

Model Curriculum

Business Enhancer/Multichannel Retailer

SECTOR : RETAIL

SUB-SECTOR : RETAIL BUSINESS

OCCUPATION : CONSUMER SALES

REF. ID : RAS/Q0204 VERSION 1.0

NSQF LEVEL : 7

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Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for the

MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: **'Business Enhancer/Multichannel Retailer'** QP No. **'RAS/Q0204 NSQF Level 7'**

Date of Issuance: **May 19th, 2016**

Valid up to: **May 10th, 2018**

* Valid up to the next review date of the Qualification-Pack

Authorized Signatory
(Retailers Association's Skill Council of India)

Business Enhancer /Multichannel Retailer

Curriculum / Syllabus

This program is aimed at training candidates for the job of a “Business Enhancer/Multichannel Retailer”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Business Enhancer/Multichannel Retailer		
Qualification Pack Name & Reference ID.	Business Enhancer/Multichannel Retailer RAS/Q0204 VERSION 1.0		
Version No.	1.0	Version Update Date	02-08-2016
Pre-requisites to Training	10 th Pass		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Establish legal, statutory and risk management requirements for business • Manage financial operations through robust accounting systems • Manage business to achieve operational excellence • Ensure product, pricing and promotions are in harmony to augment sales and profitability • Effectively manage customer experience • Manage human resources • Demonstrate leadership behaviour to achieve organizational objectives • Operate within ethical business environment • Fulfil duties and obligations towards the society 		

This course encompasses 9 out of 9 National Occupational Standards (NOS) of “Business Enhancer/Multichannel Retailer” Qualification Pack issued by “Retailers Association's Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Establish legal, statutory and risk management requirements for business</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0222</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> determine legal options for the most suitable type of business structure determine legal rights and responsibilities of the business to ensure business is adequately protected under legal and legislative provisions confer with relevant business partners, business principles, franchisors and funders to inform final decision regarding business structure seek legal and accounting expertise as required to inform final decision regarding business structure liaison with key officials of local corporations and government bodies that have a bearing on the particular business interact and maintain relationships with the key persons to ensure smooth functioning of business secure information on purchase rights to products and services and ensure full understanding of their implications establish cost of procurement rights to products and services, including ongoing financial planning determine brand ownership and protection rights secure contractual procurement rights to provide optimal conditions for procurement of products and services ensure that shops and establishments follow policies and procedures that have a bearing on the business ensure recording of errors and exceptions and conduct personal checks on such records to reduce such instances understand the concept of minimising losses and maximising gains by ensuring quality of goods determine legal rules relating to ownership of assets and intellectual property apply legal rules relating to the transfer of risk design and issue warranties in compliance with relevant legislation ensure insurance for business operations and products complies with relevant legislation determine legal remedies and enforcement options available for the resolution of disputes ensure implementation of processes involved in the business ensure checks and balances to prevent hazards and risks involved in the process ensure implementation of procedures to handle emergencies and mitigate risks describe to the team about possible fraudulent activities 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> Dummy billing software E-commerce portal/online sales site Inventory tracker Attendance register in .xls Videos (Testimonials/success stories) Internet connectivity for live hands on experience Dummy DSRs (softcopy) Dummy balance sheet Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form;</p>

		<ul style="list-style-type: none"> ensure improvement of processes to minimise losses due to errors and fraudulent activities <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> local corporations/authorities that have a bearing on the particular business process policies and procedures that have a bearing on the particular business process legal formalities applicable for the particular business required team capability to ensure relevant functions knowledge of the processes involved in the business hazards and risks involved in the business quality norms relevant to the business/processes/services 	<p>Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
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<p>2</p>	<p>Manage financial operations through robust accounting systems</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0215</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • describe business policy and procedures in regard to preparation of budget or target figures • present proposed budgets or targets accurately and concisely to the concerned stakeholders • negotiate necessary changes to agreed budget allocations if necessary • monitor income and expenditure and maintain expenditure within budget targets according to business policy • take prompt corrective action where significant deviations from budget occur • enforce budget audit mechanisms and compliance requirements • ensure team ability to conduct basic accounting tasks, creating and maintaining reports • build team ability to analyse sources of profits and causes of losses as reflected in the reports • ensure implementation of checks to prevent monetary losses due to fraudulent activities • monitor and maintain business systems for recording sales figures, revenue, personnel and payroll information, and expenditure • implement cost reduction measures according to business policy and procedures • encourage team members to actively control costs in their areas of responsibility • implement recommendations for improving cost reduction or communicate to the team • describe the business cycle from accounting point of view • calculate credit amount, credit period, break-even point and payment schedules • define vendor credit cycle to ensure smooth borrowing process 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode;</p>
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		<ul style="list-style-type: none"> • negotiate to arrive at the most profitable vendor relationship for the organization and finalise credit cycle • identify credit sources for business expansion • describe the terms and conditions of sources offering credit • identify risks involved in each of sources be considered • select suitable source of credit • define processes for approving trading terms • establish supplier trading terms • define business customer/direct customer trading terms • approve trading terms according to business policy and procedures <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • organization financial status • shareholder expectation • investment mix • business expansion plans • reporting forms and formats of the organization • elements, specific to business, that need to be considered for budgeting and accounting • risks management while expanding business • systems that enable timely collection, management and processing of information 	<p>VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
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<p>3</p>	<p>Manage business to achieve operational excellence</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0223</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • understand similar businesses • drive the team to collect and compile relevant market data needed to plan business offerings • analyse compiled market data to identify need and plan assortment accordingly • ensure effective inventory management with implementation of re-order mechanism quantity and lead time as defined in store/organization processes • minimise losses from ageing/damaged/expired stock • determine operational costs and set targets and sales figures to maximise profits • negotiate and generate credit from vendors/suppliers • plan for contingencies in case of deviations • ensure optimum utilisation of resources in daily operations • ensure the required precautions are taken and timely maintenance of equipment • ensure team updations on new technology that can improve efficiencies and reduce risks • ensure team competence on using of equipment relevant to business • ensure insurance and safekeeping of all goods and properties involved in the business • identify technologies relevant to e-commerce solutions • determine capabilities and limitations of the internet • determine impact and use of websites • determine e-commerce solutions for compliance to business outcomes and customer requirements • monitor e-commerce system for ability to meet peak demands • collect and review strategic data on ongoing effectiveness of e-commerce solutions • ensure modifications or customisation of e-commerce systems to meet changing internal or external customer demands 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates;</p>
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		<p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • similar businesses and their highs and lows • possible business risks • market study • inventory management • integration of technology to retail processes • proposal evaluation • project planning • contingency management 	<p>Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
4	<p>Ensure product, pricing and promotions are in harmony to augment sales and profitability</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0224</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • identify target audience/ consumer profile • identify buying patterns and analyse sales data to define assortments and modify them as per trends observed • understand competitors/other players/ substitute products • determine means to forecast demands on inventory • describe the importance for monitoring market trends and technology changes as part of managing inventory demands • determine inventory/procuring capacity and ensure required inventory is on hand as per demand • monitor stock levels and maintain at required levels • calculate and assess operational costs, profits and margins • define targets for self and team to achieve business gains • match logistics of delivery to inventory supply requirements • take steps to prevent inventory losses and plan for contingencies in case of stockout • understand product/s involved in the business • describe market trend with respect to sales patterns of related products • describe related products and possible opportunities with respect to up- selling, cross selling, expansion of business etc. • ensure quality check of products/services to maintain quality and conform to statutory quality requirements 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <ul style="list-style-type: none"> Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners;

		<ul style="list-style-type: none"> analyse addition/deletion of product lines to maximise profits and minimise losses identify the most effective channels of promotions for the target group and achieve maximum success by getting relevant promotional events executed optimise the use of social media to achieve maximum reach and penetration establish strategic fit of brand online features with business purpose integrate online and other brand management strategies determine online consumer attitudes to brand determine comparative advantage of brand over competitors in an online environment determine methods to communicate the brand in an online form set indicators for measuring ongoing brand value and success ensure team competence in selling/servicing of products/services being sold at optimum costs and with minimum wastages/losses price products to achieve organisation goals and enhance profitability <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> company and competition pricing policy and the working for the same promotional history of the organization management of inventory and sales pricing and promotions across the industry current market conditions 	<p>POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
5	<p>Effectively manage customer experience</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0225</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> identify target customers and understand their need and desire identify possible options to satisfy customer needs present options in an attractive manner that are mutually beneficial in nature describe the concept of building relationships with customers to generate referrals collect feedback to improvise to increase business returns and reach ensure on-time delivery service fulfilment ensure implementation of customer loyalty programs like vouchers, promotions identify procedures and test operation of technologies and associated applications in line with nature of customer contact gather and apply feedback from relevant staff on 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue

		<p>operation of technologies</p> <ul style="list-style-type: none"> • explain the benefits of communication using technologies relevant to customers • collect required customer data for communication using technologies • process customer data according to workplace procedures • apply suggested improvements to improve customer communications <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • target customer • customer's expectation of products and service levels • service fulfillment commitments and standards • customer loyalty programs like vouchers, promotions • how to build customer referrals • technology platform for customer communication • how to build schemes for existing customers and attract new customers • current schemes run by similar organizations 	<p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
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<p>6</p>	<p>Manage human resources</p> <p>Theory Duration (hh:mm) 23:00</p> <p>Practical Duration (hh:mm) 23:00</p> <p>Corresponding NOS Code RAS / N0226</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> ensure conformance to procedures for interviewing, hiring, evaluating and preparing job description for new employees ensure employee connect, offer career prospects, communicate organizational goals and objectives and congratulate on success ensure training and development of team in a manner that benefits organization and also fulfils personal objectives <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> manpower requirement training needs employee engagement needs HR policies industry norms for manpower engagement essential statutory compliances 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies;</p>
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			<p>Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
7	<p>Demonstrate leadership behaviour to achieve organizational objectives</p> <p>Theory Duration (hh:mm) 13:00</p> <p>Practical Duration (hh:mm) 13:00</p> <p>Corresponding NOS Code RAS / N0227</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> • understand entrepreneurial thinking and perspective • participate in workshops, seminars and engage with other successful business owners • drive self-development through available mediums • identify and get certifications in related line of business • identify opportunities and create solutions to face uncertainties • keep self-updated to be able to expand business in other fields/line of business as desired • improvise methods so as to improve efficiencies • lead team by communicating team objectives • direct the organization and motivate team to seek defined objective enthusiastically <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> • success stories in the related field • innovations in the relevant product/service • team motivators • strengths, weakness, opportunity of and threat to self and own organization 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <ul style="list-style-type: none"> Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox);

			<p>Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies; Sample guidelines or articles or books on statutory compliances and quality norms; Books/posters/stickers on equipment/product handling tips; Books/posters/stickers on do's and don'ts of business; Posters depicting online sales channel availability; Sample Retail SOP manual covering do's & don'ts in a store; HR manual - in store induction training, code of conduct; Dummy FMCG products</p>
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<p>8</p>	<p>Operate within ethical business environment</p> <p>Theory Duration (hh:mm) 13:00</p> <p>Practical Duration (hh:mm) 13:00</p> <p>Corresponding NOS Code RAS/N0228</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> list guidelines and policies to define behavior and interactions with stakeholders follow code of ethics by self and team adhere to ethical standards and deal fairly, honestly and responsibly with all stakeholders constitute members in the board who can add value to the retail enterprise take care of that broader interests of the society <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> processes and their ethical interpretation current practices from ethical point of view improvements and amendments that could be made from ethical point of view standard practices and requirements assessment of individuals to be included as board members 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> Dummy billing software E-commerce portal/online sales site Inventory tracker Attendance register in .xls Videos (Testimonials/success stories) Internet connectivity for live hands on experience Dummy DSRs (softcopy) Dummy balance sheet Digital product catalogue Physical display items in lab to represent multichannel: Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies
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<p>9</p>	<p>Operate within ethical business environment</p> <p>Theory Duration (hh:mm) 11:00</p> <p>Practical Duration (hh:mm) 11:00</p> <p>Corresponding NOS Code RAS / N0229</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> recognize and make sure that enterprise does not endanger a community or society define the operations and policies so as to be mutually beneficial to the enterprise and the society execute some initiatives that contribute to community development <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> functions of the organization that could have an impact on the society role that the organization could play to improve the society activities that other organizations and similar organizations are conducting for betterment of society 	<p>Computer with below softwares/items:</p> <ul style="list-style-type: none"> - Dummy billing software - E-commerce portal/online sales site - Inventory tracker - Attendance register in .xls - Videos (Testimonials/success stories) - Internet connectivity for live hands on experience - Dummy DSRs (softcopy) - Dummy balance sheet - Digital product catalogue <p>Physical display items in lab to represent multichannel:</p> <p>Display Racks (Gondolas)/Shelves for stacking products; Display/boards/standees for products/offers; Point of Sale (POS) Terminal/ Computer with dummy billing software; Bar code scanner; dummy products with barcode; VM elements (Mannequins (Full/Half Bust); Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage); Shopping basket/cart; weighing scale; Dummy DSRs; online product delivery kit; Product detailer/catalogue; Card swiping machine - EOC; Cash till for cash reconciliation & Bank deposits; Customer feedback forms; Sample Vendor online registration form; Few posters depicting success stories of big conglomerates; Sample contact list of local/government bodies</p>
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	<p>Total Duration</p> <p>Theory Duration 175:00</p> <p>Practical Duration 175:00</p>	<p>Unique Equipment Required:</p> <ul style="list-style-type: none"> ❖ Computer with below softwares/items: <ul style="list-style-type: none"> • Dummy billing software • E-commerce portal/online sales site • Inventory tracker • Attendance register in .xls • Videos (Testimonials/success stories) • Internet connectivity for live hands on experience • Dummy DSRs (softcopy) • Dummy balance sheet • Digital product catalogue ❖ Physical display items in lab to represent multichannel: <ul style="list-style-type: none"> • Display Racks (Gondolas)/Shelves for stacking products • Display/boards/standees for products/offers • Point of Sale (POS) Terminal/ Computer with dummy billing software • Bar code scanner • Dummy products with barcode • VM elements (Mannequins - Full/Half Bust, Dangers, Wobblers, Hangers, Fixtures, banners; POS Display (LED Lightbox); Signage Board; Offer /Policy Signage) • Shopping basket/cart • Weighing scale • Dummy DSRs • Online product delivery kit • Product detailer/catalogue • Card swiping machine – EOC • Cash till for cash reconciliation & Bank deposits • Customer feedback forms • Sample Vendor online registration form • Few posters depicting success stories of big conglomerates • Sample contact list of local/government bodies 	
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Grand Total Course Duration: 350 Hours 00 Minutes

(This syllabus/ curriculum has been approved by Retailers Association's Skill Council of India)

Trainer Prerequisites for Job role: “Business Enhancer/Multichannel Retailer” mapped to Qualification Pack: “RAS/Q0204 VERSION 1.0”

Sr. No.	Area	Details
1	Job Description	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuing consistently high pass percentage.
2	Personal Attributes	Individual in this position should exhibits below mentioned attributes: <ul style="list-style-type: none"> • Should be subject knowledge / matter expert • Effective communication skills and proven integrity, as well as sincerity • Ability to conduct interactive training program and concentrate on details • High sense of thoughtfulness in a habitually active environment • Multi-talented and resourceful ability when handling different tasks • Highly skilled in promoting friendly atmosphere and efficient in managing learners
3	Minimum Educational Qualifications	12 th standard passed or 10 th standard pass with 2 yrs work experience in retail environment.
4a	Domain Certification	Certified for Job Role: “Business Enhancer/Multichannel Retailer” mapped to QP “RAS/Q0204 VERSION 1.0”. Minimum accepted score of 80% or as per RASCI guidelines.
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q0102”. Minimum accepted score of 80% or as per RASCI guidelines.
5	Experience	0-2 years of work experience in similar job role in retail environment.

Annexure: Assessment Criteria

Assessment Criteria for Business Enhancer/Multichannel Retailer	
Job Role	Business Enhancer/Multichannel Retailer
Qualification Pack	RAS/Q0204 VERSION 1.0
Sector Skill Council	Retailers Association's Skill Council of India

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by Retailers Association's Skill Council of India. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5	To pass the Qualification Pack, every trainee should score a minimum marks as mentioned in respective QP
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
1. RAS/N0301 (Conduct profiling and acquisition of sellers based on business requirement)	PC1. study the market to be able to identify new sellers	100	7	3.5	3.5
	PC2. study the prospective seller base based on product categories in the marketplace		7	3.5	3.5
	PC3. set targets to approach, explain and register sellers		7	3.5	3.5
	PC4. communicate advantages and benefits about the platform to sellers		7	3.5	3.5
	PC5. match offer proposition with likely clients (sellers)		7	3.5	3.5
	PC6. create relevant proposals entailing all required details about business		7	3.5	3.5
	PC7. identify the prospective sellers in the organization		7	3.5	3.5
	PC8. identify critical elements of seller registration		7	3.5	3.5
	PC9. follow the process and documentation required for registration as per the company standards		7	3.5	3.5

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
	PC10. list down key elements of knowledge to be passed on to the sellers		7	3.5	3.5
	PC11. explain the documentation requirement and registration process to seller for undertaking business		7	3.5	3.5
	PC12. ensure accurate and timely completion of documentation process		6	3	3
	PC13. keep abreast of international operating standards for benchmarking		6	3	3
	PC14. know about success stories of comparative organizations		6	3	3
	PC15. work on self to get better at business development, selling skills, negotiation skills and customer service orientation		5	2.5	2.5
		Total	100	50	50
2. RAS/N0302 (Update the sellers on product promotions and orient them on operating the technology platform)	PC1. know and understand the critical aspects of the online portal	100	8	4	4
	PC2. orient and train sellers on the elements of portal operation and seller panel		10	5	5
	PC3. troubleshoot simple issues that sellers face while operating the technology platform		8	4	4
	PC4. help and guide seller in uploading new products		8	4	4
	PC5. assist sellers in order processing, packaging and shipping		8	4	4
	PC6. abreast about existing promotions		8	4	4
	PC7. evaluate promotions and advise the advantages that sellers can derive from the promotions		10	5	5
	PC8. ensure seller receives advantages and dues as per contract		8	4	4
	PC9. update self about upcoming promotions and applications		8	4	4
	PC10. help seller plan his work as per business information received		8	4	4
	PC11. suggest and guide new sellers about how to grow business online		8	4	4
	PC12. give promotional offers on high-end brands and bulk offers on small brands		8	4	4
		Total	100	50	50
3. RAS/N0303	PC1. ensure complete tracking of seller	100	12	6	6

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
(Execute daily operational activities to enhance business and improve seller satisfaction)	listing on the portal				
	PC2. complete seller training about process, guidelines and panels to targeted sellers		16	8	8
	PC3. address seller queries and resolve concerns/issues if any		12	6	6
	PC4. monitor and achieve targets in terms of seller registration		12	6	6
	PC5. collect, collate and share seller feedback with management		12	6	6
	PC6. use MIS reporting		12	6	6
	PC7. conduct webinars and exhibitions for sellers		12	6	6
	PC8. manage the payment cycle for sellers		12	6	6
		Total	100	50	50
4. RAS/N0304 (Build relationships with new sellers and strengthen relationships with existing sellers)	PC1. complete all required processes from registration to onboarding to ensure smooth and complete handover of the seller to account manager	100	8	4	4
	PC2. help build healthy relationships between seller and account manager		8	4	4
	PC3. ensure induction material is complete in all respects		8	4	4
	PC4. take feedback on the material and incorporate the same		8	4	4
	PC5. train and orient sellers about the process, guidelines, and panels		8	4	4
	PC6. address all seller queries and resolving concerns and issues, if any		8	4	4
	PC7. suggest and guide sellers about how to grow their business online		8	4	4
	PC8. train sellers on all documentation and reporting processes as per company policy		8	4	4
	PC9. identify the list of existing sellers who have come from different mediums		8	4	4
	PC10. understand the background of the seller accounts		6	3	3
	PC11. understand and interpret seller queries		6	3	3
	PC12. suggest solutions to address the identified queries		8	4	4
	PC13. help manage and grow their businesses		8	4	4
		Total	100	50	50

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
5. RAS/N0305 (Study the market and competition to improve business performance)	PC1. study competitors services and their work in the area of seller activation	100	14	7	7
	PC2. seek information about their market share, sale and revenue figures		12	6	6
	PC3. seek information on their strengths and weaknesses		12	6	6
	PC4. seek information on any new strategies/service offerings provided by competitors		12	6	6
	PC5. identify offers/schemes that work, based on competitor study		14	7	7
	PC6. work in tandem with marketing team to help create new schemes for acquisition and maintenance of sellers		12	6	6
	PC7. collect seller feedback and provide valuable inputs to reporting manager/business partners		12	6	6
	PC8. identify live sellers on other websites and pitch to them		12	6	6
	Total		100	50	50
6. RAS/N0306 (Maintain good interpersonal relationships with all stakeholders)	PC1. differentiate between external and internal customers	100	6	3	3
	PC2. understand expectations as per relationship with individual/group		6	3	3
	PC3. adopt appropriate medium of communication		6	3	3
	PC4. determine importance of selling/activation function in business-to-business processes		6	3	3
	PC5. actively seek feedback and guidance from immediate manager or team members to improve activation capabilities		6	3	3
	PC6. attend training programs when required		6	3	3
	PC7. build network of sellers through various sources as per company policy		8	4	4
	PC8. manage network of sellers by being in continuous contact with them		6	3	3
	PC9. establish trust and confident with sellers by communicating the need, expectations and shareable information with them		6	3	3
	PC10. ensure minimization of possible losses and risks in relationships		6	3	3

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
	PC11. communicate clearly in local language (where required)		6	3	3
	PC12. articulate clearly and coherently and respond appropriately		6	3	3
	PC13. treat all stakeholders with respect and dignity		6	3	3
	PC14. handle interpersonal conflict/ disputes according to company policy/ procedures		8	4	4
	PC15. consult supervisor if the seriousness of conflict is beyond scope of responsibility		6	3	3
	PC16. concisely and accurately record details of the conflict and report to concerned authority		6	3	3
		Total	100	50	50
7. RAS/N0307 (Comply to grooming, health and hygiene requirements of the organization)	PC1. ensure personal hygiene	100	7	3.5	3.5
	PC2. avoid use of products that affect personal hygiene adversely		7	3.5	3.5
	PC3. identify hygiene conditions that could impact health		7	3.5	3.5
	PC4. use products that aid in improving personal hygiene		7	3.5	3.5
	PC5. demonstrate awareness of company policies with respect to grooming		7	3.5	3.5
	PC6. adhere to company policy with respect to personal grooming		8	4	4
	PC7. identify articles required to conform to grooming norms as per company policies		7	3.5	3.5
	PC8. highlight absence/damage of articles required to complete grooming as per company policies		7	3.5	3.5
	PC9. maintain and ensure products provided by organization as per grooming policies		8	4	4
	PC10. report on personal health issues related to injury, food, air and infectious diseases		7	3.5	3.5
	PC11. ensure not to go for work if unwell, to avoid the risk of being spread to other people		7	3.5	3.5
	PC12. undergo preventive health check-ups at regular intervals		7	3.5	3.5
	PC13. take prompt treatment from the doctor in case of illness		7	3.5	3.5

Assessment outcomes	Assessment Criteria for outcomes	Marks Allocation			
		Total Mark	Out Of	Theory	Skills Practical
	PC14. have a general sense of hygiene and appreciation for cleanliness for the benefit of self and the customers or local community		7	3.5	3.5
		Total	100	50	50