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# **APPRENTICESHIP CURRICULUM**

**for**

## **BBA in Retail Operations**

**(A Three-Year Degree Apprenticeship Program)**

**Name of University/College (TBD)**

**National Apprenticeship Promotion  
Scheme**

The BBA Program in Retail Operations shall be for a duration of three years consisting of six semesters and is a judicious mix of skills relating to professional education and general education on credit-based system.

The successful students will be awarded Degree in both Skills and General education components of the Curriculum after the successful completion of the course.

Cumulative credits awarded to the learners in skill based vocational courses.

NSQF level	Skill Component Credits	General Education Credits	Total Credits for Award	Normal Duration	Exit Points / Awards
3	36	24	60	Two Semesters	Level 3 NSQF in Retail Associate Cum Cashier
4	72	48	120	Four Semesters	Level 4 NSQF in Retail Sales Associate
5	120	60	180	Six Semesters	Level 5 NSQF in Retail Team Leader + BBA Degree Awarded by the University/ College.

### A. Summary

1	<b>Program Title</b>	BBA in Retail Operations
2	<b>Program Code, if any</b>	
3	<b>Aligned NSQF approved QP/NOS and code</b>	<p>The curriculum is designed by incorporating Competencies / National occupational Standards from the multiple Qualification Packs listed below. <b>Below are the Qualification packs under which the assessment is carried out to award the certificates.</b></p> <ol style="list-style-type: none"> <li>1) Retail Associate Cum Cashier (RAS/Q0108) after successfully completing first year</li> <li>2) Retail Sales Associate (RAS/Q0104) after successfully completing the second year</li> <li>3) Retail Team Leader (RAS/Q0105) after successfully completing the third year</li> </ol>
4	<b>Duration of the program and NSQF level</b>	

**I. Skill paper**

<b>Semester</b>	<b>Credit</b>	<b>Duration</b>	<b>Skill paper (including sOJT)</b>	<b>QP name</b>	<b>NSQF level</b>
	<b>Theory Practical</b>	<b>Theory Practical</b>			
I	OJT: 0	OJT: 0	-	-	
II	OJT: 36	OJT: 1080	36	Retail Associate Cum Cashier (RAS/Q0108)	3
III	OJT: 0	OJT: 0	-	-	
IV	OJT: 36	OJT: 1080	36	Retail Sales Associate (RAS/Q0104)	4
V	OJT: 0	OJT: 0	-	-	
VI	OJT: 48	OJT: 1440	48	Retail Team Leader (RAS/Q0105)	5

**II. General paper**

	Semester	Credit	Duration	General paper
		Theory Practical	Theory Practical	
	I	Theory: 24	Theory: 360	Theory Paper 1 Theory Paper 2 Theory Paper 3 Theory Paper 4 Theory Paper 5 Theory Paper 6
	II	Theory: 0	Theory: 0	-
	III	Theory: 24	Theory: 360	Theory Paper 1 Theory Paper 2 Theory Paper 3 Theory Paper 4 Theory Paper 5 Theory Paper 6
	IV	Theory: 0	Theory: 0	-
	V	Theory: 12	Theory: 180	Theory Paper 1 Theory Paper 2 Theory Paper 3 Theory Paper 4 Theory Paper 5
	VI	Theory: 0	Theory: 0	-
<b>5</b>	<b>Certifying Body for General component:</b> Institute / College / University			
<b>6</b>	<b>Certifying body for Skill Component:</b> Retailers Association's Skill Council of India			

7	<b>Assessment and Certification for On-the-Job training:</b> Retailers Association's Skill Council of India (RASCI) / Employer
8	<b>Any Licensing requirements, wherever applicable:</b> Valid Admission certificate of BBA Retail Operations (Degree Apprenticeship Programme) from the College / University that has signed MoU with RASCI for implementation of this programme.
9	<p><b>Minimum eligibility criteria:</b> 12<sup>th</sup> Std. Pass and admitted into BBA in Retail Operations (Degree Apprenticeship Program) in any University / College who has signed an MoU with RASCI.</p> <p><b>Minimum Age:</b> 16 Years on the date of admission into the program.</p>
10	<p><b>Trainer's Qualification and Experience</b></p> <p><b>General / Theory paper</b></p> <p>As per college / institution / university guidelines for non-skill related subjects.</p> <p><b>Skill / OJT papers</b></p> <ul style="list-style-type: none"> <li>• Retail Diploma/Graduate</li> <li>• Certified for Job Role: Retail Store Manager mapped to QP: "RAS / Q0107, v1.0". Minimum accepted score as per SSC guidelines is 80% on the SSC prescribed online theory assessment test based on an industry validated question bank.</li> <li>• Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q02601". Minimum accepted score for the trainer is 80% as per SSC guidelines.</li> <li>• 8 years of experience in Retail Store Operations or Sales including minimum 3 years of supervisory experience (Retail Store Manager / Area Sales Manager)</li> </ul> <p style="text-align: center;">OR</p> <ul style="list-style-type: none"> <li>• 8 years of experience in Retail Store Operations or Sales including minimum 3 years of supervisory training experience (who has trained Retail Store Manager / Area Sales Manager and above or has functioned as a master trainer)</li> </ul>
11	<b>Indicative list of training tools required to deliver this qualification (Annexure A attached)</b>

**12 Assessment strategy- How the assessment of skill papers would be carried out (General component, Skill component and On the Job)**

- All assessment (Theory component with \*) will come under the purview of Institute / College / University.
- All assessment (Skill + Theory component without \*) will come under the purview of SSC (RASCI).
- Any formative assessment done by Institute / College / University for Theory component without \* will not have any weightage on assessment conducted by SSC.
- SSC will conduct assessments on the Skill Component every Semester / Annually based on the pattern of the University / College
- Assessment will be done based on defined Assessment Criteria and Assessment Framework (**Refer Annexure B**)

**Total Pass marks**

	Paper	Pass Marks-Theory	Pass Marks- Practical
<b>General /Theory Component</b>	All Papers	The aggregate minimum passing criteria should be as prescribed by University/ College / SSC cut off for NSQF QP level exit.	The aggregate minimum passing criteria should be as prescribed by University/ College/ SSC cut off at NSQF QP level exit.
<b>Skill / OJT Component</b>	OJT	The aggregate minimum passing criteria should be as prescribed by University/ College / SSC cut off.	The aggregate minimum passing criteria should be as prescribed by University/ College/ SSC cut off.

**13 Job description-brief:** Individuals in this position will be responsible for planning store sales on a daily / weekly / monthly basis by organizing staff and resources to accomplish sales and productivity targets.

**14 Employment avenues/opportunities:**

- The apprentice may be employed under Modern Retail Trade organizations / Fast Moving Consumer Goods (FMCG)/ Fast Moving Consumer Durable (FMCD) companies as a Retail Team Leader. The apprentice can then progress to supervisory roles in these organisations.

	<ul style="list-style-type: none"><li>• The apprentice can horizontally progress to supervisory roles in sales under B2B retail formats too.</li></ul>
<b>15</b>	<b>Curriculum version and date: Ver 1.0 19-2-2019</b>
<b>16</b>	<b>Curriculum revision date: 30-9-2022</b>

## B. Curriculum

Semester I				
Paper	Modules/ unit	Key learning outcomes	Hours (theory and practical)	No of credits
Theory Paper I – Introduction to Retail Store Operations	Introduction to Retail	<ol style="list-style-type: none"> <li>List the stages of evolution of Retail in india and Internationally.*</li> <li>Describe the features of different formats of retail stores and their significance*</li> <li>Describe the significance of store location in Retail*</li> <li>Identify the career prospects in Retail sector*</li> <li>Outline a typical organogram of an organisation under all sub-sectors of retail. *</li> </ol>	60	04
	Retail Store Operations	<ol style="list-style-type: none"> <li>Explain the key roles and their responsibilities in store operations management at each level of the store and Head Offices*</li> <li>Explain the role of supply chain management system in fulfilling the needs of the Retail Store and the Customer / consumer*               <ul style="list-style-type: none"> <li>Supply chain system of Retail</li> <li>Product distribution channels</li> <li>Stakeholders</li> <li>Functions of elements of Supply Chain system</li> <li>Role and of logistics and transportation in</li> </ul> </li> </ol>		



		<p>supply chain system</p> <ul style="list-style-type: none"> <li>Types of logistics and transportation used by Retailing Organisation</li> </ul> <p>3. Identify the different categories of product / services that are dealt by Retail Business houses*</p> <p>4. Describe the stages of store operations – Pre-Opening, Opening, During and Day end *</p>		
	Retail Store Practices	<p>1. Identify the equipment and machineries used in retail stores.*</p> <p>2. Explain the health, hygiene and safety &amp; security practices that needs to be followed at the place of work. *</p> <p>3. Explain the importance of customer relationships in enhancing the value of the business*</p> <p>4. Describe the key terminologies used and practices followed in retail stores*</p>		
Theory Paper II - In-store Cashiering & Merchandising Operations – 1	Overview of Retail Store	<p>1. Outline the sales and marketing practices at retail stores *</p> <p>2. Explain merchandising practices and different store layouts *</p> <p>3. Different Store layouts - Grid, Angular, Racetrack, Free Flow etc*.</p> <p>4. Discuss the essentials for management of customer flow in Retail stores with respect to designs of layouts.*</p> <p>5. Advantages of different store layouts and their role as per store format and merchandise*</p>	60	04

	Retail Store Stock Management	<ol style="list-style-type: none"> <li>1. Describe goods receiving and storage process within the retail store.</li> <li>2. Describe the process of replenishment of goods / products into the sales area / shelves of the stores</li> <li>3. State the importance of carrying out stock counts at the store.</li> <li>4. Describe the importance of perpetual inventory &amp; annual inventory process</li> </ol>		
	Merchandising & Visual Merchandising	<ol style="list-style-type: none"> <li>1. State the meaning of merchandising and Visual Merchandising.</li> <li>2. List the process steps of setting up a product display at the store.</li> <li>3. Describe the significance and use of different types of fixtures used in a Retail store to set up a display.</li> <li>4. Explain the concept of planogramming.</li> <li>5. Describe the importance of organizing the products for sale – Product display process, product quality conformance, waste management.</li> <li>6. Describe the elements of customer loyalty schemes - Types, significance, features and benefits.</li> <li>7. Outline the importance of working effectively with a team in an organization.</li> <li>8. Explain the principles of Visual Merchandising.</li> <li>9. Identify elements of Visual merchandising.</li> <li>10. Identify types of visual merchandising (VM) displays</li> <li>11. Describe the importance of</li> </ol>		

		<p>organizing the products for sale – Product display process, product quality conformance, waste management</p> <p>12. Identify customer loyalty schemes - Types, significance, features and benefits.</p> <p>13. Outline the importance of working effectively with a team/in an organization</p>		
<p>Theory Paper III - In Store Cashiering &amp; Merchandising Operations – II</p>	<p>Point of Sale (POS) Operations</p>	<ol style="list-style-type: none"> <li>1. Describe POS (Points of Sale) machine and its operations.</li> <li>2. Explain the process of handling different tenders through POS machine.</li> <li>3. Identify statutory requirements that need to be followed at POS during the sale such as - sale of age restricted product, pricing policies, sales / service taxes, components of a sales invoice and its significance.</li> <li>4. List the elements of a POS machine.</li> <li>5. List the steps of setting up a POS machine for transaction.</li> <li>6. Discuss the need for providing customer service POS counter.</li> <li>7. Identify customer buying habits and buying life cycle*</li> <li>8. Describe the need to provide information and advice to customers</li> <li>9. Describe the transactions that can be processed at POS such as – Sale, Promotional offers, delivery orders, exchanges, returns,</li> </ol>	60	04

		markups, markdowns, loyalty cards, different tenders.		
Theory Paper IV - Business Economics	Introduction to Managerial Economics*	<ol style="list-style-type: none"> <li>1. Explain the elements, concepts and application of managerial economics <ul style="list-style-type: none"> <li>• Meaning, Nature,</li> <li>• Scope, relationship with other sciences &amp; its Significance, E</li> <li>• Economics applied to Business Decisions,</li> <li>• Theory of firm &amp; industry Demand Analysis – Law of demand, determinants of demand, demand curve, consumer surplus, Elasticity of demand &amp; Demand forecasting.</li> </ul> </li> </ol>	60	04
	Elements of Costs*	<ol style="list-style-type: none"> <li>1. Explain the following elements of Cost <ul style="list-style-type: none"> <li>• Average, Marginal &amp; total cost, Basic cost curves,</li> </ul> </li> <li>2. Relation between production &amp; cost, Break Even Analysis – Break Even point,</li> <li>3. Managerial use of B.E.P. and its limitation.</li> <li>4. Factors influencing P/V decisions. 3. 3.</li> </ol>		
	Elements of Pricing*	<ol style="list-style-type: none"> <li>1. Explain the following elements of pricing, profit planning &amp; management.</li> <li>2. Price output decisions, classification of markets.</li> <li>3. Structures and their making features, Pricing under Perfect Competition and Monopoly.</li> <li>4. Profit Planning &amp; Management – Types of Profit, some concepts</li> </ol>		

		related to profit, factors determining, profit in short- & long-term Dynamics of surplus, Theory & residual claimant theory of Profit.		
Theory Paper V - Business Communication Skill	Introduction to Business Communication Skills*	<ol style="list-style-type: none"> <li>1. Identify the need for business communication*</li> <li>2. Explain the methods to practice the Business communication skills at the workplace* <ol style="list-style-type: none"> <li>a. Writing Skills – Resume &amp; job application writing, email writing, letters of communication to different stakeholders / inter departments, preparing proposals and quotations, raising complaints, replies to complaints*</li> <li>b. Meetings – Plan, Prepare, Organise, Conduct &amp; Report. (Online &amp; Physical meetings)*</li> <li>c. Report writing* - business reports, project reports</li> <li>d. Reading Skills *</li> <li>e. Report Reading* - analyze business reports, proposals</li> <li>f. Oral Communication* - one to one, one to many, delivering business presentations.</li> </ol> </li> </ol>	60	04
	Professional Skills*	<ol style="list-style-type: none"> <li>1. Identify the need for professional Skills*</li> <li>2. List the elements of</li> </ol>		

		<p>professional skills required at the workplace*</p> <ol style="list-style-type: none"> <li>3. Explain the features and benefits of the elements of professional skills*</li> <li>4. Explain the methods to practice the professional skills at workplace* <ol style="list-style-type: none"> <li>a. Decision Making*</li> <li>b. Critical thinking*</li> <li>c. Interpersonal Skills*</li> <li>d. Personal presentation and grooming etiquettes *</li> </ol> </li> <li>5. Discuss the importance / significance of communication skills in personal and professional life</li> </ol>		
	Effective Communication*	<ol style="list-style-type: none"> <li>1. Describe the principles &amp; characteristics of effective communication*</li> <li>2. Identify and state the reasons for barriers in communication*</li> <li>3. List the solutions to typical communication barriers*</li> <li>4. Describe the importance of effective listening skills *</li> <li>5. Explain elements of effective verbal communication skills - when asking questions, providing and receiving information*</li> </ol>		
Theory Paper VI Basics of Business Management	Introduction to Business Environment*	<ol style="list-style-type: none"> <li>1. Explain the functions and scope of Business*</li> <li>2. Explain the following factors of Business Environment* <ol style="list-style-type: none"> <li>a. Nature and Significance of Business Environment</li> </ol> </li> </ol>	60	04

		<ul style="list-style-type: none"> <li>b. Types of Business Environment</li> <li>c. Environmental Analysis– Process, Importance and Limitations</li> <li>d. Environmental Factors affecting Business Decisions.</li> <li>e. Techniques of Environmental analysis- SWOC / SWOT, PESTLE, QUEST.</li> <li>f. Business organisations and their goals</li> </ul>		
	<p>Regulatory Framework*</p>	<ul style="list-style-type: none"> <li>1. Explain the role of Government regulations and statutes in setting up &amp; functioning of Retail Stores in India*</li> <li>2. Identify the legal compliances that are necessary for the operation of a Retail Store. *</li> <li>3. List the basics of Licenses Process &amp; Scope- Liaison and interact with local corporations/authorities for smooth conduct of business and procurement of applicable permissions / licenses.*</li> <li>4. Identify the legal compliances, quality norms with respect to selling of products and services. *</li> <li>5. Outline the process for handling of goods, equipment, hazardous material to improve safety conditions at workplace. *</li> <li>6. Identify the legal structure of the business. *</li> </ul>		

		<p>7. Discuss the process of securing rights to products and services*</p> <p>8. Explain the evolution of retail sector in India *</p> <ul style="list-style-type: none"> <li>• Evolution of retail</li> <li>• Factors leading to growth of retail in India.</li> <li>• Role of International retailing and international players in retail sector</li> <li>• FDI and its impact on retail sector</li> <li>• Organised &amp; Unorganised retail</li> <li>• Sub sectors of retail <ul style="list-style-type: none"> <li>• Brick Mortar Stores</li> <li>• FMCG / D sales &amp; Distribution</li> <li>• E-Commerce / E-retailing</li> <li>• Direct sales</li> </ul> </li> </ul> <p>9. Describe the Features of B2B and B2C business models in Retail sector with examples.*</p>		
	<p>Retail Sales &amp; Marketing*</p>	<p>1. State the meaning of - marketing &amp; sales</p> <p>2. Describe the terms –</p> <ol style="list-style-type: none"> <li>a. Marketing - Production concept, Selling</li> <li>b. concept, Societal, Marketing concept.</li> <li>c. Selling Vs marketing, Marketing Mix,</li> <li>d. 4 Ps of Marketing,</li> <li>e. Demand &amp; supply Need &amp; its types</li> </ol> <p>3. Discuss the prominence of Retail Marketing Environment in India.</p> <p>4. Explain the elements of</p>		



		<p>consumer behaviour that affect marketing strategies– *</p> <ol style="list-style-type: none"> <li>a. Consumer / customer behaviour</li> <li>b. Customer decision making / buying process</li> <li>c. Impact of different types of customer behaviour on retail sales &amp; marketing strategies</li> </ol> <p>5. Explain the significance of market segmentation *</p> <ol style="list-style-type: none"> <li>a. Target segment and need for market segmentation</li> <li>b. Bases for segmentation of market and its significance in retail sector</li> <li>c. Targeting &amp; product positioning. In retail</li> <li>d. Product life cycle</li> </ol> <p>6. Explain the importance of distribution channel*</p> <ol style="list-style-type: none"> <li>a. Meaning and significance in retail sales,</li> <li>b. Types of Distribution channel - Direct &amp; Indirect.</li> <li>c. Role of intermediaries and distribution channel management.</li> <li>d. Management of returns and reverse logistics in retail.</li> </ol> <p>7. Explain the various functions of marketing &amp; sales &amp; in a Retail organisation and the store *</p> <p>8. Explain the following –</p> <ol style="list-style-type: none"> <li>a. Target Market &amp; market segmentation</li> <li>b. Gauging Growth Opportunities,</li> </ol>		
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		<ul style="list-style-type: none"><li>c. benefits of building a Sustainable Competitive Advantage,</li><li>d. Importance of Strategic Retail Planning Process,</li><li>e. Differentiation Strategies, Positioning decisions</li></ul> <p>9. Describe the impact of different types of customer behaviour on retail sales</p> <p>10. List the role of sales promotion</p> <p>11. Explain the Basics of promotion mix-</p> <ul style="list-style-type: none"><li>a. Advertising, sales promotion, personal selling, and sales management.</li><li>b. direct and online marketing, multilevel marketing</li><li>c. the new marketing models</li><li>d. Marketing Communication &amp; Social Media Marketing</li></ul> <p>12. Discuss the Importance of sales performance reviews and review based future of action*</p>		
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Semester II				
Paper	Modules/ unit	Key learning outcomes	Hours (theory and practical)	No of credits
<b>OJT Modules</b> <b>Bridge Module</b>	1. Goods Receipt and Storage Operations  Corresponding NOS:	<ol style="list-style-type: none"> <li>1. Prepare the goods receiving area for the arrival of the goods delivery.</li> <li>2. Ensure that the relevant checks are carried out on – receiving, moving and storing equipment.</li> <li>3. Carry out goods receipt and storage operations by –               <ol style="list-style-type: none"> <li>a. Following appropriate goods handling procedures for different categories of products</li> <li>b. Ensuring quality and quantity conformance</li> <li>c. Moving and storing the goods in the designated area</li> </ol> </li> </ol> <p>Completing the paperwork pertaining to receipt, storage, and stock control system updates</p>	120	04
<b>OJT Modules (Retail Associate Cum Cashier - RAS/Q0108)</b>	2. Cashiering Practices at the store  Corresponding NOS: RAS/N0110; RAS/N0111; RAS/N0112; RAS/N0113; RAS/N0115;	<ol style="list-style-type: none"> <li>1. Set-up and service the POS terminal</li> <li>2. Monitor receipt practices and processes at the cash point / POS</li> <li>3. Follow procedures for sales of age restricted products</li> <li>4. Carry out Billing operations at the POS</li> </ol>	120	04

	RAS/N0116; RAS/N0117.	<p>terminal.</p> <ol style="list-style-type: none"> <li>5. Provide customer service at the POS counter</li> <li>6. Check availability of goods</li> <li>7. Process customer orders</li> <li>8. Follow statutory guidelines for sales of products &amp; services.</li> <li>9. Process goods returns and part exchanges at POS.</li> <li>10. Negotiate part exchange transactions with the customers</li> <li>11. Process cash, credit &amp; other tender transactions at POS</li> <li>12. Carry out bagging /packing tasks as per the company policy.</li> <li>13. Carry out transactions on POS with respect to <ul style="list-style-type: none"> <li>- Override,</li> <li>- Cancellation at POS,</li> <li>- Void transactions,</li> <li>- markup, markdown,</li> <li>- applying promotions,</li> <li>- use loyalty cards.</li> </ul> </li> <li>14. Resolve customer complaints raised at POS counters.</li> </ol>		
<b>OJT Modules (Retail Associate Cum Cashier- RAS/Q0108)</b>	<ol style="list-style-type: none"> <li>3. Help maintain health &amp; safety and Cleanliness &amp; hygiene</li> </ol> <p>Corresponding NOS: RAS/N0121 RAS/N0123</p>	<ol style="list-style-type: none"> <li>4. Assist in carrying out company procedures and legal requirements for dealing with accidents and emergencies in the form of a mock drill.</li> <li>5. Speak and behave in a calm way while dealing with accidents and emergencies.</li> <li>6. Report accidents and emergencies promptly, accurately and to the right person.</li> </ol>	30	01

		<ul style="list-style-type: none"><li>7. Carryout evacuation process followed during emergency through a mock drill.</li><li>8. Follow relevant health and safety procedures based as per the organisation policies while carrying out the day-to-day task</li><li>9. Use cleaning equipment in a safe manner and maintain the work surfaces clean.</li><li>10. Comply to the cleaning benchmarks of the organisation</li><li>11. Carryout waste disposal as per the pre-defined process</li><li>12. Comply to the grooming and personal hygiene policy of the organisation</li><li>13. Follow manufacturer's / suppliers guidelines while handling any product/equipment</li><li>14. Use personal protective equipment wherever applicable.</li><li>15. Use the safety procedures / processes advised in the standard operating procedures while handling any kind of equipment / product / material.</li><li>16. Carry out lifting and goods handling by using appropriate lifting &amp; handling techniques</li></ul>		
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<b>OJT Modules (Retail Associate Cum Cashier - RAS/Q0108)</b>	4. Store Security  Corresponding NOS: RAS/N0119	<ol style="list-style-type: none"> <li>1. Identify and report store's security risks (shoplifting, theft by staff, aggressive customers, vandalism, terrorist activity, etc.) to the right person.</li> <li>2. Follow company procedures for preventing security risks while he/she works.</li> <li>3. Report any security breach in the store to the right person.</li> <li>4. Activate and deactivate all loss prevention and security devices as per the requirement.</li> <li>5. Secure all the security alarms.</li> </ol>	30	01
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<b>OJT Modules (Retail Associate Cum Cashier - RAS/Q0108)</b>	5. Display stock to promote sales  Corresponding NOS: RAS/N0105	<ol style="list-style-type: none"> <li>1. Identify the need for the display in relation to stock, space, position of the display and dates.</li> <li>2. Check the display area for the right size and report any concerns promptly.</li> <li>3. Identify and obtain the materials equipment and products required for setting up a display</li> <li>4. Clear, clean and prepare the display area before use.</li> <li>5. Setup the display of stocks on the display area with.</li> <li>6. Check that the display has the required levels of stock.</li> <li>7. Clean and store equipment and excess materials; dispose of waste safely, correctly and promptly.</li> <li>8. Attach the right labels to the right products after checking the label for clear, accurate and legal information.</li> <li>9. Report promptly any information on labels that may need change.</li> </ol>	120	04
	6. Plan, prepare and dress visual merchandising displays  Corresponding NOS: RAS/N0106 RAS/N0107	<ol style="list-style-type: none"> <li>1. Identify the purpose, content and style of the display.</li> <li>2. Identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it.</li> <li>3. Evaluate whether the place to put the display is likely to fulfil the design brief.</li> <li>4. Create new and effective ways of improving the visual effect, within his/her</li> </ol>	120	04

		<p>limits of design brief, company's visual design policies and authority.</p> <ol style="list-style-type: none"><li>5. Use merchandise and props that are most likely to attract customers' attention and promote sales.</li><li>6. Identify other merchandise and props when those originally specified are not available or not suitable, and agree the selections with the right person.</li><li>7. Verify arrangements for delivery of merchandise &amp; props with the right people, allowing enough time for deliveries to arrive before display must be installed.</li><li>8. Update stock records to account for merchandise on display.</li><li>9. Use the design brief to identify the focal points of the display.</li><li>10. Choose appropriate shapes, colours and groupings that suit the purpose and style of the display.</li><li>11. Check that lighting is installed in line with the design brief.</li><li>12. Check that the finished display meets health and safety guidelines and legal requirements.</li><li>13. Position merchandise, graphics &amp; signs according to guidelines &amp; in ways that attract attention &amp; interest of customers &amp; give customers information they need.</li><li>14. Group merchandise appropriately for the purpose &amp; style of display, the selling features of merchandise</li></ol>		
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		<p>&amp; the visual effect needed under the design brief.</p> <p>15. Check that all the parts of the display are suitable for the purpose of the display and meet requirements.</p> <p>16. Check that the display meets requirements for easy access, safety and security.</p> <p>17. Identify safety and security risks to the display and choose suitable ways of reducing risks.</p> <p>18. Encourage colleagues to provide constructive comments about the display.</p> <p>19. Make any authorized adjustments to achieve the visual effect and to make the display safe and secure.</p> <p>20. Regularly check the display's visual effect.</p> <p>21. Report any problems and risks promptly and accurately to the right person.</p>		
<p><b>OJT Modules (Retail Associate Cum Cashier - RAS/Q0108)</b></p>	<p>7. Dismantle and store visual merchandising displays.</p> <p>Corresponding NOS: RAS/N0108</p>	<p>1. Dismantle displays safely to avoid parts being damaged during dismantling.</p> <p>2. Return the parts of the display to the appropriate places promptly and, if needed, in a saleable condition.</p> <p>3. Dispose of unwanted materials safely and keep accurate records of this if needed.</p> <p>4. Clean display sites and parts using safe and approved cleaning materials and equipment</p> <p>5. Work out accurately the storage space</p>	120	04

		<p>required and identify the required protective packaging and security measures.</p> <ol style="list-style-type: none"> <li>6. Store items in suitable places and with clear and accurate labels.</li> <li>7. Keep accurate and up-to-date records of items in storage.</li> <li>8. Identify damaged items, missing items and dangers and risks to health and safety, and report these promptly to the right person.</li> <li>9. Check that storage facilities and items in storage are clean, safe, secure and accessible only to those authorized.</li> </ol>		
<p><b>OJT Modules (Retail Associate Cum Cashier - RAS/Q0108)</b></p>	<p>8. Prepare products for sale</p> <p>Corresponding NOS: RAS/N0109</p>	<ol style="list-style-type: none"> <li>1. Check that all expected items and parts of the product are in the package.</li> <li>2. Remove all unwanted packaging and safely dispose of waste.</li> <li>3. Gather the tools needed for putting products together.</li> <li>4. Use safe work methods and follow manufacturers' instructions when putting products together.</li> <li>5. Check that products have been assembled correctly and can be used safely.</li> <li>6. Ask the right person for help when products are proving difficult to put together.</li> <li>7. Check regularly that products on display are in a satisfactory condition.</li> <li>8. Remove damaged products from display</li> </ol>	120	04

		and follow company procedures for dealing with them.		
<b>OJT Modules (Retail Associate Cum Cashier-RAS/Q0108)</b>	9. Promote loyalty schemes to customers.  Corresponding NOS: RAS/N0118	<ol style="list-style-type: none"> <li>1. Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining.</li> <li>2. Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme.</li> <li>3. Respond positively to any questions or objections that the customer raises.</li> <li>4. Provide relevant information to the customer to help them decide whether to join the scheme.</li> <li>5. Treat the customer politely at all times and in a way that promotes goodwill.</li> <li>6. Respond accurately when customers are interested in joining the scheme.</li> <li>7. Engage with customers who are showing signs of interest to sign up for the scheme and provide application forms to those willing to join the scheme then and there.</li> <li>8. Fill in the membership application accurately with the customer, using the information they provide, and give the customer proof of their membership.</li> <li>9. Check with the customer that their details, as</li> </ol>	60	02

		shown on the membership documentation, are correct.		
<b>OJT Modules (Retail Associate Cum Cashier - RAS/Q0108)</b>	10. Provide information and advice to customers  Corresponding NOS: RAS/N0124	<ol style="list-style-type: none"> <li>1. Acknowledge promptly and politely customers' requests for information and advice.</li> <li>2. Identify the customer's needs for information and advice.</li> <li>3. Communicate information and advice to customers in ways they can understand.</li> <li>4. Provide relevant, complete, accurate and up-to-date information and advice to customers.</li> <li>5. Check politely that the information and advice provided meets the customer's needs.</li> <li>6. Find other ways to help the customer when the information and advice given is not satisfactory.</li> <li>7. Identify the nature of the complaint from information obtained from customers.</li> <li>8. Acknowledge the complaint clearly and accurately and apologise to the customer.</li> <li>9. Follow legal requirements and company policies and procedures for dealing with complaints.</li> <li>10. Refer requests, issues, and complaints promptly to the right person &amp; explain the referral procedure clearly to the</li> </ol>	120	04

		<p>customer, when it is beyond his/her responsibility to sort them.</p> <p>11. Discuss and agree the options for solving the problem with the customer.</p> <p>12. Take action to implement the option agreed with your customer.</p> <p>13. Work with others and your customer to make sure that any promises related to solving the problem are kept.</p> <p>14. Keep your customer fully informed about what is happening to resolve the problem.</p> <p>15. Check with your customer to make sure the problem has been resolved to their satisfaction.</p> <p>16. Give clear reasons to your customer when the problem has not been resolved to their satisfaction.</p>		
<p><b>OJT Modules (Retail Trainee Associate Cum - RAS/Q0108)</b></p>	<p>11. Work effectively in a retail team &amp; organisation.</p> <p>Corresponding NOS: RAS/N0137 To work effectively in a Retail team</p> <p>RAS/N0138 To work effectively</p>	<p>17. Demonstrate ability to seek help and information from colleagues when needed.</p> <p>18. Illustrate the methods to respond to colleagues' requests for help and information:</p> <p>a. when own workload allows</p> <p>b. within the limits of own responsibility</p>	120	04

	<p>in an organisation</p>	<p>c. in ways that attempt to maintain working relationships</p> <p>19. Illustrate the methods to identify how help can be sought from the team members when required</p> <p>20. Demonstrate the organizational practices for safeguarding own and others' health and safety while at work</p> <p>21. Demonstrate the skills required to receive and implement feedback on own work.</p> <p>22. Illustrate the methods that aid in evaluating own work performance against benchmarks.</p> <p>23. Demonstrate ability to provide new opportunities for colleagues to learn new skill.</p> <p>24. Demonstrate Compliance with company's health and safety procedures while working and training others.</p>		
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Semester III				
Paper	Modules/ unit	Key learning outcomes	Hours (theory and practical)	No of credits
Theory Paper I  Sales Management	Retail sales process managem ent	<ol style="list-style-type: none"> <li>1. Describe the importance of planning and organizing schedules for self*</li> <li>2. Explain the significance of goal setting to achieve sales objectives*</li> <li>3. Describe the components of retail mathematics &amp; its impact on profit &amp; loss*</li> <li>4. Describe the elements of buying operations*</li> <li>5. Explain the basics of category management *</li> <li>6. Describe the rudiments of retail department management *</li> <li>7. Outline the steps of retail sales process.</li> <li>8. Describe the selling techniques used to               <ol style="list-style-type: none"> <li>a. Open a sales call</li> <li>b. Identify needs of the customers</li> <li>c. Propose appropriate solutions</li> <li>d. Handle objections</li> <li>e. Close a sale</li> </ol> </li> <li>9. Discuss the features of specialist products.</li> <li>10. Describe the terms Upselling &amp; Cross Selling and its impact on sales revenues</li> <li>11. Describe the characteristics of personalized sales &amp; post sales service</li> <li>12. Discuss the importance of sales on credit and elements of credit</li> </ol>	60	04

		<p>application and approval process</p> <p>13. Discuss the need to manage sales promotions</p>		
<p>Theory paper II</p> <p>Customer Relationship Management (CRM)</p>	<p>Customer Service &amp; Redressal System</p>	<ol style="list-style-type: none"> <li>1. Explain the characteristics of customer touch points at the store and their significance wrt Sales and Customer Service *</li> <li>2. Explain how to identify customer needs and buying behavior *</li> <li>3. Explain the benefits of Customer Relationship Management (CRM) and its implication on Business *</li> <li>4. Components of CRM,</li> <li>5. Role of CRM in marketing and sales.</li> <li>6. Principles of CRM,</li> <li>7. Customer Relationship Management Strategies, Impact of CRM on business revenues</li> <li>8. Describe the elements of customer service management (Types of customers, complaint handling &amp; resolution, delivery of reliable service, process for continuous improvement, significance of teamwork in meeting the expectations of customers, CRM systems and their uses.)</li> <li>9. Explain the processes and practices of customer engagement, providing customer service in B2B retail environment*</li> <li>10. Explain how to handle customer service concerns</li> <li>11. Customer Complaints</li> <li>12. Describe the best practices followed in resolving <ul style="list-style-type: none"> <li>• customer complaints</li> </ul> </li> </ol>	60	04



		<p>and decision-making processes in addressing customer service problems*</p> <ul style="list-style-type: none"> <li>• Addressing customer grievances</li> </ul> <p>13. Discuss the elements of Customer Redressal System &amp; strategies</p>		
Theory Paper III ERP & Computer Skills	Introduction to ERP*	<ol style="list-style-type: none"> <li>1. Outline the overarching structure of an enterprise system.*</li> <li>2. Discuss the evolution and utilities of Enterprise* Resource Planning (ERP).</li> <li>3. List the risks and benefits of an ERP system.*</li> <li>4. Describe the features of fundamental technology used in enterprise resource planning. *</li> <li>5. Explain the factors that need to be considered in – <ul style="list-style-type: none"> <li>a. Planning and designing of ERP systems.*</li> <li>b. Implementation of cross functional integrated ERP systems*</li> </ul> </li> </ol>	60	04
	ERP Solutions and Functional modules*	<ol style="list-style-type: none"> <li>1. Discuss the need for an ERP solution in a Retailing Organisation.*</li> <li>2. Explain the characteristics and applications of ERP software solutions that are used by Small, medium and large retail organisations.*</li> <li>3. Discuss the significance of Business Process Re-engineering (BPR) in ERP solutions wrt to business processes of a Retail organisation.*</li> <li>4. State the need for business process management (BPM)</li> <li>5. Identify the co-relation between ERP solution and</li> </ol>		

		<p>BPM of an organisation.*</p> <ol style="list-style-type: none"> <li>6. Discuss the elements of BPM lifecycle.*</li> <li>7. List the different functional modules used in various functions &amp; departments of a retail store (Small, Medium &amp; Large) *</li> <li>8. Describe the features, advantages and benefits of different functional modules of ERP used by Retail organisations (Small, Medium and Large). *</li> <li>9. Identify the emerging trends in ERP.*</li> </ol>		
	Computer Skills*	<ol style="list-style-type: none"> <li>1. Identify the software and related skills required to carry out and other administrative functions of the job role on a computer*</li> <li>2. Describe the importance and functions of computer applications * <ol style="list-style-type: none"> <li>a. MS Office,</li> <li>b. Internet applications &amp; email applications</li> <li>c. orientation to POS software(s) in retail*</li> </ol> </li> <li>3. Introduction to CRM software</li> </ol>		
<p>Theory Paper IV</p> <p>FMCG / FMCD Sales &amp; Distribution</p>	Distribution of products	<ol style="list-style-type: none"> <li>1. Identify the product categories in FMCG / FMCD</li> <li>2. Outline the supply chain system in FMCG /FMCD (Manufacturer, Transportation system, Storage, Distribution &amp; retailing and post-sale services) *</li> <li>3. Outline the hierarchy of stakeholders in the FMCG/FMCD distribution system.*</li> <li>4. Explain the roles &amp; responsibilities of different stakeholders in FMCG distribution system *</li> </ol>	60	04

		<ol style="list-style-type: none"> <li>5. Discuss the importance of influencing people through personal effectiveness *</li> <li>6. Explain the importance and best practices followed in distributor and retailer relationship management *</li> </ol>		
	FMCG / FMCD Sales Management	<ol style="list-style-type: none"> <li>1. Explain the importance of data analysis and planning in sales*</li> <li>2. List the roles and responsibilities of a distributor salesperson (Territory, day to day planning, route &amp; beat plans, target achievement, outlet categories, productivity metrics, merchandising &amp; branding, stock management, order booking)</li> <li>3. Outline the steps of effective sales calls.</li> <li>4. List the objection handling and negotiation techniques with retailers.</li> <li>5. Discuss the need for team management in distribution of products *</li> </ol>		
<p>Theory Paper V</p> <p>Non-Store Retailing</p>	eCommerce	<ol style="list-style-type: none"> <li>1. Describe the features of non-store retailing formats *</li> <li>2. State the significance of ecommerce in the retailing ecosystem/ industry *</li> <li>3. Explain the growth prospects in eRetailing &amp; e-commerce*</li> <li>4. Identify sales and marketing practices in eRetailing*</li> <li>5. Explain the importance of stakeholder management in e-commerce environment*</li> <li>6. State the importance of technology platforms in eRetailing*</li> <li>7. List the key e-commerce / etailing technology platforms.</li> </ol>	60	04

		8. Outline the process steps of customer service fulfilment * 9. State the significance of identifying competition and gathering market information to enhance business performance. 10. Explain the significance of product catalogues on the e-com website. 11. Discuss the need for category management on eRetailing platforms. 12. List the key statutory guidelines for sales on e-com sites. 13. Explain the seller acquisition process for eCom platforms.		
Theory Paper VI  Fundamentals of Financial & Cost Accounting	Introduction to Financial Accounting	1. Explain the basic accounting practices in retail organisations – <ul style="list-style-type: none"> <li>• meaning, definition,</li> <li>• objectives, scope, basic, terms, accounting principles in retail business</li> <li>• branches of accounting</li> <li>• uses &amp; limitations of Accounting, Concepts &amp; Conventions,</li> <li>• Statements of Final Accounts in retail – Meaning, need &amp; objectives,</li> <li>• types of Trading Account – Meaning &amp; need *</li> <li>• Profit &amp; loss Account – meaning &amp; Need*</li> <li>• Balance Sheet- Meaning &amp; need *</li> <li>• Meaning of final accounts with adjustment entry. *</li> <li>• Impact of profit &amp; loss account and balance</li> </ul>	60	04

		<p>sheet on business goals of the organisation*</p> <ul style="list-style-type: none"> <li>• markup &amp; mark down practices in retail, impact of mark up and mark down on financial accounting &amp; profits *</li> <li>• Retail Maths –</li> <li>• Define - GMROL / GMROF / GMROI (gross margin return on labour / gross margin return on selling feet / gross margin on inventory)</li> <li>• Explain merchandise intensity &amp; service intensity</li> <li>• Explain conversion rate, average transaction &amp; items per invoice</li> <li>• Apply GMROL / GMROF / GMROI to improve the sales in a store</li> <li>• Define what is a Key Performance Indicators (KPI)</li> <li>• Explain the importance of using various Key Performance Indicators (KPI)</li> <li>• List the various Key Performance Indicators (KPI) for a store</li> <li>• Explain the reason for using Key Performance Indicators (KPI)</li> <li>• Explain a Performance Score card of the store</li> </ul>		
	Accounting Practices	<ol style="list-style-type: none"> <li>1. Describe the common practices of accounting in a department of a business organisation- *</li> <li>2. Departmental accounting and role of Accountants</li> </ol>		

		<p>3. Basis of Allocation of Expenses and Incomes / Receipts</p> <p>4. Inter Departmental Transfer: At Cost Price and Invoice Price</p> <p>5. Stock Reserve</p> <p>6. Departmental Trading and Profit and Loss Account and Balance Sheet</p>		
	Cost Accounting	<p>1. Explain the role of cost accountancy and cost management in retail store operation -</p> <ul style="list-style-type: none"> <li>• Cost, Costing and Cost Accounting</li> <li>• Classification of Cost on different bases</li> <li>• Cost Allocation and Apportionment, Cost management, Cost Control</li> </ul>		

Semester IV				
Paper	Modules/ unit	Key learning outcomes	Hours (theory and practical)	No of credits
<b>OJT Modules</b>  <b>(Retail Sales Associate - RAS/Q0104)</b>	1. Create a positive image of self & organisation in the customer's mind.  Corresponding NOS: RAS/N0130 RAS/N0120 RAS/N0122	<ol style="list-style-type: none"> <li>1. Comply to organisation's standards of appearance and behaviour.</li> <li>2. Greet respectfully and speak politely to customers.</li> <li>3. Identify and confirm the customer's expectations.</li> <li>4. Always treat customers courteously and helpfully.</li> <li>5. Keep customers informed and reassured.</li> <li>6. Adapt his/her behavior to respond effectively to different customer behavior.</li> <li>7. Respond promptly to a customer seeking assistance.</li> <li>8. Check with customers to fully understand their expectations.</li> <li>9. Respond promptly and positively to customers' questions and comments.</li> <li>10. Allow customers time to consider associate's response and give further explanation when appropriate.</li> <li>11. Provide customers the information they need about the services or products offered by the organization.</li> <li>12. Identify information that customers might find complicated and check whether they fully understand.</li> </ol>	90	03

		<p>13. Explain clearly to customers any reasons why their needs or expectations cannot be met.</p> <p>14. Help keep the working environment secure at all the times as per the SOPs of the organisation</p> <p>15. Deal with accidents and emergencies situations spontaneously in alignment to the policies of the organisation</p> <p>16. Keep a vigil on health and safety hazards at workplace all the time.</p> <p>17. Help to reduce health and safety risks at all the time during the work.</p>		
<p><b>OJT Modules</b></p> <p><b>(Retail Sales Associate - RAS/Q0104)</b></p>	<p>2. Demonstrate products to customers.</p> <p>Corresponding NOS: RAS/N0125</p>	<p>1. Prepare the demonstration area and check that it can be used safely.</p> <p>2. Check whether the required equipment and products for demonstration are in place.</p> <p>3. Demonstrate products clearly and accurately to customers, including all the features and benefits he/she thinks are needed to gain the customer's interest.</p> <p>4. Present the demonstration in a logical sequence of steps and stages.</p> <p>5. Communicate clear and accurate information during demonstrations.</p> <p>6. Clear away the equipment and products at the end of the demonstration and connect with the customer.</p>	120	04



<p><b>OJT Modules (Retail Sales Associate - RAS/Q0104)</b></p>	<p>3.Help customers choose right products</p> <p>Corresponding NOS: RAS/N0126</p>	<ol style="list-style-type: none"> <li>1. Identify product features and benefits that interest individual customers and focus on these when discussing products.</li> <li>2. Explain clearly and accurately relevant product features and benefits to customers.</li> <li>3. Compare and contrast products in ways that help customers choose the product that best meets their needs.</li> <li>4. Check customers' responses to his/her explanations and confirm their interest in the product.</li> <li>5. Encourage customers to ask to questions &amp; respond to their questions, comments &amp; objections in ways that promote sales &amp; goodwill.</li> <li>6. Identify suitable opportunities to tell the customer about associated or additional products and do so in a way that promotes sales and goodwill.</li> <li>7. Check the store for security, safety and potential sales whilst helping customers.</li> <li>8. Allow customers enough time to evaluate products and ask questions.</li> <li>9. Handle objections and questions in a way that promotes sales and keeps the customer's confidence.</li> <li>10. Identify the need for additional and associated products and take the opportunity to increase sales.</li> <li>11. Acknowledge the customer's buying decisions.</li> </ol>	<p>90</p>	<p>03</p>
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		<p>12. Explain any customer rights that apply.</p> <p>13. Guide the customer where to pay for their purchases.</p>		
<p><b>OJT Modules (Retail Sales Associate - RAS/Q0104)</b></p>	<p>4. Provide specialist support to customers facilitating purchases</p> <p>Corresponding NOS: RAS/N0127</p>	<ol style="list-style-type: none"> <li>1. Talk to customers politely and in ways that promote sales and goodwill.</li> <li>2. Use the information given by the customer to find out what they are looking for.</li> <li>3. Help the customer understand the features and benefits of the products they have shown an interest in.</li> <li>4. Explain clearly and accurately the features and benefits of products and relate these to the customer's needs.</li> <li>5. Promote the products that give the best match between the customer's needs and the store's need to make sales.</li> <li>6. Identify and use suitable opportunities to promote other products where these will meet the customer's needs.</li> <li>7. Balance the time he/she spends with the customer to match the value of the prospective purchase.</li> <li>8. Check the store for safety, security and potential sales while helping individual customers.</li> <li>9. Enquire if the customer is willing to see a demonstration.</li> <li>10. Set up demonstrations safely and in a way that disturbs other people as little as possible.</li> <li>11. Check whether he/she has everything needed to give an effective</li> </ol>	90	03

		<p>demonstration.</p> <p>12. Provide demonstrations that clearly show the use and value of the product.</p> <p>13. Offer customers the opportunity to use the product themselves, where appropriate.</p> <p>14. Allow customers enough chance to ask questions about the products or services he/she is demonstrating to them.</p> <p>15. Check to ensure that the store will be monitored for security, safety and potential sales while he/she is carrying out demonstrations.</p>		
<p><b>OJT Modules (Retail Sales Associate - RAS/Q0104)</b></p>	<p>5. Maximize sales of goods &amp; services</p> <p>Corresponding NOS: RAS/N0128</p>	<ol style="list-style-type: none"> <li>1. Identify suitable opportunities to sell additional or related products.</li> <li>2. Identify promotional opportunities and estimate their potential to increase sales.</li> <li>3. Identify promotional opportunities which offer the greatest potential to increase sales.</li> <li>4. Report promotional opportunities to the right person.</li> <li>5. Fill in the relevant records fully and accurately.</li> <li>6. Inform customers about promotions clearly and in a persuasive way.</li> <li>7. Identify and take the most effective actions for converting promotional sales into regular future sales.</li> <li>8. Gather relevant and accurate information about the effectiveness of promotions and communicate this information clearly to the right person.</li> </ol>	90	03

		9. Record clearly and accurately the results of promotions.		
<b>OJT Modules</b> <b>((Retail Sales Associate - RAS/Q0104))</b>	6.Process credit applications for purchases  Corresponding NOS: RAS/N0114	<ol style="list-style-type: none"> <li>1. Identify the customer's needs for credit facilities.</li> <li>2. Explain the features and conditions of credit facilities to the customer.</li> <li>3. Provide enough time and opportunities for the customer to ask for clarification or more information.</li> <li>4. Fill in the documents needed to allow the customer to get credit.</li> <li>5. Carry out the necessary credit checks and authorisation procedures.</li> <li>6. Refer difficulties in processing applications to the right person.</li> </ol>	90	03
<b>OJT Modules</b> <b>((Retail Sales Associate - RAS/Q0104))</b>	7. Provide personalized sales & post-sales service support  Corresponding NOS: RAS/N0129	<ol style="list-style-type: none"> <li>1. Use available information in the client records to help prepare for consultations.</li> <li>2. Check whether the work area is clean and tidy and that all the required equipment are in hand before starting a consultation.</li> <li>3. Create a rapport with the client at the start of the consultation.</li> <li>4. Talk and behave towards the client in ways that project the company image effectively.</li> <li>5. Ask questions to understand the client's buying needs, preferences and priorities.</li> <li>6. Check, where appropriate, how much the client wants to spend.</li> </ol>	90	03

		<ol style="list-style-type: none"><li>7. Explain the features and benefits of the recommended products or services and relate these to the client's individual needs.</li><li>8. Identify suitable opportunities to sell additional or related products or services that are suited to the client's needs.</li><li>9. Make recommendations to the client in a confident and polite way and without pressurising them.</li><li>10. Pace client consultations to make good use of the selling time while maintaining good relations with the client.</li><li>11. Comply to company's customer service standards while dealing with the client.</li><li>12. Follow the company's procedures for keeping client records up-to-date.</li><li>13. Record client information accurately and store it in the right places in the company's system.</li><li>14. Keep client information confidential and share it only with people who have a right to it.</li><li>15. Keep to clients' wishes as to how and when they may be contacted.</li><li>16. Follow the company's policy and procedures for contacting clients.</li><li>17. Inform customers promptly and offer any other suitable products or</li></ol>		
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		services, where promises cannot be kept.		
	<p>8. Resolve customer concerns and improve customer relationship</p> <p>Corresponding NOS: RAS/N0132, RAS/N0134</p>	<ol style="list-style-type: none"> <li>1. Identify the options for resolving a customer service problem.</li> <li>2. Work with others to identify and confirm the options to resolve a customer service problem.</li> <li>3. Explain the advantages and disadvantages of each option for customers and the organisation.</li> <li>4. Pick the best option for customers and the organisation.</li> <li>5. Identify the options for resolving a customer service problem.</li> <li>6. Work with others to identify and confirm the options to resolve a customer service problem.</li> <li>7. Discuss and agree the options for solving the problem with customers.</li> <li>8. Take action to implement the option agreed with the customer.</li> <li>9. Work with others and the customer to make sure that any promises related to solving the problem are kept.</li> <li>10. Keep customers fully informed about what is happening to resolve problem.</li> <li>11. Check with customers to make sure the problem has been resolved to their satisfaction.</li> <li>12. Give clear reasons to customers when the problem has not been</li> </ol>	90	03

		<p>resolved to their satisfaction.</p> <ol style="list-style-type: none"><li>13. Use the best method of communication to meet customers' expectations.</li><li>14. Contact customers to update them when things are not going as per plan or when further information is required.</li><li>15. Adapt appropriate communication to respond to individual customers' feelings.</li><li>16. Adopt the best way to meet customers' expectations within the organisation's service offer.</li><li>17. Explain the reasons to customers sensitively and positively when their expectations cannot be met.</li><li>18. Identify alternative solutions for customers either within or outside the organisation.</li><li>19. Identify the costs and benefits of these solutions to the organisation and to customers.</li><li>20. Negotiate and agree solutions with customers which satisfy them and are acceptable to the organisation.</li><li>21. Take action to satisfy customers with the agreed solution.</li><li>22. Explain ways to improve his/her relationship with customers.</li><li>23. Identify opportunities to exceed customers' expectations.</li></ol>		
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		<p>24. Take action to exceed customers' expectations within the limits of his/her authority.</p> <p>25. Seek help and support of others to exceed customers' expectations.</p>		
	<p>9. Organize the delivery of reliable service</p> <p>Corresponding NOS: RAS/N0133</p>	<ol style="list-style-type: none"> <li>1. Plan, prepare and organise everything that is needed to deliver a variety of services or products to different types of customers.</li> <li>2. Organise what he/she does to ensure consistency in giving prompt attention to customers.</li> <li>3. Reorganise his/her work to respond to unexpected additional workloads.</li> <li>4. Maintain service delivery during very busy periods and unusually quiet periods and when systems, people or resources have let you down.</li> <li>5. consistently meet customers' expectations.</li> <li>6. balance the time he/she takes with customers with the demands of other customers seeking attention.</li> <li>7. Respond appropriately to customers when they make comments about the products or services being offered.</li> <li>8. Alert others to repeated comments made by customers.</li> <li>9. Take action to improve the reliability of his/her</li> </ol>	90	03



		<p>service based on customer comments.</p> <p>10. Monitor whether the action taken has improved the service given to customers.</p> <p>11. Record and store customer service information accurately following organisational guidelines.</p> <p>12. Select and retrieve customer service information that is relevant, sufficient and in an appropriate format.</p> <p>13. Locate information that will help solve a customer's query.</p> <p>14. Provide accurate customer service information to others using the most appropriate method of communication.</p>		
	<p>10. Monitor and solve service concerns.</p> <p>Corresponding NOS: RAS/N0135</p>	<p>1. Respond positively to customer service problems following organisational guidelines.</p> <p>2. Solve customer service problems when he/she has sufficient authority.</p> <p>3. Work with others to solve customer service problems.</p> <p>4. Keep customers informed of the actions being taken.</p> <p>5. Check with customers that they are comfortable with the actions being taken.</p> <p>6. Solve problems with service systems and procedures that might affect customers before they become aware of them.</p>	90	03

		<ol style="list-style-type: none"> <li>7. Inform managers and colleagues of the steps taken to solve specific problems.</li> <li>8. Identify repeated customer service problems.</li> <li>9. Identify the options for dealing with a repeated customer service problem and consider the advantages and disadvantages of each option.</li> <li>10. Work with others to select best options for solving repeated customer service problems, balancing customer expectations with the needs of the organisation.</li> <li>11. Obtain the approval of somebody with sufficient authority to change organisational guidelines in order to reduce the chance of a problem being repeated.</li> <li>12. Action the agreed solution.</li> <li>13. Keep customers informed in a positive and clear manner of steps being taken to solve any service problems.</li> <li>14. Monitor the changes that have been made and adjust them if appropriate.</li> </ol>		
	<p>11. Promote continuous improvement in service</p> <p>Corresponding NOS: RAS/N0136</p>	<ol style="list-style-type: none"> <li>1. Gather feedback from customers that will help identify opportunities for customer service improvement.</li> <li>2. Analyse and interpret feedback to identify opportunities for customer</li> </ol>	90	03

		<p>service improvements and propose changes.</p> <ol style="list-style-type: none"><li>3. Discuss with others the potential effects of any proposed changes for customers and the organisation.</li><li>4. Negotiate changes in customer service systems &amp; improvements with somebody of sufficient authority to approve trial / full implementation of the change.</li><li>5. Organise the implementation of authorised changes.</li><li>6. Implement the changes following organisational guidelines.</li><li>7. Inform people inside and outside the organisation who need to know of the changes being made and the reasons for them.</li><li>8. Monitor early reactions to changes and make appropriate fine-tuning adjustments.</li><li>9. Collect and record feedback on the effects of changes.</li><li>10. Analyse and interpret feedback and share the findings on the effects of changes with others.</li><li>11. Summarise the advantages and disadvantages of the changes.</li><li>12. Use your analysis and interpretation of changes to identify opportunities for further improvement.</li><li>13. Present these opportunities to somebody</li></ol>		
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		with sufficient authority to make them happen.		
<b>Project Work</b>	FMCG Product Sales / Distribution & Seller activation for e-retailing.	<p><b>Part A</b></p> <ol style="list-style-type: none"> <li>1. Visit a market to prepare territory map &amp; profile of retailers' / retail outlets (Including category of outlets Viz A, B, C)</li> <li>2. Prepare a plan to achieve the periodic sales target based on the case study / given project plan.</li> <li>3. Create a route &amp; beat plan based on the territory mapping.</li> <li>4. Demonstrate the process of carrying out effective sales call.</li> <li>5. Demonstrate the process of <ul style="list-style-type: none"> <li>• Carrying out stock count at retail outlets</li> <li>• Booking orders</li> <li>• Collecting outstanding based on credit ageing</li> <li>• Managing credits</li> </ul> </li> <li>6. Calculate sales productivity based on the sales reports for the assigned territory.</li> <li>7. Prepare and present alternate plan of action to increase sales productivity.</li> <li>8. Prepare the following reports based on the provided data on sales productivity – <ul style="list-style-type: none"> <li>• Daily sales report</li> <li>• Weekly sales report</li> <li>• Credit ageing report</li> </ul> </li> </ol> <p><b>Part B</b></p> <ol style="list-style-type: none"> <li>9. List the best practices in followed in creating digital catalogues of products.</li> <li>10. Demonstrate the</li> </ol>	60	02

		<p>procedure of prospecting for enrolment of sellers on e-tailing platforms. Demonstrate the steps of sales call to enroll the sellers on the e-tailing platforms</p>		
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Semester V				
Paper	Modules/ unit	Key learning outcomes	Hours (theory and practical)	No of credits
Theory Paper I  Retail Team Managemen t	Team Management - 1	<ol style="list-style-type: none"> <li>1. Describe the roles and responsibilities of a team leader. *</li> <li>2. Describe the elements of work planning, prioritizing, and scheduling*</li> <li>1. Identify the elements of high-performance team*</li> <li>2. Explain the importance of planning and selecting a team in alignment*</li> <li>3. State the importance of interviewing skills*</li> <li>4. Explain the importance of goal setting*</li> <li>5. Identify the significance of business ethics and values*</li> </ol>	45	3
Theory paper II  Retail Team Managemen t	1. Team Managem ent -2	<ol style="list-style-type: none"> <li>1. Identify the importance of conflict management*</li> <li>2. Explain the methods and techniques that can be adapted to manage conflicts within the team*</li> <li>3. Describe the need for performance review*</li> <li>4. Describe the elements that are critical to review of performance of the team and its members.</li> <li>5. Explain the process of conducting performance review*</li> <li>6. Describe the importance of training &amp; and significance of platform skills in training*</li> <li>7. Describe the benefits of feedback and coaching*</li> <li>8. Identify the importance of negotiation skills*</li> <li>9. Explain the ways in which negotiation skills can be</li> </ol>	45	3

		applied in management of team and customer relations*		
Theory Paper III International Retailing	Introduction to International Retailing*	<ol style="list-style-type: none"> <li>1. Explain international strategies in the marketing field*</li> <li>2. Explain the need for internationalization of retail.</li> <li>3. Identify the business* models that are chosen in the internationalization of retail*</li> </ol>	15	01
Theory Paper IV- Business Statistics	Measures of Central Tendency*	<ol style="list-style-type: none"> <li>1. Explain the concept and practices of data collection and central tendency*.</li> <li>2. Explain the Methods of Studying Correlation for Grouped and Ungrouped Frequency Distribution*</li> </ol>	30	02
	Regression Analysis	<ol style="list-style-type: none"> <li>1. Explain the concept of regression analysis and its application in retail store business*</li> <li>2. Identify how time series analysis can be applied in business forecasting*.</li> </ol>		
	Transportation & Assignment	<ol style="list-style-type: none"> <li>1. Describe the concept of transportation and assignment problems and its significance in retail store operations management*</li> <li>2. Explain the hypothesis of probability and sampling. *</li> <li>3. Identify the applications of probability and sampling in retail business. *</li> </ol>		
Theory Paper V Store Operations Management	1. Operations of a Team Leader at the Store	<ol style="list-style-type: none"> <li>1. Describe the need for inventory management and its impact on profit margins*</li> <li>2. Explain the features of valuation of Inventories (Stock) <ul style="list-style-type: none"> <li>• Meaning, Definition</li> </ul> </li> </ol>	45	3

		<ul style="list-style-type: none"> <li>• Applicability</li> <li>• Valuation of Inventory (FIFO, WAM)</li> <li>• Disclosure in Final Account</li> <li>• Explanation with Illustrations</li> </ul> <ol style="list-style-type: none"> <li>3. List the process steps involved in management of available stocks on the sales floor.</li> <li>4. Discuss the role of team leader in managing the product display.</li> <li>1. Discuss the role of Team lead in management of VM displays.</li> <li>2. List the routine activities of the team leader with respect the sales &amp; customer service.</li> <li>3. List the exceptions / exceptional situations that may arise in sales &amp; service processes.</li> <li>4. Explain the importance of vendor and supplier relationship management.</li> <li>5. Explain the best practices followed to allocate work within or to the team.</li> <li>6. Explain the importance of monitoring the team performance.</li> <li>7. Discuss the key activities that needs to be carried out by the team leader to monitor and review the team performance.</li> <li>8. Outline the process of escalation management.</li> </ol>		
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<b>Semester VI</b>				
<b>Paper</b>	<b>Modules/ unit</b>	<b>Key learning outcomes</b>	<b>Hours (theory and practical)</b>	<b>No of credits</b>
<b>OJT Modules</b>  <b>(Retail Team Leader - RAS/Q0105)</b>	1. Organize the display of products at the store.  Corresponding NOS Code: RAS/N0146	<ol style="list-style-type: none"> <li>1. Demonstrate compliance with health, safety and hygiene requirements.</li> <li>2. Check the conformance of the product displays as per plan.</li> <li>3. Identify any problems and take prompt action.</li> <li>4. Assemble and check products and additional materials and prepare them for use.</li> <li>5. Review the products available for display, estimate the quantities required and select those products which are most suitable with regard to shelf life, demand, appeal and promotional requirements.</li> <li>6. Prepare the display to ensure maximum appeal and to comply with product safety requirements.</li> <li>7. Identify requirements for labelling of products with the relevant people.</li> <li>8. Verify label information for accuracy and compliance to legal and standard operational requirements.</li> <li>9. Identify and position labels for products correctly.</li> <li>10. Check the labels for legibility, visibility to customers, and secure positioning in the correct place.</li> </ol>	180	06

		<ul style="list-style-type: none"> <li>11. Monitor the stock availability at the store</li> <li>12. Prevent stock outs by ensuring replenishment</li> <li>13. Assess the display area to ensure that it meets the requirement of hygiene, safety and salability.</li> <li>14. Transfer products safely to the display area according to instructions and specifications.</li> <li>15. Follow hygiene and safety guidelines while arranging and replacing products and additional materials.</li> <li>16. Reposition and reorganize the position of products and accessories, where product is not available, to maintain presentation and to meet trading conditions.</li> <li>17. Review displays according to instructions and specifications.</li> <li>18. Arrange to carry out any emergency cleaning procedures promptly when required.</li> <li>19. Identify any product- or display-related problems and take prompt action to address them.</li> </ul>		
<p><b>OJT Modules</b></p> <p><b>(Retail Team Leader - RAS/Q0105)</b></p>	<p>2. Plan visual merchandising</p> <p>Corresponding NOS Code RAS/N0139</p>	<ul style="list-style-type: none"> <li>1. Identify the purpose, content, and style of the display.</li> <li>2. Identify the equipment, materials, merchandise, and props needed to create and install the display and the dates for completing it.</li> <li>3. Evaluate the place selected for the display for relevance with the design brief.</li> </ul>	180	06

		<ol style="list-style-type: none"> <li>4. Create new and effective ways of improving the visual effect of displays, within the limits of the design brief, the company's visual design policies and one's authority.</li> <li>5. Select merchandise and props shown in the design brief, which will most likely attract customers' attention.</li> <li>6. Identify other merchandise and props when those originally specified are not available or not suitable and agree your selections with the right person.</li> <li>7. Verify arrangements for delivery of merchandise and props with the right people, allowing enough time for deliveries to arrive before display must be installed.</li> <li>8. Evaluate the progress of deliveries and take suitable action if delays seem likely.</li> <li>9. Update stock records to account for merchandise on display.</li> </ol>		
<p><b>OJT Modules</b></p> <p><b>(Retail Team Leader - RAS/Q0105)</b></p>	<p>3. Establish and satisfy customer needs</p> <p>Corresponding NOS Code RAS/N0140</p>	<ol style="list-style-type: none"> <li>1. Demonstrate the skills required to make unobtrusive observations about customer choices and movements within the store.</li> <li>2. Demonstrate polite ways to promptly approach the customer and acknowledge customers' request for information</li> </ol>	<p>180</p>	<p>06</p>

		<p>and advice on the products of choice.</p> <ol style="list-style-type: none"><li>3. Help customers identify the product or supplies they wish to purchase and direct/accompany them to the exact store location where the specific product or supplies are stocked/displayed.</li><li>4. Illustrate how to confirm with customers that the products and supplies being packed, wrapped and billed exactly match their selections.</li><li>5. Identify opportunities to provide information on variants of product and supplies available in the store and enable customers to make informed purchase decisions.</li><li>6. Help customers to make choices appropriate with their product, supplies and brand preferences and complete their basket of purchases.</li><li>7. Advise the customer, where allowed by store or business policy, to sample the product or supplies in the course of the purchase decision.</li><li>8. Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral areas.</li><li>9. Demonstrate skills required to ensure that customers fulfil their purchase process</li></ol>		
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		smoothly from start to billing by minimizing waiting times at different stages of the process.		
<b>OJT Modules</b>  <b>(Retail Team Leader - RAS/Q0105)</b>	4. Process the sale of products.  Corresponding NOS Code RAS/N0147	<ol style="list-style-type: none"> <li>1. Identify prices of available products and supplies.</li> <li>2. Update customers about the pricing, terms and the department's business policies.</li> <li>3. Explain the modes of payment available at the department and check the customers' choice of payment mode.</li> <li>4. Facilitate customer bill payment or credit payment process in line with business policies.</li> <li>5. Ensure safe handling and movement of product and supplies off the racks and through to billing counters.</li> <li>6. Illustrate how to ensure appropriate and accurate processing and safe storage of payments, vouchers, records and receipts.</li> <li>7. Monitor for the proper functioning of departmental processes that lead to a sale.</li> <li>8. Report any malfunctions or process failures to the appropriate persons.</li> <li>9. Demonstrate appropriate mannerism while closing the sale.</li> </ol>	180	06
<b>OJT Modules</b>  <b>(Retail Team)</b>	5. Maintain the availability of goods for sale to customers	<ol style="list-style-type: none"> <li>1. Review the staff's understanding to confirm purchase of the display and any relevant requirements and standards.</li> </ol>	180	06

<p><b>Leader - RAS/Q0105</b></p>	<p>Corresponding NOS Code RAS/N0148</p>	<ol style="list-style-type: none"> <li>2. Explain the purpose of the display and any relevant requirements and standards to the staff.</li> <li>3. Identify ways to check that staff prepare the display area and put the display together in a way that causes the least inconvenience to customers.</li> <li>4. Review the performance of staff and provide constructive feedback.</li> <li>5. Identify ways to provide opportunities for staff to check they understand the requirements and standards of the display.</li> <li>6. Assess the assembled display and ensure compliance to company requirements and standards.</li> <li>7. Explain how to obtain permission from the appropriate authority to modify or change the display.</li> <li>8. Monitor that information has been placed accurately and legally, and is chosen and positioned to promote sales effectively.</li> <li>9. Collect and keep complete, accurate and up-to-date records of displays.</li> <li>10. Identify the standards that the display should meet.</li> <li>11. Explain how to encourage staff to make helpful comments and identify changes that may make</li> </ol>		
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		<p>the display more appealing to customers.</p> <ol style="list-style-type: none"><li>12. Identify ways to ask the right person for permission to make any changes.</li><li>13. Identify any risks to security or health and safety and take prompt and suitable action to deal with.</li><li>14. Collect and record accurate information on price changes.</li><li>15. Summarise the importance of giving accurate, up-to-date price information to the staff who need it.</li><li>16. Review price marking and promptly sort out any pricing problems.</li><li>17. Explain how to ensure that stock replenishment plans are up-to-date and realistic.</li><li>18. Follow company policy and legal guidelines to deal with out-of-date or deteriorating stock.</li><li>19. Identify ways to involve staff in spotting potential improvements to the way stock is organised and presented.</li><li>20. Point out realistic and effective ways of improving how stock is organized and presented.</li><li>21. Demonstrate compliance with company policies while getting permission from the right person, where necessary, to improve the way stock is organised and presented.</li></ol>		
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		22. Explain the importance of maintaining customer goodwill and staff morale while stock is being reorganized.		
<b>OJT Modules</b>  <b>(Retail Team Leader - RAS/Q0105)</b>	6. Allocate and check work in your team  Corresponding NOS Code RAS/N0131	<ol style="list-style-type: none"> <li>1. Use information collected on the performance of team members in any formal appraisal of performance.</li> <li>2. Identify successful completion of significant pieces of work or work activities by team members and the overall team and update the manager.</li> <li>3. Identify unacceptable or poor performance, discuss the cause(s) and agree ways of improving performance with team members.</li> <li>4. Explain how to monitor the team for conflict, identifying the cause(s) when it occurs and dealing with it promptly and effectively.</li> <li>5. Demonstrate how to motivate team members to complete the work they have been allocated and provide, where requested and where possible, any additional support and/or resources to help completion.</li> <li>6. Extend support to team members in identifying and dealing with problems and unforeseen events.</li> <li>7. Review the progress and quality of the work of team members on a regular</li> </ol>	180	06



		<ol style="list-style-type: none"><li>8. and fair basis against the standard or level of expected performance and</li><li>9. provide prompt and constructive feedback.</li><li>10. Explain how to encourage team members to ask questions, make suggestions and seek clarification in relation to the work they have been allocated.</li><li>11. Analyse and identify any differences in expectations and working methods of any team members from a different country or culture and promote ways of working that take account of their expectations and maximize productivity.</li><li>12. Brief team members on the work they have been allocated and the standard</li><li>13. or level of expected performance.</li><li>14. Allocate work to team members on a fair basis taking account of their skills,</li><li>15. knowledge and understanding, experience and workloads and the opportunity for development.</li><li>16. Plan how the team will undertake its work, identifying any priorities or</li><li>17. critical activities and making best use of the available resources.</li><li>18. Identify ways to confirm the work required of the</li></ol>		
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		team with your manager and seek clarification, where necessary, on any outstanding points and issues.		
<b>OJT Modules</b>  <b>(Retail Team Leader - RAS/Q0105)</b>	7. Monitor and solve customer service problems  Corresponding NOS Code RAS/N0150	<ol style="list-style-type: none"> <li>1. Follow organizational guidelines while responding to customer service problems.</li> <li>2. Identify and solve customer service problems which are within one's authority.</li> <li>3. Identify ways to seek support from team members and colleagues in solving customer service problems.</li> <li>4. Explain to the customers the actions being taken and inform about progress of problem resolution.</li> <li>5. Outline clear reasons to customers when the problem has not been resolved to their satisfaction.</li> <li>6. Assess customer satisfaction level after problem is resolved.</li> <li>7. Demonstrate compliance with company service system and procedures for resolving customer service problems.</li> <li>8. Update co-workers of the steps taken to solve specific problems.</li> <li>9. Identify repeated customer service problems.</li> <li>10. Identify the advantages and disadvantages of options for dealing with problems.</li> </ol>	180	06

		<ul style="list-style-type: none"> <li>11. Select the best option, balancing customers' and organisational needs.</li> <li>12. Identify ways to obtain approval from sufficient authority to change guidelines to reduce a problem.</li> <li>13. Review any changes made in the guidelines.</li> </ul>		
<p><b>OJT Modules</b></p> <p><b>(Retail Team Leader - RAS/Q0105)</b></p>	<p>8. Communicate effectively with stakeholders.</p> <p>Corresponding NOS Code RAS/N0145</p>	<ul style="list-style-type: none"> <li>1. Explain how to pass on written information only to those people authorized to receive it and within agreed timescales.</li> <li>2. Demonstrate compliance with organizational policies to keep the information in written documents.</li> <li>3. Use appropriate communication medium in line the instructions and organisation's procedures.</li> <li>4. Evaluate the communication equipment in use are in working condition and take corrective action as required.</li> <li>5. Use appropriate terminology to acknowledge incoming communication promptly and clearly.</li> <li>6. Identify ways to promptly pass on information to persons who require it within agreed timescales.</li> <li>7. Explain how to check that the information provided is understood by the receivers.</li> <li>8. Explain how to take prompt and effective action when there is</li> </ul>	180	06

		<p>difficulty in transmission or reception of information.</p> <ol style="list-style-type: none"><li>9. Interpret incoming instructions accurately and take prompt action.</li><li>10. Identify ways to seek clarifications on incoming instructions, if needed.</li><li>11. Discuss with and help your team members to maximise efficiency in carrying out tasks.</li><li>12. Explain the importance of giving instructions to others at a pace and in a manner that helps them to understand.</li><li>13. Demonstrate active listening skills to identify the most important things that customers are saying.</li><li>14. Summarize information for customers.</li><li>15. Use appropriate body language when communicating with customers.</li><li>16. Analyse your customers' body language to understand their feelings and wishes.</li><li>17. Demonstrate respectful, helpful and professional behaviour while engaging with customers.</li><li>18. Extend support to colleagues in providing good customer service.</li><li>19. Identify the roles and responsibilities of the different people who will be working together.</li><li>20. Discuss on how and when the joint work will be monitored and reviewed and agree to the</li></ol>		
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		<p>information sharing timing, reasons and confidentiality.</p> <ol style="list-style-type: none"><li>21. Discuss on how and when the joint work will be monitored and reviewed.</li><li>22. Represent your agency's views and policies in a clear and constructive way.</li><li>23. Identify any tensions and issues in the joint working and seek to address them with the people involved.</li><li>24. Identify ways to seek appropriate support when you are having difficulty working effectively with staff in other agencies.</li></ol>		
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## Assessment criteria / outcome

### Criteria for Apprenticeship Assessment – Year 1

#### Retail Associate Cum Cashier RAS/Q0108

<b>Compulsory NOS</b>			<b>Marks Allocation</b>		
<b>Total Marks: 100</b>					
<b>Assessment outcomes</b>	<b>Assessment Criteria for outcomes</b>	<b>Total Marks</b>	<b>Out Of</b>	<b>Theory</b>	<b>Skills Practical</b>
1. RAS/N0105 (To display stock to promote sale of products)	PC1. Identify the need for the display in relation to stock, space, position of the display and dates.	<b>100</b>	10	5	5
	PC2. Check that the display area is the right size and report any concerns promptly.		5	2.5	2.5
	PC3. Gather the materials, equipment and stock needed for the display and check that they are clean, safe and in good working order.		10	5	5
	PC4. Follow company procedures for clearing, cleaning, and preparing the display area before use.		5	2.5	2.5
	PC5. Set up and dismantle the display safely, in line with plans and within the time allowed.		10	5	5
	PC6. Check that the display is clean, tidy and safe for use.		5	2.5	2.5
	PC7. Check that the display has the levels of stock needed.		10	5	5
	PC8. Clean and store equipment and excess materials; get rid of waste safely, correctly and promptly.		5	2.5	2.5
	PC9. Check requirements for labelling stock.		10	5	5
	PC10. Check that the information on the label is clear, accurate and legal before starting to label stock.		5	2.5	2.5
	PC11. Report promptly any information on labels that may need changing.		5	2.5	2.5
	PC12. Attach the right labels to the right products.		5	2.5	2.5
	PC13. Position labels so that they are securely fastened, and customers can see them clearly.		10	5	5
	PC14. Complete labelling within the time allowed.		5	2.5	2.5

		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
2. RAS/N0106 (To plan and prepare visual merchandising displays)	PC1. Identify the purpose, content and style of the display.	<b>100</b>	10	5	5
	PC2. Identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it.		10	5	5
	PC3. Evaluate whether the place to put the display is likely to fulfil the design brief.		10	5	5
	PC4. Create new and effective ways of improving the visual effect, within his/her limits of design brief, company's visual design policies and authority.		15	7.5	7.5
	PC5. Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.		10	5	5
	PC6. Identify other merchandise and props when those originally specified are not available or not suitable and agree the selections with the right person.		10	5	5
	PC7. Verify arrangements for delivery of merchandise & props with right people, allowing enough time for deliveries to arrive before display must be installed.		15	7.5	7.5
	PC8. Check the progress of deliveries and take suitable action if delays seem likely.		10	5	5
	PC9. Update stock records to account for merchandise on display.		10	5	5
	<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>	
3. RAS/N0107 (To dress visual merchandising displays)	PC1. Use the design brief to identify the focal points of the display.	<b>100</b>	10	5	5
	PC2. Choose shapes, colours and groupings that are suited to the purpose and style of the display.		5	2.5	2.5
	PC3. Create displays that achieve the required visual effect and are consistent with the company's visual design policy.		5	2.5	2.5
	PC4. Position merchandise, graphics and signs in ways that promote sales.		5	2.5	2.5
	PC5. Check that lighting is installed in line with the design brief.		5	2.5	2.5
	PC6. Check that the finished display meets health and safety guidelines and legal requirements.		10	5	5
	PC7. Position merchandise, graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need.		5	2.5	2.5
	PC8. Group merchandise appropriately for the purpose & style of display, the selling		5	2.5	2.5

	features of merchandise & the visual effect needed under the design brief.				
	PC9. Make sure that lighting is installed in line with lighting requirements.		5	2.5	2.5
	PC10. Check that all the parts of the display are suitable for the purpose of the display and meet the requirements.		5	2.5	2.5
	PC11. Check that the display meets requirements for easy access, safety and security.		5	2.5	2.5
	PC12. Identify safety and security risks to the display and choose suitable ways of reducing risks.		5	2.5	2.5
	PC13. Consider how the display looks from all the directions from which customers will approach it.		5	2.5	2.5
	PC14. Encourage colleagues to provide constructive comments about the display.		5	2.5	2.5
	PC15. Make any adjustments that he/she is authorised to make and that are needed to achieve the visual effect and to make the display safe and secure.		5	2.5	2.5
	PC16. Check regularly the display's visual effect.		5	2.5	2.5
	PC17. Report promptly to the right person any problems and risks that he/she is not responsible for sorting out himself/herself.		10	5	5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
4. RAS/N0108 (To dismantle and store visual merchandising displays)	PC1. Dismantle displays safely.	<b>100</b>	5	2.5	2.5
	PC2. Protect the parts of the display from being damaged during dismantling.		10	5	5
	PC3. Return the parts of the display to the appropriate places promptly and, if needed, in a saleable condition.		10	5	5
	PC4. Get rid of unwanted materials safely and keep accurate records of this if needed.		10	5	5
	PC5. Clean display sites and parts using safe and approved cleaning materials and equipment.		10	5	5
	PC6. Work out accurately the storage space required.		10	5	5
	PC7. Identify the protective packaging he/she needs and the security measures that need to be in place.		10	5	5
	PC8. Store items in suitable places and with clear and accurate labels.		5	2.5	2.5
	PC9. Keep accurate and up-to-date records of items in storage.		10	5	5
	PC10. Identify damaged items, missing items and dangers and risks to health and safety, and report these promptly to the right person.		10	5	5



	PC11. Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them.		10	5	5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
5. RAS/N0109 (To prepare products for sale)	PC1. Check that all expected items and parts of the product are in the package.	<b>100</b>	10	5	5
	PC2. Remove all unwanted packaging and safely get rid of waste.		10	5	5
	PC3. Gather the tools he/she needs for putting products together.		10	5	5
	PC4. Use safe work methods and follow manufacturers' instructions when putting products together.		10	5	5
	PC5. Check that products have been assembled correctly and can be used safely.		20	10	10
	PC6. Ask the right person for help when products are proving difficult to put together.		15	7.5	7.5
	PC7. Check regularly that products on display are in a satisfactory condition.		10	5	5
	PC8. Remove damaged products promptly from display and follow company procedures for dealing with them.		15	7.5	7.5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
6. RAS/N0118 (To promote loyalty schemes to customers)	PC1. Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining.	<b>100</b>	10	5	5
	PC2. Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme.		10	5	5
	PC3. Respond positively to any questions or objections that the customer raises.		10	5	5
	PC4. Provide relevant information to the customer to help them decide whether to join the scheme.		5	2.5	2.5
	PC5. Treat the customer politely at all times and in a way that promotes goodwill.		5	2.5	2.5
	PC6. Recognise accurately when customers are interested in joining the scheme.		10	5	5
	PC7. Take opportunities to ask customers who are showing signs of interest to sign up for the scheme.		10	5	5
	PC8. Fill in the membership application accurately with the customer, using the information they provide.		10	5	5
	PC9. Give the customer proof of their membership.		10	5	5
	PC10. Check with the customer that their details, as shown on the membership documentation, are correct.		10	5	5

	PC11. Give application forms to customers who show interest but are not willing to join the scheme there and then.		10	5	5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
7. RAS/N0119 (To keep the store secure)	PC1. Notice and correctly identify security risks.	<b>100</b>	20	10	10
	PC2. Follow company procedures for reporting security risks.		20	10	10
	PC3. Report security risks to the right people promptly and accurately.		20	10	10
	PC4. Follow company procedures for preventing security risks while working.		20	10	10
	PC5. Notice where stock may have been stolen and tell the right person about it.		20	10	10
		<b>Total</b>	100	50	50
8. RAS/N0110 (To service cash point / point of sale (POS))	PC1. Check at suitable times that staff are setting up and operating cash points correctly.	<b>100</b>	15	7.5	7.5
	PC2. Look into and promptly sort out any problems with routine cash point operations and transactions.		10	5	5
	PC3. Check that staff are handling cash and cash equivalents efficiently and in line with approved procedures.		20	10	10
	PC4. Authorise, accurately and promptly, any refunds, cheques and credit card payments which need his/her authorisation.		15	7.5	7.5
	PC5. Follow cash point security procedures correctly.		20	10	10
	PC6. Develop effective plans to cope with unexpected problems at the cash point.		20	10	10
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
9. RAS/N0111 (To follow point of sale procedures for age-restricted products)	PC1. Follow legal requirements and company policies and procedures for asking for proof of age.	<b>100</b>	5	2.5	2.5
	PC2. Make the sale only if customers provide age proof and it meets legal and company conditions, while selling age-restricted products.		5	2.5	2.5
	PC3. Follow legal requirements and company policies and procedures for refusing sales.		5	2.5	2.5
	PC4. Refuse politely and firmly to make sales that are against the law or any procedures and policies he/she must follow.		10	5	5
	PC5. Explain clearly and accurately to customers what proof of age is acceptable.		10	5	5
	PC6. Follow company procedures for telling customers how to get proof of age.		5	2.5	2.5
	PC7. Tell customers the correct amount to be paid.		5	2.5	2.5
	PC8. Check accurately the amount and means of payment offered by the customer.		5	2.5	2.5

	PC9. Process the payment in line with company procedures, where the payment is acceptable.		5	2.5	2.5
	PC10. Tell the customer tactfully when payment cannot be approved.		10	5	5
	PC11. Record payments accurately.		5	2.5	2.5
	PC12. Store payments securely and protect them from theft.		5	2.5	2.5
	PC13. Offer additional services to the customer where these are available.		5	2.5	2.5
	PC14. Treat customers politely throughout the payment process.		10	5	5
	PC15. Balance the need to give attention to individual customers with the need to acknowledge customers who are waiting for help		10	5	5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
10. RAS/N0112 (To process customer orders for goods)	PC1. Identify customers' needs accurately by asking suitable questions.	<b>100</b>	10	5	5
	PC2. Identify the goods that will meet customers' needs and check with customers that these are satisfactory.		5	2.5	2.5
	PC3. Find out who can supply the goods needed and on what terms.		10	5	5
	PC4. Keep customers informed of progress in finding the goods they need.		5	2.5	2.5
	PC5. Give customers clear, accurate and complete information about the availability of goods and the terms of supply.		10	5	5
	PC6. Follow legal and company procedures for checking the customer's identity and credit status.		5	2.5	2.5
	PC7. Follow company policy for offering to order goods the customer needs if they are not in stock.		5	2.5	2.5
	PC8. Prepare accurate, clear and complete information about the order & pass this information to people responsible for fulfilment.		10	5	5
	PC9. Provide accurate, clear, complete and timely information to those responsible for issuing the invoice.		10	5	5
	PC10. Tell the right person promptly when he/she cannot process an order and explain the reasons clearly.		10	5	5
	PC11. Tell the customer promptly and politely if their order cannot be delivered within the agreed time.		10	5	5
	PC12. Store customers' details securely and show them only to people who have a right to see them.		10	5	5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>

11. RAS/N0113 (To process part exchange sale transactions)	PC1. Inspect the item being offered.	<b>100</b>	10	5	5
	PC2. Protect the item from damage while handling it.		5	2.5	2.5
	PC3. Identify accurately any repairs and cleaning needed and the costs involved.		5	2.5	2.5
	PC4. Work out the exchange value of the item accurately within company guidelines.		5	2.5	2.5
	PC5. Explain to the customer clearly and accurately the part-exchange value of the item and the benefits of a part exchange arrangement.		10	5	5
	PC6. Tell the customer politely that the item is not acceptable for part exchange, when this applies.		10	5	5
	PC7. Treat the customer politely throughout the valuation process.		5	2.5	2.5
	PC8. Follow company policies and procedures for checking who owns the item.		5	2.5	2.5
	PC9. Work out accurately the balance to be paid by the customer on the item he/she wants to buy.		10	5	5
	PC10. Accept or refuse the customer's offers according to company policies and the discretion he/she is allowed.		7	3.5	3.5
	PC11. End the transaction politely if the customer is not willing to go ahead.		7	3.5	3.5
	PC12. Explain clearly and accurately the terms and conditions of the sale.		7	3.5	3.5
	PC13. Fill in the paperwork for the transaction.		7	3.5	3.5
	PC14. Treat the customer politely throughout negotiations.		7	3.5	3.5
	<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>	
12. RAS/N0115 (To process payments towards customer purchases)	PC1. Identify the price of purchases accurately.	<b>100</b>	25	12.5	12.5
	PC2. Sort out any pricing problems promptly by referring to pricing information.		25	12.5	12.5
	PC3. Seek advise promptly from the right person when he/she cannot sort out pricing problems himself/herself.		25	12.5	12.5
	PC4. Work out accurately the amount the customer should pay.		25	12.5	12.5
	<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>	
13. RAS/N0116 (To process cash and credit transactions)	PC1. Follow company guidelines for setting customer credit limits.	<b>100</b>	5	2.5	2.5
	PC2. Check customer accounts accurately and at suitable intervals to check that payments are up to date.		5	2.5	2.5
	PC3. Investigate promptly reasons for missed payments and accurately record the findings.		5	2.5	2.5
	PC4. Identify customers who go over their credit limits and report the findings promptly to the right person.		10	5	5

	PC5. Act promptly and within company guidelines to deal with customers who go over their credit limits.		5	2.5	2.5
	PC6. Report to the right person the results of the action taken to deal with customers who go over their credit limits.		10	5	5
	PC7. Check that payments from customers are valid and accurate.		5	2.5	2.5
	PC8. Record payments from customers promptly and accurately.		5	2.5	2.5
	PC9. Record clearly and accurately the reasons why payments are overdue.		5	2.5	2.5
	PC10. Identify problems accurately and sort them out promptly.		5	2.5	2.5
	PC11. Tell the right person promptly about any problems that he/she cannot sort out.		10	5	5
	PC12. Store collected payments securely and in line with company procedures.		5	2.5	2.5
	PC13. Check that charges made to customer accounts are correct.		5	2.5	2.5
	PC14. Check that credits made to customer accounts are correct.		5	2.5	2.5
	PC15. Identify and sort out problems with customer accounts.		5	2.5	2.5
	PC16. Tell the right person about problems with customer accounts that he/she cannot sort out or that are beyond his/her responsibility and control.		10	5	5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
14. RAS/N0117 (To process goods returned by customer)	PC1. Check clearly and politely with the customer what goods they want to return and their reasons.	<b>100</b>	10	5	5
	PC2. Apologise promptly if the company appears to be at fault.		5	2.5	2.5
	PC3. Follow legal & company requirements for offering replacements and refunds, and explain these to the customer clearly & politely.		5	2.5	2.5
	PC4. Explain to the customer clearly and politely the action to be taken, and any charges that apply.		10	5	5
	PC5. Pick out accurately the replacement goods and follow company procedures for preparing them to be sent out.		10	5	5
	PC6. Explain to the customer accurately, clearly and politely the arrangements for returning the unwanted goods.		10	5	5
	PC7. Check accurately the type, quantity and condition of returned goods.		10	5	5
	PC8. Give accurate and complete information to the person who can raise a credit note or refund the payment.		10	5	5
	PC9. Update the stock control system promptly, accurately and fully.		10	5	5

	PC10. Label clearly any goods that are to be returned to the supplier or manufacturer.		10	5	5
	PC11. Move returned goods to the correct place and position unsaleable goods separately from sales stock.		10	5	5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
15. RAS/N0121 (To maintain health and safety at place of work)	PC1. Notice and correctly identify accidents and emergencies.	<b>100</b>	5	2.5	2.5
	PC2. Get help promptly and in the most suitable way.		5	2.5	2.5
	PC3. Follow company policy and procedures for preventing further injury while waiting for help to arrive.		5	2.5	2.5
	PC4. Act within the limits of his/her responsibility and authority when accidents and emergencies arise.		5	2.5	2.5
	PC5. Follow instructions given by senior staff and the emergency services.		10	5	5
	PC6. Follow company procedures and legal requirements for reducing health and safety risks as far as possible while working.		10	5	5
	PC7. Use safety equipment correctly and in the right situations.		5	2.5	2.5
	PC8. Get advise and help from the right people when he/she concerned about his ability to work safely.		10	5	5
	PC9. Take suitable safety measures before lifting to protect himself/herself and other people.		10	5	5
	PC10. Use approved lifting and handling techniques.		10	5	5
	PC11. Check that any equipment he/she needs to use is fit for use.		5	2.5	2.5
	PC12. Use lifting and handling equipment in line with company guidelines and manufacturers' instructions.		5	2.5	2.5
	PC13. Plan a safe and efficient route for moving goods.		10	5	5
	PC14. Make sure that he/she understands his/her responsibilities when he/she asks others to help in lifting and handling operations.		5	2.5	2.5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
16. RAS/N0123 (To keep the store clean and hygienic)	PC1. Get the equipment and materials that are suitable for the surfaces that need cleaning.	<b>100</b>	5	2.5	2.5
	PC2. Position the cleaning equipment and materials safely and any items he/she must move.		5	2.5	2.5
	PC3. Keep the risk of spillages to a minimum and clean up any spillages promptly and thoroughly.		10	5	5
	PC4. Get rid of rubbish and waste promptly and safely.		5	2.5	2.5

	PC5. Disturb other people as little as possible while cleaning.		5	2.5	2.5
	PC6. Check that surfaces are thoroughly clean.		10	5	5
	PC7. Store cleaning equipment and materials correctly and promptly when he/she has finished cleaning.		5	2.5	2.5
	PC8. Use suitable equipment to tidy work areas.		5	2.5	2.5
	PC9. Check that equipment is safe to use before starting to use it.		5	2.5	2.5
	PC10. Get rid of waste and litter safely and in line with company procedures.		5	2.5	2.5
	PC11. Disturb other people as little as possible while getting rid of waste and litter.		10	5	5
	PC12. Store equipment correctly and promptly after use.		5	2.5	2.5
	PC13. Wear protective clothing that is clean and suitable for the work he/she needs to do.		10	5	5
	PC14. Dispose correctly of used clothing and products.		5	2.5	2.5
	PC15. Use effective practices and techniques for keeping his/her hair, skin and nails clean enough for the work he/she does.		10	5	5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
17. RAS/N0124 (To provide information and advice to customers)	PC1. Acknowledge promptly and politely customers' requests for information and advise.	<b>100</b>	10	5	5
	PC2. Identify the customer's needs for information and advise.		10	5	5
	PC3. Communicate information and advise to customers in ways they can understand.		10	5	5
	PC4. Provide information and advise to customers that is relevant, complete, accurate and up to date.		10	5	5
	PC5. Check politely that the information and advise provided meets the customer's needs.		10	5	5
	PC6. Find other ways to help the customer when the information and advise given is not satisfactory.		10	5	5
	PC7. Refer requests for information or advise to the right person when he/she cannot help the customer.		5	2.5	2.5
	PC8. Identify the nature of the complaint from information obtained from customers.		10	5	5
	PC9. Acknowledge the complaint clearly and accurately and apologise to the customer.		5	2.5	2.5
	PC10. Follow legal requirements and company policies and procedures for dealing with complaints.		10	5	5

	PC11. Refer complaints promptly to the right person & explain the referral procedure clearly to the customer, when it is beyond his/her responsibility to sort them.		10	5	5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
18. RAS/N0130 (To create a positive image of self & organisation in the customers mind)	PC1. Meet the organisation's standards of appearance and behaviour.	<b>100</b>	5	2.5	2.5
	PC2. Greet customers respectfully and in a friendly manner.		5	2.5	2.5
	PC3. Communicate with customers in a way that makes them feel valued and respected.		10	5	5
	PC4. Identify and confirm your customer's expectations.		5	2.5	2.5
	PC5. Treat customers courteously and helpfully at all times.		5	2.5	2.5
	PC6. Keep customers informed and reassured.		5	2.5	2.5
	PC7. Adapt his/her behaviour to respond effectively to different customer behaviour.		10	5	5
	PC8. Respond promptly to a customer seeking assistance.		5	2.5	2.5
	PC9. Select the most appropriate way of communicating with customers.		5	2.5	2.5
	PC10. Check with customers that he/she has fully understood their expectations.		5	2.5	2.5
	PC11. Respond promptly and positively to customers' questions and comments		5	2.5	2.5
	PC12. Allow customers time to consider his/her response and give further explanation when appropriate.		5	2.5	2.5
	PC13. Locate information that will help customers.		5	2.5	2.5
	PC14. Give customers the information they need about the services or products offered by the organisation.		10	5	5
	PC15. Recognise information that customers might find complicated and check whether they fully understand.		5	2.5	2.5
	PC16. Explain clearly to customers any reasons why their needs or expectations cannot be met.		10	5	5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
19. RAS/N0137 (To work effectively in a retail team)	PC1. display courteous and helpful behaviour at all times.	<b>100</b>	5	2.5	2.5
	PC2. take opportunities to enhance the level of assistance offered to colleagues.		5	2.5	2.5
	PC3. meet all reasonable requests for assistance within acceptable workplace timeframes.		10	5	5
	PC4. complete allocated tasks as required.		5	2.5	2.5
	PC5. seek assistance when difficulties arise.		5	2.5	2.5



	PC6. use questioning techniques to clarify instructions or responsibilities.		10	5	5
	PC7. identify and display a non-discriminatory attitude in all contacts with customers and other staff members.		5	2.5	2.5
	PC8. observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		5	2.5	2.5
	PC9. follow personal hygiene procedures according to organisational policy and relevant legislation.		5	2.5	2.5
	PC10. interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		5	2.5	2.5
	PC11. interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying.		10	5	5
	PC12. ask questions to seek and clarify workplace information.		5	2.5	2.5
	PC13. plan and organise daily work routine within the scope of the job role.		10	5	5
	PC14. prioritise and complete tasks according to required timeframes.		10	5	5
	PC15. identify work and personal priorities and achieve a balance between competing priorities.		5	2.5	2.5
		<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>
20. RAS/N0138 (To work effectively in a retail organization)	PC1. share work fairly with colleagues, taking account of your own and others' preferences, skills and time available.	<b>100</b>	5	2.5	2.5
	PC2. make realistic commitments to colleagues and do what has been promised.		5	2.5	2.5
	PC3. tell colleagues promptly if he/she will not be able to do what has been promised and suggest suitable alternatives.		5	2.5	2.5
	PC4. encourage and support colleagues when working conditions are difficult.		5	2.5	2.5
	PC5. encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.		5	2.5	2.5
	PC6. follow the company's health and safety procedures while working.		5	2.5	2.5
	PC7. discuss and agree with the right people goals that are relevant, realistic and clear.		10	5	5
	PC8. identify the knowledge and skills needed to achieve his/her goals.		5	2.5	2.5
	PC9. agree action points and deadlines that are realistic, taking account of past learning experiences and the time and resources available for learning.		5	2.5	2.5
	PC10. check his/her progress regularly and, when necessary, change the way of working.		5	2.5	2.5

	PC11. ask for feedback on his/her progress from those in a position to give it, and use their feedback to improve his/her performance.	5	2.5	2.5
	PC12. encourage colleagues to ask him/her for work-related information or advice that he/she is likely to be able to provide.	5	2.5	2.5
	PC13. notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.	5	2.5	2.5
	PC14. give clear, accurate and relevant information and advice relating to tasks and procedures.	10	5	5
	PC15. explain and demonstrate procedures clearly, accurately and in a logical sequence.	5	2.5	2.5
	PC16. encourage colleagues to ask questions if they don't understand the information and advice given to them.	5	2.5	2.5
	PC17. give colleagues opportunities to practice new skills, and give constructive feedback.	5	2.5	2.5
	PC18. check that health, safety and security are not compromised when helping others to learn.	5	2.5	2.5
	<b>Total</b>	<b>100</b>	<b>50</b>	<b>50</b>

## Criteria for Apprenticeship Assessment – Year 2

### Retail Sales Associate RAS/Q0104

<b>Compulsory NOS Total Marks: 100</b>			<b>Marks Allocation</b>		
<b>Assessment outcomes</b>	<b>Assessment Criteria for outcomes</b>	<b>Total Marks</b>	<b>Out Of</b>	<b>Theory</b>	<b>Skills Practical</b>
<b>RAS/N0114 To process credit applications for purchases</b>	PC1. Identify the customer's needs for credit facilities.	100	15	7.5	7.5
	PC2. Clearly explain to the customer the features and conditions of credit facilities.		20	10	10
	PC3. Provide enough time and opportunities for the customer to ask for clarification or more information.		15	7.5	7.5
	PC4. Accurately fill in the documents needed to allow the customer to get credit.		20	10	10
	PC5. Successfully carry out the necessary credit checks and authorisation procedures.		15	7.5	7.5
	PC6. Promptly refer difficulties in processing applications to the right person		15	7.5	7.5
	Total		100	50	50
<b>RAS/N0120 To help keep the store secure</b>	PC1. Take prompt and suitable action to reduce security risks as far as possible, where it is within the limits of your responsibility and authority to do so.	100	15	7.5	7.5
	PC2. Follow company policy and legal requirements when dealing with security risks.		20	10	10
	PC3. Recognise when security risks are beyond your authority and responsibility to sort out, and report these risks promptly to the right person.		15	7.5	7.5
	PC4. Use approved procedures and techniques for protecting your personal safety when security risks arise.		20	10	10
	PC5. Follow company policies and procedures for maintaining security while you work.		15	7.5	7.5
	PC6. Follow company policies and procedures for making sure that security will be maintained when he/she goes on your breaks and when he/she finishes work		15	7.5	7.5
	Total		100	50	50
<b>RAS/N0122 To help maintain healthy and safety</b>	PC1. Follow company procedures and legal requirements for dealing with accidents and emergencies.	100	10	5	5
	PC2. Speak and behave in a calm way while dealing with accidents and emergencies.		10	5	5
	PC3. Report accidents and emergencies promptly, accurately and to the right person.		15	7.5	7.5
	PC4. Recognise when evacuation procedures have been started and follow company procedures for evacuation.		10	5	5
	PC5. Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do		15	7.5	7.5
	PC6. Promptly take the approved action to deal with risks if he/she is authorised to do so.		10	5	5

<b>Compulsory NOS Total Marks: 100</b>			<b>Marks Allocation</b>		
<b>Assessment outcomes</b>	<b>Assessment Criteria for outcomes</b>	<b>Total Marks</b>	<b>Out Of</b>	<b>Theory</b>	<b>Skills Practical</b>
	PC7. Report risks promptly to the right person, if he/she does not have the authority to deal with risks.		15	7.5	7.5
	PC8. Use equipment and materials in line with the manufacturer's instructions.		15	7.5	7.5
	Total		100	50	50

**Criteria for Apprenticeship Assessment – Year 2**

**Retail Team Leader RAS/Q0105**

Compulsory NOS Total Marks: 100			Marks Allocation		
Assessment outcomes	Assessment Criteria for outcomes	Total Marks	Out Of	Theory	Skills Practical
<b>RAS/N0146 Organize the display of products at the store</b>	PC1. Comply with health, safety and hygiene requirements and wear the correct personal protective clothing and equipment throughout the process.	100	5	2.5	2.5
	PC2. Check whether the display area, equipment and accessories are clean and take prompt action on finding any problems.		5	2.5	2.5
	PC3. Assemble and check products and additional materials and prepare them for use.		5	2.5	2.5
	PC4. Review the products available for display, estimate the quantities required and select those products which are most suitable with regard to shelf life, demand, appeal and promotional requirements.		10	5	5
	PC.5 Prepare the display to ensure maximum appeal and to comply with product safety requirements		5	2.5	2.5
	PC6. Confirm requirements for labelling of products with the relevant people.		5	2.5	2.5
	PC7. Confirm label information is correct and conforms to legal and standard operational requirements, with the relevant people.		5	2.5	2.5
	PC8. Position labels for products correctly.		10	5	5
	PC9. Ensure that labels are legible, visible to customers, and securely positioned in the correct place		5	2.5	2.5
	PC10. Check and take steps to ensure that the display area always meets the requirement of hygiene, safety and saleability.		5	2.5	2.5
	PC11. Transfer products safely to the display area according to instructions and specifications.		5	2.5	2.5
	PC12. Arrange and promptly replace products and additional materials in a way that is attractive to customers and meets the requirements of hygiene and safety.		10	5	5
	PC13. Reposition and reorganize the position of products and accessories, where product is not available, to maintain presentation and to meet trading conditions.		5	2.5	2.5

	PC14. Monitor displays according to instructions and specifications.		10	5	5
	PC15. Carry out any emergency cleaning procedures promptly when required.		5	2.5	2.5
	PC16. Take prompt action to address any product or display related problem		5	2.5	2.5
	Total		100	50	50
<b>RAS / N0139 Plan visual merchandising</b>	PC1. Identify the purpose, content and style of the display.	100	10	5	5
	PC2. Identify the equipment, materials, merchandise and props you need to create and install the display and the dates for completing it.		10	5	5
	PC3. Evaluate whether the place you plan to put the display is likely to fulfil the design brief.		10	5	5
	PC4. Create new and effective ways of improving the visual effect of displays, within the limits of the design brief, the company's visual design policies and the authority you have.		15	7.5	7.5
	PC5. Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.		10	5	5
	PC6. Identify other merchandise and props when those originally specified are not available or not suitable, and agree your selections with the right person.		15	7.5	7.5
	PC7. Verify arrangements for delivery of merchandise and props with the right people, allowing enough time for deliveries to arrive before the display must be installed.		10	5	5
	PC8. Check the progress of deliveries and take suitable action if delays seem likely.		10	5	5
	PC9. Update stock records to account for merchandise on display.		10	5	5
	Total		100	50	50
<b>RAS / N0140 Establish and satisfy customer needs</b>	PC1. Stay alert to, and make unobtrusive observations about, customer choices and movements within the store	100	10	5	5
	PC2. Heed to customer queries about the products and supplies they wish to purchase and unobtrusively and politely enquire about their purchase requirements, when necessary		10	5	5
	PC3. Help customers identify the product or supplies they wish to purchase and direct / accompany them to the exact store location where the specific product or supplies are stocked / displayed		10	5	5
	PC4. Confirm with customers that the products and supplies being packed, wrapped and billed exactly match their selections		10	5	5

	PC5. Extend appropriate courtesy to customers during the sales process and provide appropriate and accurate information and advice		10	5	5
	PC6. Provide information on variants of product and supplies available in the store and enable customers to make informed purchase decisions		10	5	5
	PC7. Enable customers to make choices appropriate with their product, supplies and brand preferences and complete their basket of purchases		10	5	5
	PC8. Advise the customer, where allowed by store or business policy, to sample the product or supplies in the course of the purchase decision.		10	5	5
	PC9. Maintain prescribed levels of store, environmental and personal hygiene and ensure health and safety within the store environs and peripheral areas		10	5	5
	PC10. Ensure that customers fulfil their purchase process smoothly from start to billing by minimizing waiting times at different stages of the process		10	5	5
	Total		100	50	50
<b>RAS / N0147 Process the sale of products</b>	PC1. Confirm prices of product and supplies with customers and ensure customers are agreeable to the pricing, terms and the department's business policies.		15	7.5	7.5
	PC2. Confirm that customer is aware and agreeable to the modes of payment available at the department		15	7.5	7.5
	PC3. Process payment or credit in line with business policies and ensure accurate accounting of units of purchased product or supplies and the payments and credits processed.		15	7.5	7.5
	PC4. Ensure safe handling and movement of product and supplies off the racks and through to billing counters.	100	15	7.5	7.5
	PC5. Ensure appropriate and accurate processing and safe storage of payments, vouchers, records and receipts.		15	7.5	7.5
	PC6. Ensure proper functioning of departmental processes that lead to a sale and alert appropriate persons in case of a process malfunction or process failure.		10	5	5
	PC7. Conclude dealing with customers with appropriate and prescribed mannerisms		15	7.5	7.5
	Total		100	50	50
<b>RAS / N0148 Maintain the availability of</b>	PC1. Confirm the purchase of the display and any relevant requirements and standards and, where necessary, check them with the appropriate authority	100	4	2	2

<b>goods for sale to customers</b>	PC2. Clearly explain to staff the purpose of the display and any relevant requirements and standards	4	2	2
	PC3. Check that staff prepare the display area and put the display together in a way that causes the least inconvenience to customers	4	2	2
	PC4. Provide constructive feedback to staff on their performance	4	2	2
	PC5. Provide opportunities for staff to check they understand the requirements and standards of the display	4	2	2
	PC6. Check that the assembled display confirms to company requirements and standards	4	2	2
	PC7. Obtain permission from the appropriate authority to modify or change the display	4	2	2
	PC8. Monitor that information has been placed accurately and legally, and is chosen and positioned to promote sales effectively	4	2	2
	PC9. Keep complete, accurate and up-to-date records of displays	4	2	2
	PC10. Identify what standards the display should meet	4	2	2
	PC11. Check displays against all the relevant standards to decide how effective they are	4	2	2
	PC12. Encourage staff to make helpful comments and identify changes that may make the display more appealing to customers	4	2	2
	PC13. Ask the right person for permission to make any changes that you cannot authorize yourself	4	2	2
	PC14. Give staff clear instructions and encouragement so that they can make any changes needed to the display	4	2	2
	PC15. Take prompt and suitable action to deal with any risks to security or health and safety that your assessment has revealed	4	2	2
	PC16. Collect and record accurate information on price changes	4	2	2
	PC17. Give accurate, up-to-date price information to the staff who need it	4	2	2
	PC18. Regularly check price marking and promptly sort out any pricing problems you spot	4	2	2
	PC19. Make sure that stock replenishment plans are up-to-date and realistic	4	2	2
	PC20. Deal with out of date or deteriorating stock in line with company policy and any relevant laws	4	2	2
	PC21. Involve staff in spotting potential improvements to the way stock is organized	4	2	2



	PC22. Spot realistic and effective ways of improving how stock is organized and presented		8	4	4
	PC23. Get permission from the right person, where necessary, to improve the way stock is organized and presented		4	2	2
	PC24. Make sure that you maintain customer goodwill and staff morale while stock is being reorganized		4	2	2
	Total		100	50	50
<b>RAS / N0131 Allocate and check work in your team</b>	PC1. Use information collected on the performance of team members in any formal appraisal of performance.	100	10	5	5
	PC2. Recognize successful completion of significant pieces of work or work activities by team members and the overall team and update manager.		10	5	5
	PC3. Identify unacceptable or poor performance, discuss the cause(s) and agree ways of improving performance with team members.		5	2.5	2.5
	PC4. Monitor the team for conflict, identifying the cause(s) when it occurs and dealing with it promptly and effectively.		5	2.5	2.5
	PC5. Motivate team members to complete the work they have been allocated and provide, where requested and where possible, any additional support and/or resources to help completion.		10	5	5
	PC6. Support team members in identifying and dealing with problems and unforeseen events.		5	2.5	2.5
	PC7. Check the progress and quality of the work of team members on a regular and fair basis against the standard or level of expected performance and provide prompt and constructive feedback.		10	5	5
	PC8. Encourage team members to ask questions, make suggestions and seek clarification in relation to the work they have been allocated.		10	5	5
	PC9. Recognize and find out about differences in expectations and working methods of any team members from a different country or culture and promote ways of working that take account of their expectations and maximize productivity.		5	2.5	2.5
	PC10. Brief team members on the work they have been allocated and the standard or level of expected performance.		10	5	5
	PC11. Allocate work to team members on a fair basis taking account of their skills, knowledge and understanding, experience and workloads and the opportunity for development.		5	2.5	2.5

	PC12. Plan how the team will undertake its work, identifying any priorities or critical activities and making best use of the available resources.		5	2.5	2.5
	PC13. Confirm the work required of the team with your manager and seek clarification, where necessary, on any outstanding points and issues		10	5	5
	Total		100	50	50
<b>RAS / N0150 Monitor and solve customer service problems</b>	PC1. Respond positively to customer service problems following organizational guidelines	100	10	5	5
	PC2. Solve customer service problems when you have sufficient authority		5	2.5	2.5
	PC3. Work with others to solve customer service problems		10	5	5
	PC4. Keep customers informed of the actions being taken		5	2.5	2.5
	PC5. Checking if the customers are comfortable with the actions taken		5	2.5	2.5
	PC6. Solve problems with service system and procedures		10	5	5
	PC7. Inform coworkers of the steps taken to solve specific problems		5	2.5	2.5
	PC8. Identify repeated customer service problems		10	5	5
	PC9. Identify advantages and disadvantages of options for dealing with problems		5	2.5	2.5
	PC10. Select the best option, balancing customers' and organizational needs		5	2.5	2.5
	PC11. Obtain approval from sufficient authority to change guidelines to reduce a problem		10	5	5
	PC12. Action your agreed solution		5	2.5	2.5
	PC13. Keeping customers positively involved in steps taken to solve problem		10	5	5
	PC14. Monitor and adjust changes made		5	2.5	2.5
	Total		100	50	50
<b>RAS / N0145 Communicate effectively with stakeholders</b>	PC1. Pass on written information only to those people authorized to receive it and within agreed timescales	100	4	2	2
	PC2. Keep the information in written documents as required by your organization;		4	2	2
	PC3. Maintain the communication mediums in line your instructions and organization's procedures		4	2	2
	PC4. Make sure the communication equipment you use is working properly, take corrective action as required		4	2	2

PC5. Acknowledge incoming communication promptly and clearly, using appropriate terminology	4	2	2
PC6. Pass on information to persons who require it within agreed timescales	4	2	2
PC7. Check to ensure that the information you give is understood by the receivers	4	2	2
PC8. Take prompt and effective action when there is difficulty in transmission or reception of information	4	2	2
PC9. Accurately interpret and act upon instructions that you receive	4	2	2
PC10. Make sure you get clarifications when you need to	4	2	2
PC11. Consult with and help your team members to maximize efficiency in carrying out tasks	4	2	2
PC12. Give instructions to others clearly, at a pace and in a manner that helps them to understand	4	2	2
PC13. Listen actively and identify the most important things that customers are saying	4	2	2
PC14. Identify the most important things that customers are telling you	4	2	2
PC15. Summarize information for customers	4	2	2
PC16. Use appropriate body language when communicating with customers	4	2	2
PC17. Read your customers' body language to help you understand their feelings and wishes	4	2	2
PC18. Deal with customers in a respectful, helpful and professional way at all times	2	1	1
PC19. Help to give good customer service by passing messages to colleagues	2	1	1
PC20. Understand the roles and responsibilities of the different people you will be working with	4	2	2
PC21. Agree and record arrangements for joint working that are appropriate and effective	2	1	1
PC22. Agree to the information sharing timing, reasons and confidentiality	4	2	2
PC23. Discuss on how and when the joint work will be monitored and reviewed	4	2	2
PC24. Undertake your role in the joint working in a way that is consistent with agreements made, your own job role and relevant policies and standards.	4	2	2
PC25. Represent your agency's views and policies in a clear and constructive way	4	2	2

	PC26. Identify any tensions and issues in the joint working and seek to address them with the people involved		2	1	1
	PC27. Seek appropriate support when you are having difficulty working effectively with staff in other agencies		4	2	2
	Total		100	50	50
<b>RAS / N0122 Help maintain health and safety</b>	PC1. Follow company procedures and legal requirements for dealing with accidents and emergencies.	100	15	7.5	7.5
	PC2. Speak and behave in a calm way while dealing with accidents and emergencies.		15	7.5	7.5
	PC3. Report accidents and emergencies promptly, accurately and to the right person.		10	5	5
	PC4. Recognize when evacuation procedures have been started and following company procedures for evacuation		10	5	5
	PC5. Follow the health and safety requirements laid down by your company and by law, and encourage colleagues to do the same.		15	7.5	7.5
	PC6. Promptly take the approved action to deal with risks if you are authorized to do so.		10	5	5
	PC7. If you do not have authority to deal with risks, report them promptly to the right person.		15	7.5	7.5
	PC8. Use equipment and materials in line with the manufacturer's instructions.		10	5	5
	Total		100	50	50
<b>RAS / N0137 Work effectively in a retail team</b>	PC1. Display courteous and helpful behavior at all times.	100	10	5	5
	PC2. Take opportunities to enhance the level of assistance offered to colleagues		5	2.5	2.5
	PC3. Meet all reasonable requests for assistance within acceptable workplace timeframes.		10	5	5
	PC4. Complete allocated tasks as required		5	2.5	2.5
	PC5. Seek assistance when difficulties arise.		5	2.5	2.5
	PC6. Use questioning techniques to clarify instructions or responsibilities		10	5	5
	PC7. Identify and display a non-discriminatory attitude in all contacts with customers and other staff members.		5	2.5	2.5
	PC8. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		5	2.5	2.5
	PC9. Follow personal hygiene procedures according to organizational policy and relevant legislation		5	2.5	2.5

	PC10. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		5	2.5	2.5
	PC11. Interpret, confirm and act on legal requirements in regard to anti- discrimination, sexual harassment and bullying.		10	5	5
	PC12. Ask questions to seek and clarify workplace information.		5	2.5	2.5
	PC13. Plan and organize daily work routine within the scope of the job role.		5	2.5	2.5
	PC14. Prioritize and complete tasks according to required timeframes.		5	2.5	2.5
	PC15. Identify work and personal priorities and achieve a balance between competing priorities.		10	5	5
	Total		100	50	50
<b>RAS / N0138 Work effectively in an organization</b>	PC1. Share work fairly with colleagues, taking account of your own and others' preferences,	100	5	2.5	2.5
	PC2. Make realistic commitments to colleagues and do what you have promised you will do.		5	2.5	2.5
	PC3. Let colleagues know promptly if you will not be able to do what you have promised and suggest suitable alternatives.		5	2.5	2.5
	PC4. Encourage and support colleagues when working conditions are difficult.		5	2.5	2.5
	PC5. Encourage colleagues who are finding it difficult to work together to treat each other fairly, politely and with respect.		5	2.5	2.5
	PC6. Follow the company's health and safety procedures as you work.		5	2.5	2.5
	PC7. Discuss and agree with the right people goals that are relevant, realistic and clear.		5	2.5	2.5
	PC8. Identify the knowledge and skills you will need to achieve your goals.		5	2.5	2.5
	PC9. Agree action points and deadlines that are realistic, taking account of your past learning experiences and the time and resources available for learning.		5	2.5	2.5
	PC10. Regularly check your progress and, when necessary, change the way you work.		5	2.5	2.5
	PC11. Ask for feedback on your progress from those in a position to give it, and use their feedback to improve your performance		10	5	5
	PC12. Encourage colleagues to ask you for work-related information or advice that you are likely to be able to provide.		5	2.5	2.5
	PC13. Notice when colleagues are having difficulty performing tasks at which you are competent, and tactfully offer advice.		5	2.5	2.5

	PC14. Give clear, accurate and relevant information and advice relating to tasks and procedures.		10	5	5
	PC15. Explain and demonstrate procedures clearly, accurately and in a logical sequence.		5	2.5	2.5
	PC16. Encourage colleagues to ask questions if they don't understand the information and advice you give them.		5	2.5	2.5
	PC17. Give colleagues opportunities to practice new skills, and give constructive feedback.		5	2.5	2.5
	PC18. Check that health, safety and security are not compromised when you are helping others to learn.		5	2.5	2.5
	Total		100	50	50

## Annexure A:

### List of Tools and Equipment

<b>S. No.</b>	<b>Equipment Name</b>	<b>Minimum number of Equipment required (per batch of 30 trainees)</b>	<b>Unit Type</b>	<b>Is this a mandatory Equipment to be available at the Training Center (Yes/No)</b>	<b>Dimension/Specification /Description of the Equipment/ ANY OTHER REMARK</b>
1	Display Racks (Gondola)	2	Piece	Yes	Size 3' X 1.5' X 5, Non Branded
2.	Calculator	2	Piece	Yes	Casio or equivalent
3.	Dummy DSRs	30	Piece	Yes	Printouts of dummy DSR, Non Branded
4.	Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags	30	Piece	Yes	Random assortment of FMCG Stock, Multi-branded
5.	Product signages	10	Piece	Yes	Information on product category
6.	Pre - Printed Bill Book With Product Details	10	Piece	Yes	Orientation purpose
7.	Handheld Palm device with basic DSR information	2	Piece	Yes	Palmtop, Multibranded
8.	Software to run DSR on palmtop - demo version	1	Piece	Yes	Software created and licensed through

					standard vendors- demo version
9.	Dummy Product Detailers / Product Catalog	20	Piece	Yes	Dummy detailers, Non Branded
10.	Sample route plan	10	Piece	Yes	Customised
11.	Sales call process handouts	30	Piece	Yes	Customised
12.	Retail Shelf	1	Piece	Yes	To show different product categories and manage display on shelves
13.	Display Boards / Standees for product categories and offers (Different Types)	3	Piece	Yes	Size 3' X 3' ; 2' X 6', Non Branded
14.	Stock Almirah	1	Piece	Yes	Size 3' X 2' X 6', Godrej or equivalent
15.	Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine)	1	Piece	Yes	Multibranded
16.	(Mannequins - Full/Half Bust (1 -Full , 1-Half), Dangers (3), Wobblers (3), Hangers (3), Banners /Posters (2)  POS Display (LED Lightbox)	17	Piece	Yes	Different types of VM elements with quantity : like  Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Banners /Posters,  POS Display (LED Lightbox), Signage



	(1), Signage Board (1), Offers /Policy Signage (2)				Board, Offers /Policy Signage
17.	Sales Call process / Customer Engagment Process handouts	30	Piece	Yes	A4 size
18.	Shopping Basket/Shopping Cart	1	Piece	Yes	60L capacity, Non Branded
19.	Dummy Fire Extinguisher	1	Piece	Yes	Cease Fire or equivalent
20.	Posters showing various types of digital payment options such as PayTM,PayPal etc)	10	Piece	Yes	Size A4; A3; A2; A1
21.	Customer Feedback Forms	15	Piece	Yes	Customised
22.	Customer Inquiry /Lead Register	3	Piece	Yes	Customised
23.	Sample Stock delivery note / challan	15	Piece	Yes	Customised
24.	Dummy Stock Transfer Notes / Invoice	15	Piece	Yes	Customised
25.	Register to record customer delivery	3	Piece	Yes	Customised
26.	Stock Inward/Stock Outward register	3	Piece	Yes	Customised

27.	Sample forms showing Loyalty scheme/EMI Offers	15	Piece	Yes	Customised
28.	Sample Retail Standard Operating Procedures (SOP) manual covering do's & don'ts in a store	2	Piece	Yes	Customised
29.	In-store induction training manual, HR Manual	2	Piece	Yes	Customised
30.	Sample contact list of key internal and external stakeholders	5	Piece	Yes	Customised
31.	Attendance register / Employee Work Shift planner	2	Piece	Yes	Customised
32.	Sample employee appraisal form	15	Piece	Yes	Customised
33.	Sample script for team briefing	15	Piece	Yes	Customised
34.	Sample Team Target vis-à-vis Team Performance Report sample (In hardcopy or digital form)	15	Piece	Yes	Customised