

**L\_All\_Vocatinal\_Ed\_economics&finance**

**Sector: Economics and Finance**

<b>Sr. No</b>	<b>Specialisation</b>	<b>Page No</b>
<b>1</b>	<b>Retail</b>	<b>02</b>

**VOCATIONAL EDUCATIONAL QUALIFICATION FRAMEWORK**  
**(Sector- B. Voc- Specialization -Marketing)**  
**NVEQF/Mktg/RL**

<b>S.No.</b>	<b>Certificate Level</b>	<b>Vocational Hours</b>
1.	Level-I	200 hrs
2.	Level-II	250 hrs
3.	Level-III	350 hrs
4.	Level-IV	350 hrs
5.	Level-V	500 hrs
6.	Level-VI	550 hrs
7.	Level-VII	750 hrs

**Certificate Level- I**

1. Visit to local Kirana Shop to understand the process of retails setup transaction  
Demonstration of various departments in retail outlets
2. Product display- objective and design.  
Loss prevention on location
3. Visit to any organized (Food & Grocery) retailer in that area to understand Product grouping and classification. Witness the basic function of each Department
4. Classification of retail on the basis of product. Ownership-
  - Food grocery
  - Apparel/Clothing/Accessory
  - Home furnishing
  - Luxury brands
  - Sports
  - Pharmacy and Health care products
5. Visit to Supermarket or Hyper market to study product type, variety size.  
Product billing system, basic billing system used in retail store  
Training students on front line sale, personality skill- Etiquette, Manner, Dressing sense,  
Personal Effectiveness

Functional English in service sector

## **Certificate Level- II**

1. Using demonstration and role play to discuss Role of customer, Customer need analysis  
Customer need management
2. Sale opening and closing Effective negotiation skills CRM principals and application
3. Visit to retail outlet to understand role of supervisor Video on types of customers and their handling Organization structure
4. Visit to retail outlet to understand store location and design
5. Store display and layout  
Store image by visual merchandising  
Window display and exterior design  
Provide customer advice for footwear, fashion, furniture, luxuries.

## **Certificate Level- III**

- 1. Business Communication**
  - Role play
  - Presentation
  - Demonstration on Business Communication
- 2. Retail Selling**
  - Case Study
  - Demonstration
  - Store visit
- 3. Retail Customer Service**
  - Store Visit and live customer handling
- 4. Retail Store Merchandise and Display**
  - 5 day engagement with retail outlet
  - Monitoring visual merchandise presentation
  - Understanding product layout and display

## **Certificate Level- IV**

- 1. Retail Scope and Significance**
  - Social and Economics Significance of retail
  - Opportunities in Retailing
- 2. Retail formats**
  - Retailer characteristics

- Store and non store retailing
- Types of ownership in retailing
- Multichannel retailing
- Various store visits and use of videos

### **3. Store Layout and Design**

- Store Design objectives
- Store Design layouts
- Space Management
- Visual Merchandising
- Website Design
- Visit Retail store unit to understand store design and layout

### **4. Store Location**

- Evaluation of specific location
- Trade area characteristics
- No of stores
- Local area location analysis

### **5. Store Management**

- Major store jobs and responsibilities
- Managing peak sales
- Managing shoplifting and theft.
- Managing labour
- Managing Maintenance
- Managing Vendor
- 5 day engagement training with any retailer

## **Certificate Level- V**

### **1. Retail Environment**

- Growth of retailing in India
- International Retailing
- Multi Channel Retailer

### **2. Fundamental of Marketing**

- Marketing Mix
- Product concept
- Pricing concept
- Distribution
- Promotion

### **3. Business Communication**

- Verbal and Non verbal communication

- Retail Communication Forms
- Challenges of Retail Communication

#### **4. Consumer Behaviour and CRM**

- Consumer Buying Process
- Type of Buying Decisions
- Competence of CRM
- Understanding Customer Need
- Improving Customer Responsiveness

#### **5. Maximizing Product Sale**

- Help customer choose products
- Provide Information & Advice
- Demonstrate product
- Process Payments
- Promote Loyalty Schemes

### **Certificate Level- VI**

#### **1. Basic Accounting Management in Retail**

- Concept of stock keeping units
- Receiving good end material in store
- Processing Customer Order.
- Process returned goods and material
- Process Payments credit/cash
- Audit stock levels and inventories

#### **2. People Management**

- Understanding retail tasks and duties
- Developing productive relationships
- Allocating work and check work of teams
- Managing retail teams
- Recruitment, selection and keeping colleagues.

#### **3. Store Design and Visual Merchandiser**

- Store Design and Retail Strategy
- Space management
- Visual merchandising and display
- Merchandise display
- Props for visual merchandising

#### **4. Store Image Management**

- Brand Image
- Promotional Strategy

- In store promotion
- Retail location

### **5. Merchandise Planning & Procurement**

- Forecasting sale
- Assortment Planning
- Types of merchandise
- Buying organization
- Keeping stock at required level in retail store.

## **Certificate Level- VII**

### **1. Retail Logistics and Technology Management**

- Concept of supply chain management
- Distribution centres
- Collaboration between retailer and vendor
- EDI, RFID
- Bar coding and scanning

### **2. Retail Service Management**

- Develop a service mindset
- Intensive experiential learning
- Customer service strategies
- Service Quality
- Gap model in service
- Delivery service excellence
- Service innovations

### **3. Retail Operations**

- Monitoring and evaluating services of external suppliers
- Monitoring and maintaining health and safety in retail environment
- Managing trading hours/scheduling
- Financial objectives and goals
- Profit margin management
- Controlling cost
- Shrinkage management
- Financial ratios

### **4. Tax Requirement**

- Concept of taxes in retailing
- Legal aspects of franchising
- Laws related to retailing
- Legal aspects of staffing in retail

## **5. Merchandize Management**

- Merchandise management process
- Concept of category
- Concept of private label
- Assortment planning
- Managing staple, fashion merchandise
- Buying alternatives
- Buying process
- Analyzing merchandise performance
- Setting retail prices