

**Curriculum Documents for
North-East Skills Centre (NESC) in
Guwahati, Assam, India.**

Skills Standard

***Retail Services
Course***

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PREFACE

The Skills Standard specifies the scope and level of competencies in an occupation. It specifies measurable, observable and acceptable performance criteria, and the related technical knowledge to support the satisfactory performance in an occupation.

OCCUPATIONAL DESCRIPTION

A Sales Personnel is one who serves customers, promotes and sells products and services, displays merchandise as well as handles store operations including inventory and cashiering.

The work he/she performs includes the following:

- Promotes products and services
- Performs suggestive and cross-selling
- Interacts with customers face-to-face
- Provides customer service
- Handles merchandise
- Manages stock inventory
- Arranges display of merchandise
- Performs cashiering

MAJOR TOOLS, EQUIPMENT & MATERIALS

Tools and Equipment

Cashier

- Cashier counter
- Computer system (including application software)
- Electronic bar code printer and scanner
- Electronic Point of Sale (EPOS) terminal (including cash register)
- Credit card terminal
- Exchange rate chart
- Calculator
- Fax machine
- Photocopier
- Printer
- Telephone/ fax directories
- Telephone/ Intercom

Displays

- Mannequins
- Shelving and display units
- Tagging machine
- Trolleys
- Ladder

Materials

Cashier

- Audit rolls
- Charge Slips
- Customer database
- EPOS materials
- Gift wrappers
- Logbook for communication/lost-and-found
- Office stationery
- Shopping bags

Displays

- Care labels
- Cleaning materials
- Display cabinets
- Price labels
- Product manual
- Signages

SKILLS STANDARD

Module: Retail Selling

Performance Criteria	Technical Knowledge
1. Competence: Approach customer	
<ul style="list-style-type: none"> • Professional image is displayed • Timing of customer approach is determined and applied • Customers are acknowledged and warmly welcomed • Appropriate form of greeting is used when approaching customers • Eye contact is made, accompanied by a smile 	<p>1.1. Describe the steps for approaching a customer:</p> <ul style="list-style-type: none"> - Acknowledge customer (smile, eye contact) - Welcome customer (greet, shake hands) - Put customer at ease - Exceeding customer satisfaction at all 'touchpoints'
2. Competence: Identify customer needs	
<ul style="list-style-type: none"> • Appropriate questions are asked to identify the needs and wants of customers • Proper questioning techniques are applied to identify the needs of customers • Verbal and non-verbal messages of customers are correctly interpreted • Appropriate non-verbal cues are displayed when listening to customers • Queries from customers are effectively handled • Customer needs are recognized and acknowledged 	<p>2.1. Distinguish between customers' needs and wants</p> <p>2.2. Explain the purpose of questioning techniques:</p> <ul style="list-style-type: none"> - Beginning flow of information - Continuing and redirecting information - Checking for understanding <p>2.3. Explain the types of questioning techniques to identify customer's needs:</p> <ul style="list-style-type: none"> - Closed questions - Open questions - Probing questions - Leading questions <p>2.4. Distinguish between closed and open questions</p> <p>2.5. Explain the steps in the customer buying process and the factors influencing their buying behaviour:</p> <ul style="list-style-type: none"> - Why should I buy? - What should I buy? - Where should I buy?

Performance Criteria	Technical Knowledge
	<ul style="list-style-type: none"> - What is a fair price? - When should I buy? <p>2.6. Explain the purpose of interpreting the customer's non-verbal communication in order to identify customer needs</p> <p>2.7. Explain the types of non-verbal communication:</p> <ul style="list-style-type: none"> - Body posture - Personal space - Physical contact - Facial expressions
3. Competence: Promote products and services	
<ul style="list-style-type: none"> • Type of products and services promoted to customers are relevant to their needs • Information on the products and services given to customers is accurate and complete • Suitable alternative products and services are promoted to customers, where appropriate • Presentation of the products and services is adapted to the customer's requirements 	<p>3.1. Explain the importance of having an in-depth knowledge of the stores' products and services</p> <p>3.2. Describe the different ways-of presenting and promoting products:</p> <ul style="list-style-type: none"> - Displays - Promotions - Special offers and deals - Word of mouth <p>3.3. Explain the marketing concepts:</p> <ul style="list-style-type: none"> - Product - Price - Place - Promotion <p>3.4. Describe the differences between the concept of marketing and selling</p> <p>3.5. Describe the importance of personal selling in a store</p> <p>3.6. Describe the different roles and tri-partite relationship in a sales transaction:</p> <ul style="list-style-type: none"> - Salesperson - Company - Customer

Performance Criteria	Technical Knowledge
	<p>3.7. Describe the characteristics of a successful sales professional:</p> <ul style="list-style-type: none"> - Self-confident - Self-motivated - Selling attitude - Multi-tasker - Business maximiser - Task performer <p>3.8. Describe the sales process:</p> <ul style="list-style-type: none"> - Prospecting - Approaching - Problem recognising - Presenting (include demo, explanations of features/benefits) - Negotiating - Dealing with objections (include offering alternatives) - Closing - Following up
4. Competence: Provide information on products and services	
<ul style="list-style-type: none"> • All key elements of the products and services are clearly explained to customers • Information on the products and services given to customer is accurate and complete • Instructions on the safe use and care of the selected item are clearly explained to customers 	<p>4.1. Describe the key elements of product knowledge:</p> <ul style="list-style-type: none"> - General features - Special features - Benefits - Disadvantages - Price - Special offers - Stock availability - New arrivals - Best-sellers - Care instructions <p>4.2. Explain the methods of developing and maintaining product knowledge:</p> <ul style="list-style-type: none"> - Discussions and sharing updated information with co-workers - Reading product information - Research on product information - Attending vendor's product update seminars - Visiting exhibitions and product trade shows

Performance Criteria	Technical Knowledge
	4.3. Explain consumer rights in India with reference to the following: <ul style="list-style-type: none"> - Role of governing body - Laws and legislation - Enforcement
5. Competence: Handle objections	
<ul style="list-style-type: none"> • Non-verbal signals are used to convey to customers that their objections are heard • Objections raised are acknowledged and relevant questions are posed to customers to understand the reason for their objections • Types of objections raised by customers are correctly identified • Appropriate techniques are used to handle customers' objections • Suitable alternatives are offered to customers, where appropriate • Objection is referred to relevant authority, if necessary 	5.1. Identify the types of customer objections: <ul style="list-style-type: none"> - Price situation - Procrastination - Scepticism - Indifference 5.2. Describe the techniques for handling objections: <ul style="list-style-type: none"> - Head-on - Indirect denial - Compensation
6. Perform up-selling and cross-selling	
<ul style="list-style-type: none"> • Appropriate questions are asked to identify opportunities for generating additional sales revenue • Suitable products and services are recommended to customers after they have selected a product to purchase • Value of the additional products and services is highlighted to customers • Appropriate selling techniques are used to encourage customers to purchase additional products and services 	6.1. Describe the differences between upselling and cross selling 6.2. Describe the methods of generating additional sales: <ul style="list-style-type: none"> - Cross-selling - Up-selling 6.3. Explain the benefits of cross-selling and up-selling: <ul style="list-style-type: none"> - Sell more products and services - Reduce cost of sales - Enhance customer loyalty - Increase sales revenue

Performance Criteria	Technical Knowledge
7. Competence: Close the sale	
<ul style="list-style-type: none"> • Buying signals from customer are recognised • Appropriate closing techniques are used to affirm a sale • Return policies are explained in accordance with company's policy • Customers are informed of after-sales and service support provided by the company • Follow-up assistance within given timeframe is offered in accordance with company's guidelines 	<p>7.1. Describe the types and characteristics of buying signals displayed by a customer:</p> <ul style="list-style-type: none"> - Agrees with the value of a benefit - Remains silent - Verbal and non-verbal cues <p>7.2. Describe the techniques to affirm a sale:</p> <ul style="list-style-type: none"> - Trial close - Summary of benefits close - Assumption close - Direct appeal close - Combination close <p>7.3. Describe the purpose and types of after-sales service support:</p> <ul style="list-style-type: none"> - Installation - Delivery - Alteration - Repair services - Upgrades - Warranty
8. Competence: Obtain customer feedback	
<ul style="list-style-type: none"> • Appropriate methods are used to obtain customer feedback • Customer is thanked for the feedback given • Feedback from customers is accurately recorded for follow-up action • Customer feedback is followed up promptly 	<p>8.1. Explain the types of customer feedback:</p> <ul style="list-style-type: none"> - Positive feedback - Negative feedback <p>8.2. Identify the methods to obtain and record customer feedback:</p> <ul style="list-style-type: none"> - Survey - Focus group - Interview - Mystery shopping - Customer comment cards - Social media <p>8.3. Describe the ways in which customer feedback are used:</p> <ul style="list-style-type: none"> - Make changes to current processes - Refine the changes - Improve customer satisfaction

Performance Criteria	Technical Knowledge
9. Competence: Promote membership or loyalty programmes	
<ul style="list-style-type: none"> • Customers' status in membership and loyalty programmes are ascertained correctly • Features and benefits of membership and loyalty programmes are explained clearly and accurately • Relevant information is provided to customer to help them decide on the scheme • Frequently raised questions and objections to the membership and loyalty programmes are addressed appropriately 	<p>9.1. Describe the relationship between loyalty programmes and the store's commercial aims</p> <p>9.2. Outline the different types of membership or loyalty programmes and information on their features and benefits:</p> <ul style="list-style-type: none"> - Reward Scheme - Credit or Discount Facilities - Special offers - Special access privileges - Priority or special service - Exclusive events invitation <p>9.3. Describe how to deal with frequently raised questions and objections in relation to the loyalty programmes</p>
10. Competence: Build customer loyalty	
<ul style="list-style-type: none"> • Good rapport with customers is established • Customers are informed of all the benefits available to members • Effective strategies are applied to retain customer loyalty • Customer's interest is maintained throughout the membership period 	<p>10.1. Describe the benefits of building customer loyalty:</p> <p><u>Benefits to retailer</u></p> <ul style="list-style-type: none"> - Guaranteed a certain level of purchase prior to sign-up - Able to select customers - Gain better understanding of its customers - Guaranteed a certain level of sales following membership sign-up <p><u>Benefits to customer</u></p> <ul style="list-style-type: none"> - Enjoy rewards - Invite to events - First to know of new products - Able to network <p>10.2. Outline the various strategies to retain customer loyalty:</p> <ul style="list-style-type: none"> - Communicate - Customer service - Employee loyalty - Employee training - Customer incentives - Product awareness - Reliability - Be flexible - People over technology - Know their names

Performance Criteria	Technical Knowledge
11. Competence: Monitor sales target	
<ul style="list-style-type: none"> • Store sales targets are monitored and properly recorded • Feedback on sales performance is provided to management promptly • Indicators to measure the productivity of the store are identified correctly 	<p>11.1. Explain the importance of monitoring sales targets and how they are set</p> <p>11.2. Explain how real time information is used in making sales-related decisions</p> <p>11.3. Explain the concept of productivity and the indicators used to measure productivity for the retail industry:</p> <ul style="list-style-type: none"> - Increase sales - Optimise use of labour - Optimise use of capital

SKILLS STANDARD

Module: Retail Operations

Performance Criteria	Technical Knowledge
1. Competence: Receive merchandise	
<ul style="list-style-type: none"> • Delivery order and invoice are verified against purchase order • Merchandise received matches the items stated in the purchase order • Expiry date of all perishable merchandise is checked • Merchandise is verified to be in good condition before acceptance • Unacceptable merchandise is rejected and handled in accordance with company's guidelines • Merchandising records are stored according to appropriate filing methods • Confidentiality is maintained when handling company records 	<p>1.1. Explain the different channels of distribution:</p> <ul style="list-style-type: none"> - Direct selling - Producer to retailer - Producer to wholesaler <p>1.2. Describe the characteristics and purpose of different retail store formats and the types of merchandise sold:</p> <ul style="list-style-type: none"> - Specialty store - Convenience store - Supermarket/ Hyperstore - Department store <p>1.3. Explain the different merchandising models:</p> <ul style="list-style-type: none"> - Outright purchase - Consignment - Concessionaire - Franchise <p>1.4. Explain the purpose of documenting various types of merchandising transactions:</p> <ul style="list-style-type: none"> - Purchase order - Delivery order - Invoice <p>1.5. Identify the information to be verified and the verification procedures to use when receiving merchandise from suppliers:</p> <ul style="list-style-type: none"> - Accuracy of documents - Condition of merchandise - Expiry date of perishable merchandise with limited shelf-life

Performance Criteria	Technical Knowledge
	<p>1.6. Explain the various types of filing methods for storing merchandising documents:</p> <ul style="list-style-type: none"> - Alphabetical - Numerical - Geographical - Subject - Chronological - Combination <p>1.7. Explain the need to maintain confidentiality when handling company related documents</p> <p>1.8. Explain how confidentiality can be maintained</p>
2. Competence: Mark prices of merchandise	
<ul style="list-style-type: none"> • Price tag is placed in a position that is easily located by the customer • Price tag is positioned away from removable caps, lids or parts and the merchandise label • Appearance of the merchandise is not damaged or spoilt by price tag • Price tagging tools are handled correctly • Merchandise is tagged with the appropriate price tag containing the correct information • Display cards are used appropriately for promotional events • Prices on price tags are changed according to the different situations 	<p>2.1. Explain the purposes of price marking:</p> <ul style="list-style-type: none"> - Inform the customer of price - Allow customer to compare prices - Help customer in making decision - Check out merchandise <p>2.2. Outline the guidelines for price tagging:</p> <ul style="list-style-type: none"> - Check information - Match information to merchandise - Position tag - Use of price tagging tools <p>2.3. Identify the common types of price tags, the information they contain and the types of merchandise they are appropriate for:</p> <ul style="list-style-type: none"> - Price label - String ticket - Hole pin or plastic tie ticket - Universal Product Code (UPC) ticket <p>2.4. Explain the differences between display cards and price tags</p>

Performance Criteria	Technical Knowledge
	<p>2.5. Describe the situations under which there would be a need to change prices:</p> <ul style="list-style-type: none"> - Changes in market prices - Promotion or sales campaign - Pricing mistakes - Change in pricing objectives - Match competitors' prices
3. Competence: Stock merchandise	
<ul style="list-style-type: none"> • Merchandise is placed in the designated area in accordance to company's guidelines • Merchandise is handled, packed, and stored in accordance to company's guidelines • Merchandise is stored according to its weight, size, category and in first-in-first-out basis 	<p>3.1. Explain the importance of proper handling, packing and storing of merchandise</p> <p>3.2. Describe the main features of the different types of merchandise and the importance of acquiring such knowledge:</p> <ul style="list-style-type: none"> - Uses /purposes/functions - Features - Advantages/Benefits - Limitations - Operation - Safety regulations - Care required - Storage required - Materials/ingredients - Warranty/guarantee - Cost/Selling price - Country of origin <p>3.3. Outline the guidelines for handling, packing and storing various merchandise:</p> <p><u>Handling</u></p> <ul style="list-style-type: none"> - Follow manufacturer's instructions - Use mechanical aids - Avoid undue pressure - Observe hygiene and safety <p><u>Packing</u></p> <ul style="list-style-type: none"> - Check merchandise condition before packing - Determine the correct amount - Preserve quality with proper packing materials - Provide protection and support to prevent damage <p><u>Storing</u></p> <ul style="list-style-type: none"> - Store according to stock room plan

Performance Criteria	Technical Knowledge
	<ul style="list-style-type: none"> - Turn labels to face forward - Observe proper security and control of merchandise - Keep appropriate room conditions - Rotate stock - Store merchandise in correct bins, baskets etc. <p>3.4. Explain the factors to consider when storing different types of merchandise:</p> <ul style="list-style-type: none"> - Size - Weight - Category - First-in-first out basis
4. Competence: Handle stock replenishment and returns to vendor	
<ul style="list-style-type: none"> • Stock levels are checked and re-stocked in accordance with the company's guidelines • Damaged or incorrect merchandise are identified for return to vendor in accordance with the company's guidelines • Stock records on the replenishment and returns of merchandise are updated correctly 	<p>4.1. Explain the necessity of prompt replenishment of stock</p> <p>4.2. Outline the procedures and factors for determining when and how much stock to replenish:</p> <ul style="list-style-type: none"> - Types of merchandise - Minimum stock level - Seasonal demands - Changes in designs and technology - Changes in customers' buying patterns <p>4.3. Explain the procedure for returning damaged or incorrect merchandise to the vendor</p>
5. Competence: Perform inventory control	
<ul style="list-style-type: none"> • Stock is counted accurately and systematically • Quantity counted is recorded correctly against the merchandise • Damaged and expired stocks are identified and removed immediately • Discrepancies which cannot be accounted for are reported to the relevant authority 	<p>5.1. Explain the importance of proper inventory control:</p> <ul style="list-style-type: none"> - Draw attention to items which need replenishing - Check for damaged and expired stock - Act as a check of the physical stock to prevent fraud and theft <p>5.2. Explain the differences between stock checks and stock-takes in terms of purposes, methods and procedures</p>

Performance Criteria	Technical Knowledge
<ul style="list-style-type: none"> • Stock is recorded using the appropriate manual and computerised documentation procedures and systems • Appropriate methods are used to minimise shrinkages 	<p>5.3. Explain the uses of a stock record card:</p> <ul style="list-style-type: none"> - Maintain record for each item of stock - Provide accurate and up-to-date information of stock on hand - Enable management to check on the stock of any item at anytime <p>5.4. Explain the purposes of using computers for inventory control:</p> <ul style="list-style-type: none"> - Checking out - Recording stock level - Ordering stock <p>5.5. Outline the advantages and disadvantages of using a computerised system</p> <p>5.6. Distinguish between known and unknown shrinkages</p> <p>5.7. Explain the causes of shrinkages and the methods to reduce such occurrences:</p> <ul style="list-style-type: none"> - Documentation error - Damage/Spoilage - Theft
6. Competence: Prepare for sales promotion and events	
<ul style="list-style-type: none"> • Appropriate preparatory activities are carried out before a sales promotion • Prices of sales promotion items are tagged correctly • Merchandise identified for sales promotion are arranged attractively • Point-of-purchase materials are displayed at strategic locations • Shelves are stocked with sufficient quantity of items for sales 	<p>6.1. Outline the reasons for holding sales promotions and events:</p> <ul style="list-style-type: none"> - Increase sales volume - Maintain customer loyalty - Launch new products - Create awareness for opening new store - Speed up sales of slow-moving items - Increase store traffic <p>6.2. Describe the activities to prepare for a sales promotion:</p> <ul style="list-style-type: none"> - Check merchandise against list - Check pricing of items - Clear space for promotion - Arrange merchandise - Display point-of-purchase materials - Ensure adequate stock levels

Performance Criteria	Technical Knowledge
7. Competence: Perform housekeeping	
<ul style="list-style-type: none"> • Correct cleaning equipment and materials are selected from storage • Merchandise and store displays are properly dusted and neatly arranged • Damaged and expired items identified are removed and reported immediately • Counter tops, display shelves and showcases are free of dust, dirt and clutter • Supply of carrier bags is well-stocked • Floors are kept clean and free from litter and liquid • Rubbish and waste are promptly and safely disposed of • Passageways and exits are kept free from congestion • Equipment is in good working condition • *Hygiene and cleanliness are maintained 	<p>7.1. Explain the importance and principles of good housekeeping practices:</p> <ul style="list-style-type: none"> - Care of merchandise and store display - Proper maintenance and clean environment <p>7.2. Outline the procedures, cleaning equipment and materials used for housekeeping:</p> <p><u>Housekeeping Procedure</u></p> <ul style="list-style-type: none"> - Select cleaning equipment and materials - Dust, de-clutter and tidy merchandise displays, furniture and floor - Re-stock carrier bags - Maintain condition of housekeeping equipment <p><u>Equipment and Materials</u></p> <ul style="list-style-type: none"> - Vacuum cleaner - Mop - Broom - Dust pan - Dust bin - Cloth - Microfibre duster - Plastic bag for dust bin - Detergent - Glass cleaner - Newspaper
8. Competence: Carry out store opening and closing activities	
<ul style="list-style-type: none"> • Store is opened and closed according to the store's operating hours • Equipment in the store is switched on and in operationally ready mode • Any malfunction of the equipment is reported immediately • Supplies for retail operations are replenished immediately 	<p>8.1. Outline the activities for opening and closing the store:</p> <p><u>Opening</u></p> <ul style="list-style-type: none"> - Prepare store equipment for use - Report malfunctioning equipment - Replenish supplies - Perform housekeeping <p><u>Closing</u></p> <ul style="list-style-type: none"> - Takings are counted and all relevant reports are prepared - Store equipment are switched off - All confidential information is locked up - General cleaning is carried out

Performance Criteria	Technical Knowledge
	8.2. Explain the importance of attending a staff briefing and the type of information disseminated: <ul style="list-style-type: none"> - Store promotions - Sales target for the day - Price changes - Out-of-stock items - Company's news - VIP visits - Health and safety inspection
9. Competence: Set up cash register counter	
<ul style="list-style-type: none"> • EPOS equipment is checked to ensure it is functioning properly • Paper roll in EPOS equipment is replenished promptly and in accordance to manufacturer's instructional manual • Cash float is collected and counted for accuracy • Discrepancies identified are reported to the relevant authority • Relevant documents used to monitor float movement are properly filled up • Cash register is activated correctly • Currency notes and coins are arranged in cash register according to denominations • Relevant stationery and forms are replenished • Correct steps are applied when changing prices through the Point-of-Sale terminal • *Security guidelines are observed 	9.1. Explain the purpose of setting up the cash register counter 9.2. Identify the components and functions of an Electronic Point-of-Sale (EPOS) system <ul style="list-style-type: none"> - Monitor - Pole monitor - Scanner - Cash drawer - Credit and debit card processing machine 9.3. Identify the tasks for setting up the cash register counter: <ul style="list-style-type: none"> - Collect cash float - Count cash and sign verification slip - Arrange cash into cash drawer - Set equipment in operational mode - Log in to cash register using security password or code - Report malfunction and tampering of equipment, if any - Replenish stationery and forms 9.4. Explain the use of the verification slip to manage and monitor the cash float movement 9.5. Outline the steps for changing prices through the EPOS terminal

Performance Criteria	Technical Knowledge
10. Competence: Handle cash payment	
<ul style="list-style-type: none"> • Electronic point-of-sale terminal is correctly used to key and scan in merchandise information • Only foreign currencies accepted by the store are processed for payment • Customers' agreement to store's exchange rate is sought • Currency conversion is computed accurately • Cash received is counted in the presence of customers • Currency notes are checked for authenticity • Notes and coins of the same denominations are placed together in the cash register • Correct change is handed to customers • Customer is bidden farewell and thanked for patronage 	<p>10.1. Outline the steps for converting local to foreign currency and vice versa</p> <p>10.2. Outline the procedure for handling cash payments</p> <p>10.3. Identify how to check for counterfeit notes:</p> <ul style="list-style-type: none"> - Paper quality - Printing quality - Watermarks
11. Competence: Handle non-cash payment	
<ul style="list-style-type: none"> • Customer's identification is verified, if necessary • Signature on credit card is matched against that on charge slip • Validity of credit card/voucher/traveller's cheque is checked • Correct procedure is followed when handling non-cash payment 	<p>11.1. Outline the procedure for handling various types of non-cash payments:</p> <ul style="list-style-type: none"> - Debit card - Credit card - Travellers cheque <p>11.2. Identify the types of discounts and voucher payments and their purposes:</p> <p><u>Discounts</u></p> <ul style="list-style-type: none"> - Discount card - Discount coupons - Staff discounts <p><u>Voucher</u></p> <ul style="list-style-type: none"> - Gift vouchers - Promotional gift vouchers

Performance Criteria	Technical Knowledge
12. Competence: Wrap and pack merchandise	
<ul style="list-style-type: none"> • Merchandise is checked to ensure that it is in good condition before wrapping and packing • Type and size of wrapping materials used are appropriate to the type of merchandise • Speed and economy in wrapping are practised • Merchandise is attractively and securely wrapped 	<p>12.1. Describe the ways and the type of materials to use for packing different types of merchandise:</p> <ul style="list-style-type: none"> - Fragile and delicate - Precious and expensive - Perishables - Bulky <p>12.2. Identify the factors to consider when wrapping merchandise:</p> <ul style="list-style-type: none"> - Occasion - Mode of delivery - Type of merchandise
13. Competence: Arrange delivery to customers	
<ul style="list-style-type: none"> • Accurate delivery details are obtained from customer • Forms for record purposes are completed accurately • Appropriate arrangements are made for the prompt delivery of merchandise to customers 	<p>13.1. Explain the importance of making prompt deliveries to customers</p> <p>13.2. Outline the procedures for arranging merchandise deliveries to customers:</p> <ul style="list-style-type: none"> - Verify sale, quantity and description of merchandise - Obtain delivery details - Check company's records for availability of delivery dates - Confirm delivery date and time with customer - Enter delivery details into company's records
14. Competence: Handle returns and exchanges of merchandise	
<ul style="list-style-type: none"> • Customers' proof of purchase is obtained and checked • Customers' reasons for returning the merchandise are verified • Appropriate action is taken immediately according to company policy • Forms for record purpose are filled up accurately 	<p>14.1. Identify the reasons customers return and exchange the merchandise purchased</p> <ul style="list-style-type: none"> - Merchandise-related - Price-related <p>14.2. Outline the ways in which merchandise returns and exchanges are handled:</p> <ul style="list-style-type: none"> - Replacement - Exchange - Refund

Performance Criteria	Technical Knowledge
15. Competence: Perform end-of-day closing	
<ul style="list-style-type: none"> • Cash register is deactivated • Cash and non-cash payments (how to count non-cash payments??) are counted accurately • Balance between the terminal (EPOS) reading and sum of cash and non-cash transactions is reconciled • Summary of store takings is recorded accurately • All cash and other relevant documents are submitted to the appropriate authority immediately at the end of day/shift • Float is balanced and any discrepancy is reported immediately • *Security guidelines are observed 	<p>15.1. Outline the procedure for end-of-day closing when handing over duties:</p> <ul style="list-style-type: none"> - Deactivate cash register - Total the payments collected from cash and non-cash transactions - Reconcile sum of transactions with EPOS readings - Record summary of store takings - Balance the float - Hand over cash, documentation and float to supervisor <p>15.2. Explain how excesses and shortages in payment occur</p> <p>15.3. Explain the importance of proper handling of payment for accountability and accuracy</p>
16. Competence: Handle security cases	
<ul style="list-style-type: none"> • Any occurrences of theft, vandalism and shoplifting are reported immediately • Store security breaches are handled in accordance with the law and company's guidelines • Vigilance is maintained at all times 	<p>16.1. Explain the importance of maintaining good store security</p> <p>16.2. State the types of security equipment and their purpose:</p> <ul style="list-style-type: none"> - Alarm system - Video surveillance - Mirrors - Electronic article surveillance (EAS) such as security tags, pedestals, labels <p>16.3. Explain the role of the store personnel in maintaining store security:</p> <ul style="list-style-type: none"> - Stay calm - Maintain vigilance at all times - Be observant - Obey instructions - Inform police after the incident

Performance Criteria	Technical Knowledge
	<p>16.4. Describe how store personnel can prevent shoplifting:</p> <ul style="list-style-type: none"> - Acknowledge all customers promptly - Avoid turning back on a customer - Be alert to shoppers who are suspicious - Adhere to merchandising procedures - Maintain proper housekeeping <p>16.5. Describe approaches to minimise theft:</p> <ul style="list-style-type: none"> - Prevention - Detection - Apprehension <p>16.6 Identify the types of employee theft:</p> <ul style="list-style-type: none"> - Eater - Smuggler - Dipper - Embezzler
17. Competence: Handle store emergency situations	
<ul style="list-style-type: none"> • Evacuation is carried out in accordance to the store's evacuation plan • Customers are advised to keep calm and are directed to the nearest exit/fire exit • Customers are advised to stay away from the affected area • Fragments from broken merchandise are cleared immediately • Fire fighting equipment is handled correctly • Appropriate emergency help is activated 	<p>17.1. Explain the procedures for handling various types of emergencies:</p> <ul style="list-style-type: none"> - Power failure - Fire - Accidents - Terrorist <p>17.2. Explain the role of the store personnel in handling store emergencies:</p> <ul style="list-style-type: none"> - Carry out evacuation plans - Keep customers calm - Direct customers away from danger and towards the nearest exit - Render first aid <p>17.3. Identify the types of fire-fighting equipment, their uses and how to use them:</p> <ul style="list-style-type: none"> - Fire blanket - Fire extinguisher - Hose reel

Performance Criteria	Technical Knowledge
18. Competence: Apply basic first aid	
<ul style="list-style-type: none"> • Principles of first-aid are adhered to accordingly • First aid rendered is appropriate to the injuries sustained and health condition of the injured person • Safety and hygiene guidelines are observed • Basic first aid is administered immediately swiftly 	<p>18.1. Explain the importance of keeping a first-aid kit and rendering first aid</p> <p>18.2. Identify the items found in a first-aid kit and their uses:</p> <ul style="list-style-type: none"> - Adhesive bandage - Sterile eye pad - Disposable glove - Antiseptic - Ice pack - Gauze - Wound dressing - Adhesive tape - Safety pins - Scissors - CPR barrier device - Plastic bag <p>18.3. Identify conditions requiring first aid and emergency help:</p> <ul style="list-style-type: none"> - Cuts - Burns - Seizure - Breathing difficulty - Faints - Slips and falls - Heart attacks - Broken bones - Amputated?? - Shock - Vomiting

SKILLS STANDARD

Module: Retail Promotion

Performance Criteria	Technical Knowledge
1. Competence: Plan sales promotion	
<ul style="list-style-type: none"> • The 4 Ps of marketing are used appropriately to plan a sales promotion. • Sales promotion is planned according to the sales objectives and target market • Appropriate sales promotion strategy is used to attract customers • Venue identified for holding the sales promotion is appropriate to the target market and promotion strategy 	<p>1.1. Explain the 4 Ps of Marketing:</p> <ul style="list-style-type: none"> - Product - Promotion - Place - Price <p>1.2. Explain the 4 aspects of a promotional mix:</p> <ul style="list-style-type: none"> - Advertising - Public Relations - Personal Selling - Sales promotion <p>1.3. Describe the objectives of a sales promotion:</p> <p>(i) Target at end-users</p> <p><u>New customers</u></p> <ul style="list-style-type: none"> - Encourage trial <p><u>Existing customers</u></p> <ul style="list-style-type: none"> - Increase volume - Build customer loyalty - Increase repeat purchase - Defend current customers - Deflect the attention from price - Introduce new product - Brand switching - Counter competitors' promotional activity <p>(ii) Target at Trade</p> <ul style="list-style-type: none"> - Obtain trade support - Increase shelf space <p>(iii) Supplement and co-ordinate advertising and personal selling activities</p> <p>1.4. Identify the types of sales promotion strategies and their purpose:</p> <ul style="list-style-type: none"> - Push (trade) - Pull (customer) - Combination

Performance Criteria	Technical Knowledge
	1.5. Identify the types of sales promotions and their purpose: <ul style="list-style-type: none"> - In-store promotion - Outdoor promotion
2. Competence: Develop in-store sales mechanics	
<ul style="list-style-type: none"> • Sales mechanics are developed according to the promotion's objective, budget, audience, reach, product life cycle and competitive activity • Price and non-price mechanics are developed according to in-store promotional strategies 	2.1. Outline the factors to consider when selecting sales promotion tools: <ul style="list-style-type: none"> - Objective - Budget - Audience - Reach - Stage in product life cycle - Competitive activity 2.2. Describe the different types of consumer oriented sales promotion: <p><u>Price-related Promotions</u></p> <ul style="list-style-type: none"> - Rebates - Loss leader pricing - Price off deals - Coupons <p><u>Non-price Promotions:</u></p> <ul style="list-style-type: none"> - Premiums: Gift with Purchase, Purchase with purchase - Contest - Bonus pack - Event sponsorship - Frequency programmes - Loyalty programmes - Free samples
3. Competence: Implement sales promotion	
<ul style="list-style-type: none"> • Sales promotions are implemented according to the promotional plan • Impacts of excessive sales promotion are considered when implementing a promotional plan for a store and their products 	3.1. Identify the factors to consider when implementing the sales promotions of a promotional plan: <ul style="list-style-type: none"> - Objectives - Target customers - Stage of product life cycle - Venue (outdoor) - Location (in-store) - Occasions - Resources - Timing

Performance Criteria	Technical Knowledge
	<p>3.2. Describe the impact of excessive sales promotion for a store and their products:</p> <ul style="list-style-type: none"> - Short term benefits - Create a price orientation - Borrow from future sales - Time and hidden costs - Damage brand image
4. Competence: Carry out retail advertising	
<ul style="list-style-type: none"> • Message and action is aligned with the objectives of the advertisement • Consistent advertising message is broadcast in line with the ethical and social aspects of the product and service • Advertisement is designed according to budget, objective, media type and message • Type of media and advertisement used is in line with market segmentation principles and the profile of the target market and audience 	<p>4.1. Describe the effectiveness of retail advertising</p> <p>4.2. Describe the objectives of advertising:</p> <ul style="list-style-type: none"> - Capture Attention - Generate Interest - Create Desire - Encourage Action <p>4.3. Identify the types of advertisements and their purpose:</p> <ul style="list-style-type: none"> - Teaser Ads - Funny/Humour Ads - Shock Ads - Sympathy Ads <p>4.4. Explain the link between advertising and branding</p> <p>4.5. Explain the types of media platforms and their advantages and disadvantages for retail advertisements:</p> <ul style="list-style-type: none"> - Mass Media: TV, Radio, Newspapers - Print Media: Magazines - Outdoor Media: Taxi, Transit - Cinema - Social Media: Internet - Others: Tissue paper, bags etc <p>4.6. Explain the reasons for using different types of media platforms for advertising:</p> <ul style="list-style-type: none"> - Proximity - Exclusivity - Invisibility - Unpredictability

Performance Criteria	Technical Knowledge
	<p>4.7. Outline the factors to consider when designing an advertisement:</p> <ul style="list-style-type: none">- Budget- Objective- Media type- Message <p>4.8. Identify the ethical and social aspects in advertising:</p> <ul style="list-style-type: none">- Social ethics- Professional ethics- Personal ethics <p>4.9. Explain the following concepts and their importance in determining the type of advertisement and media used:</p> <ul style="list-style-type: none">- Segmentation- Target Marketing- Target Audience

SKILLS STANDARD

Module: Visual Merchandising

Performance Criteria	Technical Knowledge
1. Competence: Prepare merchandise	
<ul style="list-style-type: none"> • Theme for merchandise display is appropriate for the purpose of display and in accordance to branding guidelines • Floor space for merchandise display is estimated accurately • Store displays are prepared according to the visual merchandising plan • Merchandise displays are prepared according to the appropriate procedures and techniques • Merchandise displays are prepared in a thorough and timely manner • Safety and security guidelines are followed according to store policy and visual merchandising plan 	<ol style="list-style-type: none"> 1.1. Explain visual merchandising in relation to marketing communication 1.2. Explain what is branding and how visual merchandising supports branding 1.3. Describe the consumer buying process and the factors affecting it 1.4. Explain the meaning, purpose and the importance of visual merchandising 1.5. Explain the role and duties of a visual merchandising department in various types of retail stores: <ul style="list-style-type: none"> - Department store - Small chain specialty stores - Supermarket 1.6. List the major themes that a window display is commonly planned for: <ul style="list-style-type: none"> - Seasons - Holidays - Institutional 1.7. Explain the factors to consider when preparing a visual merchandising plan and store displays: <ul style="list-style-type: none"> - Floor space - Merchandise mix - Colour and size of merchandise - Fixtures - Safety - Security <p><u>Store Design</u></p> <ol style="list-style-type: none"> 1.8. Explain the importance of store design, appearance and retail image

Performance Criteria	Technical Knowledge
	<p>1.9. Describe the factors to consider for store image:</p> <ul style="list-style-type: none"> - Identifiable and Unique Store Name - Powerful and Strong Visual Trademark - Unmistakable Storefront - Inviting Entrance - Consistent and Compelling Store Look and Hook <p>1.10. Explain the basic retail store layouts:</p> <ul style="list-style-type: none"> - Grid Flow - Free form - Boutique - Y-plan - S-plan - Q-plan <p><u>Merchandise Mix</u></p> <p>1.11. Outline the functions of merchandise display:</p> <ul style="list-style-type: none"> - Promote sales - Encourage shoppers to enter store - Promote store's image <p>1.12. Explain the types of merchandise found in a:</p> <ul style="list-style-type: none"> - Department store - Small chain specialty stores - Supermarket <p>1.13. Explain the concept of product adjacencies and importance to merchandise mix</p> <p><u>Fixtures</u></p> <p>1.14. Outline the factors to consider when selecting fixtures and the importance of selecting the correct fixtures:</p> <ul style="list-style-type: none"> - Appearance - Construction - End use - Upkeep - Finishes

Performance Criteria	Technical Knowledge
	<p>1.15. Describe the procedures for preparing merchandise for display:</p> <ul style="list-style-type: none"> - Selection of merchandise - Remove price tags - Select accessories - Select and prepare props <p>1.16. Outline the factors to consider when displaying and arranging merchandise:</p> <ul style="list-style-type: none"> - Target customer - Element of surprise - Dominant Factor <p>1.17. Describe the importance of preparing and planned the merchandise displays in a thorough and timely manner</p>
2. Competence: Prepare props and mannequins	
<ul style="list-style-type: none"> • Props are acquired from the appropriate source • Prop is properly positioned and securely fastened. • Recycled props are refurbished using the appropriate materials and to a condition appropriate for use in the display • Mannequin is dressed in accordance with theme and type of merchandise • Mannequin is appropriately set up, accessorised and touched up prior to display • Props and mannequins are prepared in a thorough, safe and timely manner 	<p>2.1. Explain the importance and purpose of props used for merchandise display</p> <p>2.2. State the methods of acquiring props:</p> <ul style="list-style-type: none"> - Purchase from prop houses - Loan from other department - Loan from other companies - Found items <p>2.3. State the factors to consider when positioning props:</p> <ul style="list-style-type: none"> - Two-thirds rule - Scale and proportion - Shape and size <p>2.4. Identify items found in the visual merchandising toolkit and their purpose:</p> <ul style="list-style-type: none"> - Staple gun - Staple remover - Pliers - Scissors - Double-sided tape - Pins - Hot glue gun - Screwdrivers - Bradawl - Retractable tape - Spirit level

Performance Criteria	Technical Knowledge
	<ul style="list-style-type: none"> - Wire - Screws & nails <p>2.5. Identify the basic materials used to refurbish recycled props:</p> <ul style="list-style-type: none"> - Paint - Fabric - Paper <p>2.6. Describe the different types of mannequins, their purpose and presentation styles:</p> <ul style="list-style-type: none"> - Traditional - Ethnic - Stylised - Futuristic - Representational - Other human forms - Theme - Merchandise type <p>2.7. Describe the factors to consider and steps for dressing the mannequin:</p> <ul style="list-style-type: none"> - Lower body - Torso - Accessories <p>2.8. Outline the safety considerations when preparing props and mannequins and the importance of preparing them in a thorough and timely manner</p>
3. Competence: Prepare display area	
<ul style="list-style-type: none"> • Message of the display is clearly communicated to the prospects and buyers • Display area is prepared in accordance to type of window layout, merchandise mix, wall system, fixtures indicated in the planogram • Planogram for display area is interpreted correctly • Unused display items are cleared properly and returned to their designated storage area 	<p>3.1. Describe the features of a good display:</p> <ul style="list-style-type: none"> - Delivers the message clearly - Connects your target prospects emotionally - Motivates the buyer <p>3.2. Describe the types and forms of display:</p> <ul style="list-style-type: none"> - Assortment display - Theme-setting display - Ensemble display - Rack display

Performance Criteria	Technical Knowledge
<ul style="list-style-type: none"> • Window display area is cleaned and cleared of debris • Appropriate fixture is used for merchandise display • Multi-purpose merchandise wall system is prepared using the appropriate accessories • Merchandise for display is prepared according to product type and material • Preparation of display area is carried out in a thorough and timely manner • *Workplace safety guidelines are observed 	<p>3.3. Describe the procedures for preparing the display area:</p> <ul style="list-style-type: none"> - Clear used items - Store items - Clean display area - Prepare display area <p>3.4. Describe the function and use of planograms for maintaining displays</p> <p><u>Windows</u></p> <p>3.5. Describe the types, functions and factors to consider for using different window structures:</p> <ul style="list-style-type: none"> - Parallel-to-sidewalk window - Corner window - Open-back window - Arcade window - Windowless window - Shadowbox window <p><u>Fixtures</u></p> <p>3.6. Describe the types and purpose of fixtures:</p> <ul style="list-style-type: none"> - Floor showcase - Island display - Show-and-sell fixture - Vitrine - Gondola - Wall cases - Multi-purpose merchandise wall system <p>3.7. Describe the accessories used to prepare the multi-purpose merchandise system:</p> <ul style="list-style-type: none"> - Slatboard - Bars and hardware - Shelving - Brackets - Display grid - Adjustable rod - Waterfall face-out - Straight-arm face-out - Pegboard

Performance Criteria	Technical Knowledge
	<p>3.8. Describe the ways of arranging merchandise:</p> <ul style="list-style-type: none"> - Step pattern - Radiation pattern - Pyramid pattern - Zig-zag pattern - Repetition <p>3.9. Describe the general guidelines in displaying apparel on multi-purpose merchandise wall system:</p> <ul style="list-style-type: none"> - Store's Standards - Face-out - Bar <p>3.10. Describe the ways of preparing the product types and materials for merchandise display:</p> <ul style="list-style-type: none"> - Fashion - General Products - Convenience Items <p>3.11. Outline the workplace safety considerations for preparing the display area</p>
4. Competence: Prepare signage and point-of-purchase displays	
<ul style="list-style-type: none"> • Appropriate number and type of signage and point-of-purchase materials are displayed in the designated locations • Signage and point-of-purchase displays are appropriately prepared and touched up for installation • Preparation of signage and point-of-purchase displays is carried out in a thorough and timely manner • Workplace safety guidelines are observed 	<p>4.1. Describe the purpose and importance of signage and Point-of-Purchase (POP) displays in merchandising display</p> <p>4.2. Describe the different types of point-of-purchase displays:</p> <ul style="list-style-type: none"> - Interactive video kiosk - Countertop case - Cardboard fixture <p>4.3. Describe the steps for creating and touching up different types of signage for installation:</p> <ul style="list-style-type: none"> - Banner - Wall sign - Valance sign - Sign on glass - Moving message sign - Digital sign <p>4.4. Outline the workplace safety considerations for preparing signage and point-of-purchase displays</p>

Performance Criteria	Technical Knowledge
5. Competence: Install display	
<ul style="list-style-type: none"> • Visual display is installed in accordance to the principles of visual design • Merchandise is displayed in accordance with the store brand • Brand of the merchandise is displayed conspicuously • Merchandise, props and signs are assembled according to the plan • Colours are used effectively to add excitement and interest to a visual display • Lighting is adjusted correctly to highlight the theme and focal point of display • Design composition, colour scheme and lighting of installed display are in accordance with the visual merchandising plan • Store atmospherics used are appropriate for the display of merchandise • *Workplace safety guidelines are observed 	<p>5.1. Explain the principles of design for a visual display:</p> <ul style="list-style-type: none"> - Balance - Emphasis - Harmony - Proportion - Rhythm <p>5.2. Describe ways of communicating the store brand to customers:</p> <ul style="list-style-type: none"> - Store exterior - Shopping bags - Packaging <p>5.3. Outline the steps for executing the floor plan</p> <p>5.4. Describe the effective use of colour to complement the theme and focal point of the merchandise display:</p> <ul style="list-style-type: none"> - Hue, value, intensity, tints and shades - Basic colour schemes - Emotional moods generated by primary and secondary colours - Effects of warm and cool colours on individuals <p>5.5. Describe the types and purpose of common lighting and their effect on the colour of display items:</p> <ul style="list-style-type: none"> - Fluorescent - Incandescent - Neon - HIDs - Halogen <p>5.6. Describe the factors to consider when preparing the lighting according to the visual merchandising plan:</p> <ul style="list-style-type: none"> - Design composition - Colour scheme - Lighting type

Performance Criteria	Technical Knowledge
	<p>5.7. Describe the features and use of store atmospherics in a visual display:</p> <ul style="list-style-type: none"> - Visual - Aural - Olfactory (smell) - Tactile <p>5.8. Outline the workplace safety considerations to note when installing displays</p>
6. Competence: Maintain merchandise display	
<ul style="list-style-type: none"> • Condition of displays are checked regularly • Display sites and parts are cleaned thoroughly using safe and approved cleaning materials and equipment • Records of merchandise used for display are updated promptly • Damaged or missing items are identified and reported promptly 	<p>6.1. Describe the purpose and technique to maintain the merchandise display</p> <p>6.2. Describe the ways to check the condition of the displays throughout the period of display:</p> <ul style="list-style-type: none"> - Light - Fixtures - Product condition <p>6.3. Describe the steps for touching up the merchandise for display</p> <p>6.4. Outline the factors to consider when selecting the merchandise for display:</p> <ul style="list-style-type: none"> - Recurring - Popular - Competitiveness - Uniqueness <p>6.5. Explain the importance and procedures for checking the condition of merchandise for display and identifying items for repair</p> <p>6.6. Explain the importance of keeping proper records of merchandise used for display</p> <p>6.7. Describe the types of cleaning materials and equipment used:</p> <ul style="list-style-type: none"> - Whisk broom - Clean rags - Kneaded erasers - Compact clothes steamer - Vacuum cleaner