

# Organized Retailing

NVEQF Level 2 - Class X

RS203- Q2012 – STORE OPERATIONS

Student Workbook



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## Preface

The National Curriculum Framework, 2005, recommends that children's life at school must be linked to the real life outside the school. This principle makes a departure from the legacy of bookish learning which continues to shape our system and causes a gap between the school, home, community and the workplace.

The student workbook on “Store Operations” is a part of the qualification package developed for the implementation of National Vocational Education Qualification Framework (NVEQF), an initiative of Ministry of Human Resource Development (MHRD), Government of India to set common principles and guidelines for a nationally recognized qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges and Universities. It is envisaged that the NVEQF will promote transparency of qualifications, cross-sectoral learning, student-centred learning and facilitate learner's mobility between different qualifications, thus encouraging lifelong learning.

This student workbook, which forms a part of vocational qualification package for students who have passed Class IX or equivalent examination, was created by a group of experts. The Retailer's Association of Skill Council of India (RASCI), approved by the National Skill Development Corporation (NSDC) organized Retailing Industry developed the National Occupation Standards (NOS). The National Occupation Standards are a set of competency standards and guidelines endorsed by the representatives of organized retailing industry for recognizing and assessing skills and knowledge needs to perform effectively in the workplace.

The Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), a constituent of National Council of Educational Research and Training (NCERT) in association with SKSDC has developed modular curricula and learning materials (Units) for the vocational qualification package in organized retailing sector for NVEQ levels 1 to 4; level 2 is equivalent to Class X. Based on NOS, occupation related core competencies (knowledge, skills and attitudes) were identified for development of curricula and learning modules (Units).

This student workbook attempts to discourage rote learning and to necessary flexibility in offering of courses, necessary for breaking sharp boundaries between different subject areas. This workbook attempt to enhance the endeavour by giving higher priority and space to opportunities contemplation and wondering, discussion in small groups and activities requiring hands on experience. Hope these measures will take us significantly further in the direction of a child centred system of education outlined in the National Policy of Education (1986).

The success of this effort depends on the steps that school Principals and Teachers will take to encourage children to reflect their own learning and to pursue imaginative and on the job activities and questions. Participation of learner in skill development exercises and inculcation of values and creativity is possible if involve children as participant in learning, and not as receiver of information. These demands considerable change in school routines and mode of functioning. Flexibility in the daily timetable would be a necessity to maintain the rigorous implementation of the activities and required number of teaching days will have to be increased for teaching and training.

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## About the Workbook

This workbook is to assist you with completing the Unit of Competency **RS203-NQ2012: Store Operations**. You should work through the workbook in the classroom, at the workplace or in your own time under the guidance and supervision of your teacher or trainer. This workbook contains sessions which will help you to acquire relevant knowledge and skills (soft and hard) on various aspects of the unit of competency. Each session is small enough to be easily tackled and digested by you before you move on to the next session. Animated pictures and photographs have been included to bring about visual appeal and to make the text lively and interactive for you. You can also try to create your own illustrations using your imagination or taking the help of your teacher. Let us now see what the sections in the sessions have for you.

### **Section 1: Introduction**

This section introduces you to the topic of the Unit. It also tells you what you will learn through the various sessions covered in the Unit.

### **Section 2: Relevant Knowledge**

This section provides you with the relevant information on the topic(s) covered in the session. The knowledge developed through this section will enable you to perform certain activities. You should read through the information to develop an understanding on the various aspects of the topic before you complete the exercise(s).

### **Section 3: Exercise**

Each session has exercises, which you should complete on time. You will perform the activities in the classroom, at home or at the workplace. The activities included in this section will help you to develop necessary knowledge, skills and attitude that you need for becoming competent in performing the tasks at workplace. The activities should be done under the supervision of your teacher or trainer who will guide you in completing the tasks and also provide feedback to you for improving your performance. To achieve this, prepare a timetable in consultation with your teacher or trainer and strictly adhere to the stipulated norms or standards. Do not hesitate to ask your teacher or trainer to explain anything that you do not understand.

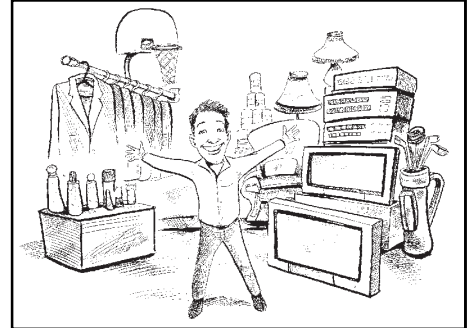
### **Section 4: Assessment**

The review questions included in this section will help you to check your progress. You must be able to answer all the questions before you proceed to the next session.



# Introduction

In our daily life, we come across retail shops in the nearby residential areas or shopping malls. Retailing affects every facet of our life. Have you ever thought how many daily contacts we have with retailers when we eat meals furnish our home, have our car fixed, and buy clothing for a party? A **retail store** is a business that sells products and/or services to consumers for their personal or family use. If you look around, you will find different forms of retail stores such as departmental stores, discount stores, variety stores, specialty stores, convenience stores,



Retailers provide the goods and services you and I need—from food, auto parts, apparel, home furnishings, appliances, and electronics to advice, home improvement, and skilled labor. Let's take a look behind the scenes at the many facets of this exciting business.

A retail store is also classified by the type of products they sell, for example food products, durable goods (appliances, electronics, furniture, sporting goods, etc.) and soft goods or consumables (clothing, apparel, and fabrics). Often people think of retailing which are sold and bought in stores, but retailing also involves the sale of services: staying in a hotel while on vacations, a haircut saloon or a beauty parlour, a DVD rental, or a home-delivered pizza. Not all retailing is done in stores. Examples of non-store retailing include online selling or the direct sales of cosmetics by Amway.

Store operations is operating and overseeing all the functions of the store from setting up shop, deciding what type of products you want to sell, deciding on what type of customers you are trying to attract into your store, then ordering the products, hiring personnel, pricing the products, deciding on a location, taking an inventory, advertising the products, etc. Whatever form, the retail store enters into for buying and selling, every retailer rolls out a standard operation procedure (SOP) which includes all functions of operating relating to customer service, health safety and protection, maintenance and distribution.

In this Unit, the student will be learn about the basic principles of a store operations which includes the store layout, store design, store procedures and store maintenance.



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# Session 1: Store Layout

## Relevant Knowledge

Store layout and design plays an important role in defining the store image. The store layout and design tell a customer what the store is all about. It is very strong tool to create store image in the minds of the consumers. It is defined as a physical location of various units of the stores that facilitate shoppers. It is a plan to make effective use of space. It takes into account the customer flow pattern, display of merchandise, permanent structures like aisles and fixtures.

### Good Layout for a Retail Store

The success of a retail store is influenced by its layout design and the ambience (atmosphere) created by the retailers. You never get a second chance to make a first impression. This age old saying is especially true in relation to design and atmosphere of a retail store. The first impression given to the potential customer determines whether the retail store has gained or lost a buyer. The basic functional principle of a retail store is to show the products and sell the product. Both these activities require a space to accommodate products, services and people.

### Space

The space needed for a retail store differs with the nature of the retail store. It could be a fixed location in a building, a more flexible location like a market tent often seen in fairs, or a mobile space like an ice cream cart or a street vendor.

### Considerations for the Store Layout

A good store layout serves many purposes:

- **Store Atmosphere:** The physical characteristics and surrounding influence of a retail store creates an image in order to attract customers. The store must offer a positive ambience to the customers for them to enjoy the shopping and leave with a smile.
  - The store should not give a cluttered look.
  - The products should be properly arranged on the shelves according to the sizes and patterns. Make sure products do not fall off the shelves.
  - There should be no foul smell in the store.
  - The floor, ceiling, carpet, walls and even the mannequins should not have unwanted spots.

- Never dump unnecessary packing boxes, hangers or clothes in the dressing room. Keep it clean.
  - Make sure the customers are well attended.
  - Don't allow customers to carry eatables inside the store.
- **Enhance Sales:** The store layout should enable the customers to move around the store conveniently. This is done by preparing a circulation plan. Circulation is an invisible force which revolves around the customers so that they cover the entire range of merchandise under display leading to maximize the purchase. Normally the destination category is kept in the last so that the customer is forced to walk up the entire store. In this way, the retail store owner tempts the customer to make impulsive buying. You must have noticed in a grocery shop that the popular items such as milk, curd are kept at the end. Why? Because they are necessary items and customers will certainly lay hands on them however far they are placed. If they are laid at the entry of the store, the customer will always remain foreign to the rest of the store. Ultimately, the aim is to make sales and earn profit.
  - **Maximize Returns per Square Foot:** A well planned layout enhances the utilization of customer's time and best of the shopping experience. A good layout provides a balance between available space for display and the return on productivity. In this way, it becomes important to decide the alternative design types, allocating space for bulk stock selling and effective use of walls and windows. These provide opportunity to customers to move around and experience the products in a much better way.
  - **Match the merchandise with the format:** retail stores are designed to target the specific kind's customers. Have you visited the music stores like Planet M, Music World etc? What kind of ambience do you find? On the other hand, compare it with the designer boutique, jeweler shop or a home fashion store. Do you see any difference the ways store layout is treated? A music store focuses on youth so the fixtures are heavily filled by flashing lights and lively music. Whereas, the later categorized stores have lighter and organized serene ambience to capture the mood of customers. Therefore, different types of target groups by age, education, gender affect the store design, ambience and layout.
  - **Assistance for differently abled women, children and safety of customers**  
The layout for the store should provide convenience for variety of shopper's visiting it. Now, if you visit the retail stores, Kne Globus, shoppers stop, pantaloons etc., we will observe the stores arrange for hand cap access along with the rooms for mothers with babies and rest rooms for old people. Care is taken that the furniture have no sharp edges and the flooring is not

sl ppery. The ma n a sles are w de to avo d cramp ng dur ng peak shopp ng seasons.

Hence, the mportance of layout can be summar zed n the follow ng manner:

1. It gu des the flow of customers to all parts of the store showcasing the best of merchand se offered on sale.
2. It prov de for impuls ve buy ng.
3. It permits the store to max mize the use of space n relat on to non sell ng space n the store.
4. It a ds the customer in select ng and compar ng merchand se
5. It leads to max mize sales.

### Steps for designing store layout

Plann ng a store layout nvolves the follow ng steps:

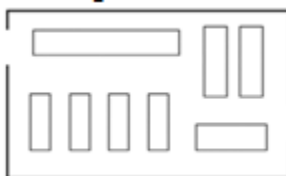
1. Determ n ng the ava lab l ty of space.
2. Determ n ng 'space needs' for sell ng and non sell ng area.
3. F tt ng 'space needs' for good customer flow and maximum sales per square foot.
4. Provis on for self serv ce
5. Types of merchand se presentat on techn ques.

### Forms of Layout i Retail Store

The reta ler must plan out each and everyth ng well, the locat on of the shelves or racks to d splay the merchand se, the pos t on of the mannequ ns or the cash counter and so on.

#### 1. Straight Floor Pla

The stra ght floor plan makes opt mum use of the walls, and ut l zes the space n the most jud c ous manner. The stra ght floor plan creates spaces w th n the reta l store for the customers to move and shop freely. It s one of the commonly mplemented store des gns. Th s type of des gn you f nd n Reebok and N ke.



#### Advantages

1. Mot vates shoppers to spend t me and explore the merchand se.
2. Max mizes sale through mpuls ve buy ng.

3. Appropriate for stores where selling approach is consultative and personal.

#### *Disadvantages*

1. Inefficient use of space resources.
2. As vision is blocked, the chances of shoplifting are higher.

## **2. Diagonal Floor Plan**

According to the diagonal floor plan, the shelves or racks are kept diagonal to each other for the owner or the store manager to have a watch on the customers. Diagonal floor plan works well in stores where customers have the liberty to walk in and pick up merchandise on their own. The major customer sales begins at the entrance, loops through the store and returns the customer to the front of the store generally used in departmental stores. Examples are Ritu wears, Shopper's stop.



#### *Advantages*

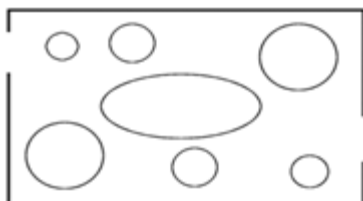
1. Loops facilitate impulsive buying. The latest or fashion merchandise is prominently displayed on the main aisles.
2. Overhead directional signs and departmental graphics provide visual cues to the location of other departments helping shoppers while they shop.

#### *Disadvantage*

1. This layout is costlier to design, construct and maintain.

## **3. Angular Floor Plan**

The fixtures and walls are given a curved look to add to the style of the store. Angular floor plan gives a more sophisticated look to the store. Such layouts are often seen in high-end stores. You generally find them in grocery stores, drug stores. An example of such type of layout is Reliance Fresh.



#### *Advantages*





1. Methodological, efficient and convenient.
2. Visibility of merchandise is better.
3. Useful in self service.
4. Effective use of space and cost efficient.
5. Easy maintenance of selling area.

*Disadvantages*

1. Not very aesthetic, looks clumsy and the very principle of impulsive selling is not served.

**4. Mixed Layout**

This type of layout blends the advantages of straight floor and diagonal store layout thereby eliminating the disadvantages of both. In spine layout, the main aisle runs through front to the back of the store transporting the customers in both directions. On the either side of this spine, the merchandise departments use either the straight floor or diagonal layout which branches out towards the back aisle walls. You find this type of store layout in United Colors of Benetton.

**Exercise: Assignment**

1. Visit a retail store, interact with the store owner/store personnel and customers and ask the following questions and write their reply in not more than 50 words:

**Questions for Store Owner/Store Personnel**

- ( ) How the types of fixtures, merchandise presentation methods and techniques are planned and help in sales floor.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- ( ) How has store design led to the store's success.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

- ( ) How has aesthetic ambience and visual communications increased the store productivity.

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

## Questions for the Customers

### *Testing the Store Image from Customers*

- (v) Is the shopper able to determine:
- Store's Name
  - Line of Trade
  - Price Position
  - Ambience and store environment
- (v) Do you visit the store again for shopping centre \_\_\_\_\_ y/n  
If yes, the most preferred point for return

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If no, state why.

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## Assessment

### A. Fill in the blanks

- A retail store space is divided into \_\_\_\_\_ and \_\_\_\_\_.
- Three important forms of store layout are \_\_\_\_\_, \_\_\_\_\_ and \_\_\_\_\_.
- The primary objective of a retail store is to \_\_\_\_\_.
- \_\_\_\_\_ is the key to success in a retail business.
- \_\_\_\_\_ and \_\_\_\_\_ leads to the long term relation of customer with the retail store.

### B. Multiple Choice Questions

Tick the correct answer

1. The purpose of effective store layouts is
  - (a) To earn profit
  - (b) Better shopping experience to customers
  - (c) Attract the target potential customers
  - (d) All of the above
  
2. Ideally, a store design should include:
  - (a) Adequate non-selling space for the assortment of the stocks
  - (b) Big room for the store manager
  - (c) Maximum returns per square foot and flexibility in store design
  - (d) None of the above
  
3. The blend of straight floor and diagonal floor layouts is called
  - (a) Free flow layout
  - (b) Grid layout
  - (c) Rack layout
  - (d) Spine layout
  
4. Nutritional imbalance and digestive disorder results in increased occurrence of
  - (a) Obesity
  - (b) Body strength
  - (c) Performance
  - (d) All of the above
  
5. The ISO specified symbol for the First Aid kits is
  - (a) Red Cross on a green background.
  - (b) White Cross on a green background.
  - (c) Red Cross on a white background.
  - (d) Green Cross on a white background.

## Checklist for Assessment Activity

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

### Part A

- What do you mean by the store layout?
- State the considerations for store layout?
- Explain the forms of retail store layout?

## Part B

Discussed in class the following:

- Importance of store layout and design in a retail store
- Steps for designing retail store layout.
- Difference between the store design and store layout.
- Different forms of retail store layouts.
- Planning a retail store layout

## Part C

### Performance Standards

The performance standard may include, but not limited to:

Performance standards	Yes	No
Able to identify the suitability of retail store layout as per the nature of business.		
Able to demonstrate the steps for designing retail store layout.		

## Sessio 2: Store Desig

### Relevant Knowledge

Des gn ng a store layout ncludes dec d ng the best methods of present ng goods to the customer. Goods are presented e ther on shelving un ts, hang ng from someth ng, on pegboard, stacked or placed on dump tables. The methods determined are des gned to opt mize sales volumes.

#### Objectives for a Store Desig

- (1) Implement the reta ler's strategy,
- (2) Influence customer buy ng behav or,
- (3) Provide flex b l ty,
- (4) Control des gn and ma ntenance costs, and
- (5) Meet legal requ rements.

Typ cally, a store des gn cannot ach eve all of these object ves, so managers make trade-offs among object ves, such as prov d ng conven ence versus encourag ng explorat on.

#### Elements of Store Desig

The bas c elements n a des gn that gu de customers through the store are the layout, s gnage, and feature areas. A good store layout helps customers to f nd and purchase merchand se. Several types of layouts commonly used by reta lers are the gr d, race track, and free-form. The gr d des gn s best for stores n whch customers are expected to explore the ent re store, such as grocery stores and drugstores. Racetrack des gns are more common n large upscale stores lke department stores. Free-form des gns are usually found n small spec alty stores and w th n large stores' departments.

S gnage and graph cs help customers locate spec f c products and departments, provide product nformat on, and suggest tems or spec al purchases. In add t on, graph cs, such as photo panels, can enhance the store env ronment and the store's mage. D g tal s gnage has several advantages over trad t onal pr nted s gnage, but the n t al f xed costs have made the adopt on of th s technology slow. Feature areas are areas w th n a store des gned to get the customer's attent on. They nclude freestand ng d splays, end caps, promot onal a sles or areas, w ndows, cash wraps or po nt-of-sale areas, and walls.

Space management nvolves two dec s ons: (1) the allocat on of store space to merchand se categor es and brands and (2) the locat on of departments or merchand se categor es n the store. Some factors that reta lers cons der when

deciding how much floor or shelf space to allocate to merchandise categories and brands are (1) the productivity of the allocated space, (2) the merchandise's inventory turnover, (3) impact on store sales, and (4) the display needs for the merchandise. When evaluating the productivity of retail space, retailers generally use sales per square foot or sales per linear foot.

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

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

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

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

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

## Tips for Store Design and Layout

- The signage displaying the name and logo of the store must be installed at a place where it is visible to all, even from a distance. Don't add too much information.
- The store must offer a positive ambience to the customers. The customers must leave the store with a smile.
- Make sure the mannequins are according to the target market and display the latest trends. The clothes should look fitted on the dummies without using unnecessary pieces. The position of the dummies must be changed from time to time to avoid monotony.
- The trial rooms should have mirrors and must be kept clean. Do not dump unnecessary boxes or hangers in the dressing room.
- The retailer must choose the right colour for the walls to set the mood of the customers. Prefer light and subtle shades.
- The fixtures or furniture should not act as an object of obstacle. Don't unnecessarily add too many types of furniture at your store.
- The merchandise should be well arranged and organized on the racks assigned for them. The shelves must carry necessary labels for the customers to easily locate the products they need. Make sure the products do not fall off the shelves.
- Never play loud music at the store.
- The store should be adequately lit so that the products are easily visible to the customers. Replace burned out lights immediately.
- The floor tiles, ceilings, carpet and the racks should be kept clean and stain free.
- There should be no bad odor at the store as it irritates the customers.
- Do not stock anything at the entrance or exit of the store to block the way of the customers. The customers should be able to move freely in the store.

The retailer must plan his store in a way which minimizes theft or shoplifting.

- i. Merchandise should never be displayed at the entrance or exit of the store.
- ii. Expensive products like watches, jewelry, precious stones, mobile handsets and so on must be kept in locked cabinets.
- iii. Install cameras, CCTVs to have a close look on the customers.
- iv. Instruct the store manager or the sales representatives to try and assist all the customers who come for shopping.
- v. Ask the customers to deposit their carry bags at the entrance itself.
- vi. Do not allow the customers to carry more than three dresses at one time to the trial room.

## Exercise: Practice Sessio

( ) What are the objectives of store design?

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( ) State the elements of store design?

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( - ) Explain the types for store design and layout?

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( v ) What are precautions taking for minimizing theft/ shoplifting?

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## Assessment

### A. Fill in the blanks

1. The store should be adequately lit so that the products are easily visible to the \_\_\_\_\_. (customers)
2. The trial rooms should have the \_\_\_\_\_ and must be kept clean. (mirrors)

### B. True or false

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



## Checklist for Assessment Activity

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

### Part A

- State the elements of store design?
- What are the objectives of store design?
- Explain the types for store design and layout?
- What are precautions taking for minimizes theft/ shoplifting?

### Part B

- Difference between the store layout and design.
- Explain the types for store design and layout.

### Part C

#### Performance Standards

The performance standard may include, but not limited to:

Performance standards	Yes	No
Able to identify the objectives of store design.		
Able to find out the types for store design and layout.		

## Session 3: Store Procedures

### Relevant Knowledge

Store operation resources and daily procedures creating internal controls for establishing retailing functions of the retail stores. The best time to establish policies and procedures for your retail business is during the planning stages. By anticipating problems before you open your doors, you can strategize how you'll handle special situations, as well as the normal day to day operations. This helps avoid making mistakes once you're faced with customers.

### Standard Operating Procedures in Retail

Standard Operating Procedure (SOP) is a set of written instructions that document a routine or repetitive activity followed by an organization. Operational procedures are vital to the business of running a retail store. Procedures typically cover all activities in the store, from sales transactions to customer support to inventory. The development and use of SOP has various advantages for the organization. Following standard operating procedures increases sales, boosts worker productivity and enhances a store's image.

### Standardization

An SOP minimizes the variation and promotes standardization through consistent implementation of a process or procedure within the organization.

### Technology

Retail stores use some type of business software or point-of-sale system to track sales. This allows managers to determine what products are selling well and helps them track inventory. Retailers often use this electronic information to generate product orders when replenishing stock levels.

### Inventory Management

Inventory management procedures pertain to the handling of products in a store. These procedures include receipt of inventory by verifying that each product is in the order as quoted; regular counting of inventory; and installing cameras or mirrors to limit or prohibit theft.

## Marketing

Retailers use marketing strategies to draw customers into the store and entice them to purchase goods or services. Marketing tools include radio, newspaper and television advertisements; special pricing; in-store promotions; and signs outside the store to attract buyers.

## Labor Practices

Employees are typically a large expense for retailers. Companies often devise schedules to ensure enough workers are available to cover the business' needs without increasing operating costs. Retailers sometimes hire younger people willing to work for lower wages to save the company money.

## Store Procedures in regard to Exchanges and Returns

Depending on the size of the retailer, other transactions may take place at the point-of-sale. Small retailers commonly deal with lay-by, returns and exchanges at the point of sale area, whereas larger retailers may have a dedicated section dealing with these other transactions. The necessary documentation must be completed accurately and efficiently to facilitate the transaction.

Common transactions include:

- Lay-by - allows goods to be purchased by installments. The goods remain the property of the retailer until they are paid for in full. The procedure for lay-bys varies according to the retailer's policy and procedures; however there are strict guidelines that all retailers must adhere to.
- Refund or exchange of goods - certain conditions must be met for retailers to refund money for goods returned or exchange items. Refunds are governed by law under the NSW Fair Trading Act 1987, and the Trade Practices Act 1974. The Australian Competition & Consumer Corporation (ACCC) is charged with enforcing statutory rights under the Act.

In a retail environment, opening and closing times present unique security risks. At these times, employees are particularly vulnerable to robbery. The following policy can be modified for any retail business that stores cash and valuables such as banks and jewellery stores.

This procedure assumes that the store has an alarm system designed to arm/dismarm the premise alarms (motion detectors, door and window contacts, etc.) and burglar alarms (safes, vaults and other storage containers) separately. The policy can easily be modified to accommodate other alarm system configurations.

## Opening Procedure

At least two employees must be present to open the facility. One employee will enter the facility, while the other waits outside in a locked vehicle with access to a mobile phone. The outside employee will maintain a clear view of the facility and wait for the predetermined all clear signal from his/her associate.

If the outside employee notices anything suspicious, or does not see the all clear signal in a reasonable period of time, he/she will immediately call 911 and then call the company's security department.

Upon entering the facility, the inside employee will relock the front door and disarm the premise alarm system. If the employee is threatened while disarming the system, he/she will enter a duress code into the alarm system keypad.

After disarming the premise alarm system, the employee will walk around premise to look for signs of intruders or forced entry. The employee will pay special attention to rest rooms, offices, and other areas where an intruder may hide. If an intruder is suspected, or a sign of forced entry is noticed, the employee will immediately leave the facility and call 911 and then call the company's security department.

After checking the interior of the facility the inside employee will post the predetermined all clear signal. The signal must remain visible until all scheduled employees have reported for the day.

Safe and vaults should be disarmed at the latest practical time. If an employee is threatened while disarming the vault he/she will enter a duress code into the alarm system keypad.

The front door will remain locked until opening time.

Before opening for business, all camera views will be checked to make sure cameras are armed properly. The DVR will also be checked to verify that it is recording. Any problems with the cameras or DVR will be reported to the security department immediately.

## Closing Procedure

At closing time, one employee will lock the customer entry door(s) from inside. An employee will be stationed at the front door to let any customers remaining in the facility out one at a time.

Employees should take special notice of any customers that seem to be loitering or intentionally trying to be last in line. Anyone who seems to be intentionally loitering should be reported to the manager.

No customers will be admitted after the doors have been locked. Any employees attempting to gain entrance must show proper identification. No vendors or service technicians will be allowed access unless they have been given prior authorization.

After the final customer has left, and the front door has been locked, one employee will conduct an initial walk-through of the area. Special attention will be paid to restrooms, closets, employee lounge, storage rooms and any areas where individuals may be hiding.

One employee will be designated to conduct a final walk through of the premises before final closing. At this time, the employee will confirm that all cash, negotiable items and valuables have been properly stored and that all safes and cabinets have been locked. The alarm system controlling the safes and vaults will be armed at this time.

Prior to leaving, all lights should be turned off, except for those lights which will allow the lobby to remain visible from the street after hours.

Two or more employees will remain in the facility until final closing. Before leaving, one employee shall arm the premise alarm system and verify that the employee exit doors are locked from outside.

## Exercise: Assignment

Visit a store (Hyper market/discount store/specialty store) and observe the store procedures and understand the r \_\_\_\_\_ operand then write down the r operation procedures, t pros & cons and suggest how t can be more effective.

## Assessment

### A. Fill in the blanks.

1. Standard operating procedure is a set of \_\_\_\_\_ that document a routine or repetitive activity followed by an organization. (written instructions)
2. \_\_\_\_\_ minimize the variation and promotes \_\_\_\_\_ through consistent \_\_\_\_\_ of a process or procedures within the organization. (standard operating system, standardization, implementation)
3. Inventory management procedure pertains to the \_\_\_\_\_ in a store. (Handling of products)

4. \_\_\_\_\_ allows goods to be purchased by instalments. (lay-by)
5. Retailers use \_\_\_\_\_ to draw customers into the store and entice them to purchase goods and services. (marketing strategy)

**B. True/False**

1. Standard operating procedure typically cover all activities in the store. (T)
2. An standard operating procedure does not minimize the variation. (F)
3. Inventory management procedures pertain to handling of product. (F)
4. Employees are never a large expense for retailers. (F)
5. In a retail environment opening and closing times present unique security risks. (T)

**Checklist for Assessment Activity**

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

**Part A**

- What is standard operating procedures.
- Discuss opening and closing procedure.

**Part B**

- Describe standard operating procedures.
- Discuss store procedures in regard to exchange and return.

**Part C**

**Performance Standards**

The performance standard may include, but not limited to:

Performance standards	Yes	No
Able to identify store's standard operating procedure.		
Able to follow store's exchange and return procedure.		

## Sessio 4: Store Mai te a ce

### Relevant Knowledge

With customer changing needs and growing demands for retail outlet and channels, maintenance is becoming an important issue for retailers. The retailers can check the products entered into the retail store and arrange products in an appropriate place. Categorize the products into different segments and put the products as per nature. Then the retailer maintain the proper sale of products and billing and bagging of products.

#### Mai Points for Maintenance of Stores

- Retail store maintenance management that helps in keeping facilities maintenance and repair cost on track.
- Emergency services should be available 24 hours a day, 365 days a year.
- Store history should be identify problem areas as part of preventive maintenance software.
- Store maintenance reporting solutions customized to meet customer's needs.
- Fixture installations and National roll outs on time.
- Cost effective preventive maintenance programs, fire extinguishers and yearly inspection tracking should be programmed.
- Open invoicing; its open procedures for vendors to ensure that they are getting an honest price.
- Have access to qualified facilitators for retail store maintenance.
- The ability to resolve maintenance problem through communications, your locations and our contractors.

Store Maintenance provides all of the management services & maintenance trades that is needed in a retail environment. Retail maintenance is a very specialized field. To maintain a store is not a one man task. For this, retailer requires help of maintenance company.

Following working process of maintenance management solution:

- 100% Web-Based Application requiring no installation on client machines
- The Service Requester allows members to request maintenance using the web browser
- Technicians can be paged and assigned work
- Work History is stored and recorded for each location and asset
- Easy to set up Preventive Maintenance schedules

- Open architecture with easy integration to other applications
- Built using standard Microsoft Web Technologies

Maintenance Connect on provides a full-featured maintenance management solution that runs entirely inside your Internet browser. This allows you to get up and running quickly - without having to install anything on client machines. You can focus on what you do best rather than having to maintain maintenance software. Employees, contractors, requesters and management can access Maintenance Connect on from wherever they are using an Internet browser. Organizations with multiple sites can easily keep their maintenance records in one place.

With the growing demand for retail outlets and chains, the maintenance management system of these buildings is becoming increasingly important. In order to maintain a clean street appeal and a 100% operational facility, it is important to have software to help manage maintenance. As your chain of stores grows, you can expand the asset hierarchy and develop reports of how much was spent on any given store or group of stores over a period of time. Use the Service Requester to allow those working with stores to request maintenance at their location. The software can store an unlimited number of service vendors that you can then search for and contact to resolve maintenance issues.

Using Maintenance Provider services simple, easy-to-use web-based application can help to retail chain track maintenance costs, prevent and predict equipment failures, improve labor productivity, reduce costly downtimes, minimize investments in inventory, and lower the total cost of maintenance.

Retail stores can set up maintenance management system complete with preventive maintenance schedules for facilities and equipment such as the following:

Multiple Locations (chains)	HVAC Units	Signs
Flooring	Pipes	Elevators
Ceiling Fans	Computers	POS Machines
Windows and Glass	Carpet	Wood Flooring
Ceramic Tile	Lighting	Exterior Finish

### Exercise: Assignment

Visit a store (Discount/Specialty/Supermarket). Observe the methods or procedures of store maintenance and what are the main points to be considered while maintaining a store. Write about store maintenance procedures or method of two stores and compare between two (either similar nature store or different).



Complete your report by exploring pros and cons in the r procedures and suggest the practical approach in maintaining store.

## Assessment

### A. Fill in the blanks

1. Grainger delivers thousands of items to \_\_\_\_\_ quickly and reliably. (multiple locations)
2. Store \_\_\_\_\_ reporting solutions customised to meet needs of the customers. (maintenance)
3. The ability to resolve maintenance problem through \_\_\_\_\_. (communication)

### B. True/False

1. Open invoicing is a open procedure for vendors to ensure that they are getting honest price. (T)
2. Store history to identify problem areas is a part of preventive maintenance software. (T)
3. Work history is stored and recorded not for each location and asset. (F)

## Checklist for Assessment Activity

### Part A

- Discuss store maintenance.
- Describe points to be considered while maintaining store.

### Part B

- Discuss store maintenance procedure followed by different store types.
- Discuss the main focus points in store maintenance.

### Part C

#### Performance Standards

The performance standard may include, but not limited to:

<i>Performance standards</i>	<i>Yes</i>	<i>No</i>
Able to identify major points in store maintenance.		