				
Have you a system in place for cleaning spillages immediately Is flooring in good condition				
Are adequate levels of lighting provided and maintained				
Storage and Racking				
Are boxes stored safely to prevent objects falling or collapsing				
Are there safe means of transporting goods between floors				
Are there safe means to access goods e.g. platform steps				
Is racking/storage shelving secure, stable & suitable to prevent risk of material falling				
Violence				
Are staff trained to deal with aggression/ violence				
Have you reduced the amount of available cash using time locked safes etc				
Have you a private area for counting/ managing cash				
Have you a system in place to deter violence e.g. signs/security/surveillance equipment				
Have you means of raising the alarm				
Have you a system in place for lone workers				
Do staff vary routes/times to bank				

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Have you identified higher risk times & put extra precautions in place				
Welfare Facilities				
Are comfortable temperatures maintained - a minimum of 16°C for light work, 17.5°C for sedentary office work				
Is sufficient fresh air provided				
Are adequate sanitary and washing facilities provided				
Are there suitable and adequate facilities for taking meals and boiling water				
Is there an adequate supply of potable drinking water				
Do you provide seating where employees can sit as well as stand to do work				
Work Related Stress				
Has a risk assessment been carried out for work related stress				





CENTRAL BOARD OF SECONDARY EDUCATION

Shiksha Kendra, 2, Community Centre, Preet Vihar, Delhi-110 301 India
Tel: 011-22509256-57 • Fax: 011-22515826 • Website: www.cbse.nic.in