

Draft Study Material



Published

STORE OPERATIONS ASSISTANT

(Qualification Pack: Ref. Id. RAS/Q0101)

Sector: Organised Retail
(Grade X)



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Preface

Vocational Education is a dynamic and evolving field, and ensuring that every student has access to quality learning materials is of paramount importance. The journey of the PSS Central Institute of Vocational Education (PSSCIVE) toward producing comprehensive and inclusive study material is rigorous and time-consuming, requiring thorough research, expert consultation, and publication by the National Council of Educational Research and Training (NCERT). However, the absence of finalized study material should not impede the educational progress of our students. In response to this necessity, we present the draft study material, a provisional yet comprehensive guide, designed to bridge the gap between teaching and learning, until the official version of the study material is made available by the NCERT. The draft study material provides a structured and accessible set of materials for teachers and students to utilize in the interim period. The content is aligned with the prescribed curriculum to ensure that students remain on track with their learning objectives.

The contents of the modules are curated to provide continuity in education and maintain the momentum of teaching-learning in vocational education. It encompasses essential concepts and skills aligned with the curriculum and educational standards. We extend our gratitude to the academicians, vocational educators, subject matter experts, industry experts, academic consultants, and all other people who contributed their expertise and insights to the creation of the draft study material.

Teachers are encouraged to use the draft modules of the study material as a guide and supplement their teaching with additional resources and activities that cater to their students' unique learning styles and needs. Collaboration and feedback are vital; therefore, we welcome suggestions for improvement, especially by the teachers, in improving upon the content of the study material.

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MODULE 1

RETAIL STORE OPERATIONS

Module Overview

Retail operations refer to the work of individual(s) to keep store functioning. This includes the works of retail sales representatives and supervisors in all type of shops, such as small retail store with only a few assistants and large retailers with more numbers of employees.

It is general experience of shopping that it is extensively planned before entering into the retail environment. Sometimes decision of buying a product is made because of the layout and display of products but not because of planned shopping list. People work in retail operations have to make decisions from time to time.

The main retail operations include – receiving, storing and selling of goods cash handling, safety and security, customer service, refunds and returns, visual merchandising etc. If students are interested in a retail industry and wants to make their career in this field, it is required that he/she acquire good communication skills and the ability to handle difficult customers.

In this unit, the student will be learning fundamentals of retail operations, categorization of the retailers, ways to respond and communicate appropriately to customers and choose the ways to work with categories of retailers.

As a retail staff, store operations assistant shows the products to customers, describe the features and usages of goods, and complete the financial transaction after the sale of goods. He or she also order the goods, price the items, display the merchandising and maintaining proper level of stock in inventory and create financial reports and monitor other staff.

This unit has four sessions. These sessions will help the student to become confident in basic retail store operations, which are essential in the job role of store operations assistant. The first session covers retail operations – filling up shelves. While filling, the store operations assistant follows safe handling of products and he/she also protect the different nature of products. Second session deals with maintaining the stock levels with suitable inventory. Third session provides how to

respond and communicate with customers and fourth session describes categorization of retailers.

Learning Outcomes

After completing this module, you will be able to:

- Understand and implement effective shelf stocking techniques to ensure products are displayed attractively and accessibly, contributing to optimal store presentation and customer experience.
- Develop skills to accurately monitor and maintain stock levels, ensuring that the store is adequately stocked and inventory is managed efficiently to meet customer demand and reduce overstock or stockouts.
- Enhance communication skills to effectively respond to customer inquiries and concerns, providing excellent customer service and building strong customer relationships.
- Gain an understanding of different types of retailers and their specific operational needs, enabling tailored approaches to inventory management, customer service, and sales strategies based on the retail category.

Module Structure

Session 1: Retail Operations: Filling Up Shelves

Session 2: Maintain Stock Level

Session 3: Respond and Communicate to Customers

Session 4: Categorization of Retailers

Session 1: Retail Operations: Filling Up Shelves

You have visited the retail store for buying grocery, household items and items meeting your daily needs in our day-to-day life purchasing live household, food items and clothing to meet out our necessities.

It is the basic duty of store operations assistant to perform each activity, which help the retail store to increase their sales like product receiving from different channels, moving the products from back office to racks at floor area, filling the shelves, positioning the stock, displaying the products safely and protecting the product from damage.

Importance of Retail Operation

Retail operations cover variety of activities in retail store:

Filling up shelves: The most important aspect of retail operation is to fill the shelves [Fig. 1.1(a) and Fig. 1.1(b)] Therefore, those customers see the full range of products available at retail store.



Fig. 1.1(a): Fill the Shelves



Fig. 1.1(b): Fill the Shelves

Source: <https://urlzs.com/hCMia> Source: <https://urlzs.com/jEK9J>

Position the stock as per instructions: Position the stock in shelves as per the instructions taken from higher management.

Safe handling of products: Retail operations also cover the safe handling of products so that no damage takes place in retail store.

Protect from damages: Handle the stock in such a way that protect the stock equipment and prem \

.ises from being damaged once the work is done. The equipment should return to store departments.

All these operations make the store functioning well and easy to increase the sale.

Instructions for Positioningm Stock

Every store operation assistant works as per the responsibility given to them. Store operations assistant need to position the stock as per the instruction given to them. However, sometimes store operations assistant gets confused and he/she is not clear about the filling the shelves and positioning the stock.

If such particular problems are faced by store operations assistant, he/she should promptly ask the right person for advice to fill the shelves. Store operations assistant can also ask the responsible person, if instructions for positioning the stock are not clear. Instructions can be regarding following:

- Which products come in front rack?
- Which gondola place at what place?
- Which racks use for which product, and selection of racks depends on the nature of products?

Safe Handling of Products While Keeping in Shelves

The goods need to be handled more carefully especially when received in bulky packages. Handling of goods is a process of moving, packing and storing of goods or commodities in any form. It helps in determining the productivity of a retail business. Handling of goods is a highly labour oriented operation as compared to other. Therefore, the cost of handling goods is also high.

Following are the advantages of effective handling of goods:

- Minimize the unit materials handling costs.
- Reduces the manufacturing time.
- Contributes towards a better control of goods flow.
- Improves safety in working and movement of materials.
- Minimize the rejection ratio.
- Decreased storage damages.

Material Handling Activities

Primary objective of material handling in retail store or is to sort out goods according to customer requirements. There are three handling activities - receiving, in-store handling and shipping.

(a)Receiving: When material reaches the retail store warehouse, it is received by the receiving assistant. The basic duty of the receiving assistant is unloading the goods from the truck or transportation vehicle. The unloading is usually done manually or by required equipment's.

(b)In-store handling: There are various methods of materials handling. Manual handling is processes of carrying and moving material. The materials handling must be done with the proper equipment by experienced and trained staff [Fig. 1.2(a) and 1.2(b)]. There are ranges of equipment to handle material, such as cranes, moving trucks, slings, pallet jacks, forklifts, etc.

Safety is a very important aspect of material handling. Equipment must be big enough to safely handle material being transported.



Fig. 1.2(a): In-store Handling

Source: <https://urlzs.com/K7j4B>



Fig. 1.2(b): In-store Handling

Source: <https://urlzs.com/Vv5J5>

Shopping: When customer enters into retail store, store operations assistant offers him/her a shopping bag, basket or trolley for picking the goods from store and carry for billing (Fig. 1.3). Store operations assistant should be careful about suggesting the shopping bag, basket or trolley, if customer buying clothes then shopping bags are good. If few grocery items buy by customer, then shopping basket can be offer but in case customer want to buy fully range of grocery then shopping trolley can be offer.



Fig. 1.3: Shopping

Ways to Protect from Damages While Keeping in Shelves

Damage and pilferage are very common phenomena in retail store. Stock handling should be done in such a way that cannot harm the employees as well as customer of retail store. Because it is everyday activity of store operation assistant to fill the shelves, arrange the products in display, refill the shelves, replenishment of shelves, move the expire products, display the products which are about to expired in first row so that it's selling percentage increases.

At first look, holder protection seems uncomplicated, but it is actually the source of misunderstanding among protection of experts — mostly because there is not a clear-cut plan for conventional to help companies with many of the realistic factors of loading protection.

Cleaning of Work Area After Fill Shelves

Cleaning the floor area after filling the shelves is important aspect in retail store. Several third parties working in the activity area of cleaning and maintain a clean store. Cleaning and cleaning techniques are part of standard operating techniques that comprise safety program. Poorly washed areas allow harmful bacteria to be moved from place to place products.

Cleaning: Cleaning is the process of removing dust, dirt or any unwanted substances on the floor, shelves or any part of retail store [Fig. 1.4(a) and 1.4(b)]. A retail store and products kept on shelves must remain clean, dustfree. Hygiene standard should be maintained, it is also important to take care of various detergents and liquids used for the cleaning, as floor area, shelves and shelves with food items require different methods of cleaning and appropriate chemical or detergent must be used.

Fig. 1.4(a): Cleaning of Work Area **Fig. 1.4(b): Cleaning of Work Area**



After Fill Shelves



After Fill Shelves

Source: <https://urlzs.com/sBXgr>

Source: <https://urlzs.com/hiiCX>

Activity

Activity 1: Visit a retail outlet to study the job roles of store operation assistant.

Material Required: Pen/Pencil, Notebook, checklist (Teacher has to arrange a visit of student to a big retailing outlet to observe its functioning)

Procedure:

1. Visit the store with your classmates.
2. Meet the store operation assistant greet him politely.
3. Tell him/her the purpose of your visit and take his consent.
4. Observe the working of retail store and note.
5. Ask the following questions with store operation assistant:
 - a) What are the duties of store operation assistant?
 - b) What are the responsibilities of store operation assistant?
 - c) How executives deal with customers?
 - d) Any exceptional situations.
6. Review your notes with your classmates and confirm with the executives
7. Prepare a report on your visit.
8. Discuss the report in class and take suggestion of classmates.
9. Submit report to the teacher.

Activity 2: Visit to the retail store to get familiar with cleaning process after filling shelves.

Material Required: Pen/Pencil, Notebook, and checklist

Procedure:

1. Visit the retail store.
2. Greet and meet the store operation assistant.
3. Tell your purpose of visit and take his/her consent.
4. Observe the cleaning procedure done by the store operation assistants.
5. Note the process of cleaning the shelves after filling products in them.

6. List out the cleaning equipment and detergent/liquid material used for cleaning.
7. Discuss with friends and review in the classroom.
8. Take permission of teacher and present your report in class
9. Finalize after incorporation suggestion your classmates and teacher.
10. Submit your report to the teacher

Check Your Progress

A. Fill in the Blanks

1. ___ is the process of removing dust, dirt or any unwanted substances on the floor, shelves or any part of retail store.
2. The most important aspect of retail operation is to _____ the shelves.
3. _____ is processes of carrying and moving material.
4. _____ need to position the stock as per the instruction given to them.
5. The goods are _____ more carefully especially when received in bulky packages.
6. The _____ objective of material handling in retail store is to sort out goods according to customer requirements.

B. Multiple Choice Questions

1. Which of the following is not handling activity?
 - a) Receiving
 - b) In-store handling
 - c) Shipping
 - d) Cleaning
2. Which of the following is not correct activities of retailing?
 - a) Fill the shelves
 - b) Position the stock as per instructions
 - c) Do not remove dust from the store floor
 - d) Protect goods from damages

3. Store operations assistant can also ask the responsible person about stocking of the products, which of the following is correct?
 - a) Which products come in the first rack
 - b) Which gondola place at what place
 - c) Both a) and b)
 - d) None of the above
4. Which is not the advantage of the effective handling of goods?
 - a) Maximize the rejection ratio.
 - b) Minimize the unit materials handling costs.
 - c) Reduces manufacturing time.
 - d) Contributes towards better control of goods flow.
5. Which of the following is used for cleaning?
 - a) Cleaning solutions
 - b) Detergents
 - c) a and b
 - d) Equipment's

C. State whether the following statements are True or False

1. Cleaning is not the process of removing dust, dirt or any unwanted substances on the floor, shelves or any part of the retail store.
2. The customers see the full range of products available at the retail store.
3. Retail operations do not cover the safe handling of products.
4. When the material reaches the retail store to the warehouse, it is received by the store manager.
5. Manual handling is the process of carrying and moving material.
6. Safety is a very important aspect of material handling.
7. Damage is a very rare phenomena in the retail store.

D. Short Answer Questions

1. What do you mean by retail operations?
2. What is the meaning and importance of retailing?

F. Check Your Performance

1. Demonstrate how to keep the products in shelves.
2. Demonstrate the importance of cleaning and its methods in retailing.
3. Clean the work area after fill the shelves.

Session 2: Maintain Stock Level

The basic and time-consuming task in operating retail store is keeping the stock up to date. Although it requires work and self-discipline to maintain, a good stock system will make it simpler to meet the needs of customers - the key to growing a successful business.

Methods of Stock Control

The three main systems of controlling stock are unit control, financial control and combination control (Fig. 1.5). In financial control, analysis and planning of merchandise requirements in terms of money is broken down into various classifications such as men ties, dress shirts, sport shirts, underwear and the like for men furnishings department. Total figures of stocks and planned sales for an entire store or even a department furnish little guidance in the quest for balanced stocks of specific items. For example, figures of expected sales, total stocks and on orders for an entire store are rather meaningless bits of information for the men wear buyer attempting to place orders for neckties for the Christmas season.

The buyer needs specific information including how many ties in what price lines were sold the previous year and what present stocks are on hand and on order. Unit control is further refinement of financial control. Rather than dealing with broader merchandise classifications, it provides more specific information in terms of units sold, on hand, on order and expected to sell.

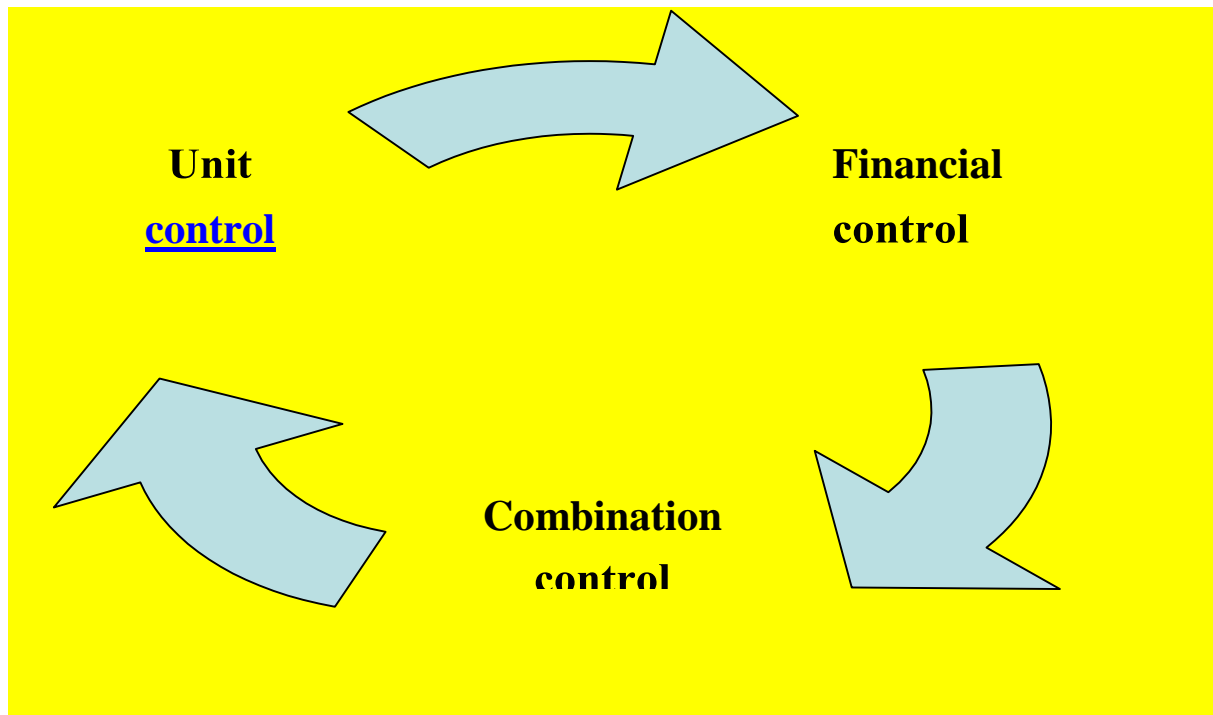


Fig. 1.5: Stock Control

Unit Stock Control

In this method, controlling of stocks is done by physical units of merchandise rather than by cash investment. The merchandise characteristics of the stock compared with products bought by the public in the period under review. The advantage of this method over others is that it can be used to monitor changes in the characteristics of merchandise being sold and is usefully allied to range creation (model stock building). The stock is physically counted and merchandise sub-groups are stock-taken on a rotated basis.

This method is not a full stock control system because, it cannot control profitability of inventory held. It therefore requires back up by financial systems of control. It loses some of its usefulness if not screened by some system of market monitoring. This method of controlling merchandise provides information on:

- The age of stock, thereby quickly pointing out markdown items and slow sellers.
- Vendor information, such as selling ability of vendors' products, promptness in shipping, number of returns and markdowns

taken.

- Sales by colors, sizes and other factors, and their seasonal variance, thereby being an important aid to future buying.
- Data on customer preferences to be used in model stock plans, basic stock lists and never out lists in order for them to be kept up-to-date and geared to proven customer wants.
- Automatic recorder points, which can be established for staple merchandise and computerized.

Combination Control

As the name implies, this method is a combination of unit and financial control, and although it is more complex, most retailers would benefit from controlling both the financial investment in stock and the units in inventory. Items that generate high profits or items that customers expect to be in stock should be controlled by the combination method because stock-outs will substantially reduce profits. Equally, very expensive items overstocked could create financial problems.

Replacing Stock Before Finish the Stock

Field of retail outlet functions concerns activities that keep store performing well each day. In well run stores, everything is taken into consideration, planned, and implemented (Fig. 1.6).



Fig. 1.6: Replacing Stock before Finish of the Stock

Source: <https://bit.ly/2Y48kVz>

List system: There are three main types of stocks which are everlasting stock, actual stock and mixed stock. With everlasting stock, the stock materials are modified upon each sale. This happens with today's automated POS techniques. With actual stock bookkeeping, the business actually matters its stock. With a mixed program, both

techniques are used, where actual count provides crosscheck of automated program.

There are several means of managing stock. All designed to provide efficient program for deciding what, when and how much to get.

Update Stock Control System

Computerized stock control techniques run on similar concepts of manual, but are more versatile and knowledge is easier to recover. One can quickly get stock assessment or find out how well a particular item of stock is moving.

Retailer may use one method or combination of two or more, if retailers have different kinds of stock.

- **Minimum Stock Available** - Retailer recognizes a lowest stock available and then re-orders stock to maintain availability. It is also known as Re-order stock Level.
- **Stock Evaluation** - Retailer have regular reviews of stock. After every evaluation retailer prepares return stocks to specified stage.
- **Just-In-Time (JIT)** - It is designed cut stock to lowest. Items are provided when they needed and used instantly. There is a risk of sold- out, so customers need to be confident that providers can deliver on demand.

The techniques can be used together with other procedures to improve the stock control program. For example:

Re-order lead-time - allows for sufficient time between putting in the transaction and receiving it.

Activity

Activity 1: Visit a retail store and identify the various stock control systems.

Material Required: Pen/Pencil, Notebook, checklist (The teacher has to fix a visit to the retail shop in small group and give check list to the student about their observations)

Procedure:

1. Prepare a list of the points on various stock control systems used to be checked in the retail store and give it to the customers.

2. Group the students as per need.
3. Reach the outlet in time with the group.
4. Greet the store operation assistant and tell them the purpose of visit.
5. Ask the store operation assistant about the executives working in the store.
6. Observe and note the following:
 - a) How to identify the stock levels?
 - b) Stock control system
 - c) Replacing stock before finish the stock
 - d) Update the stock control system
7. Note down all the observations; discuss with the executives.
8. Write down with your classmates and review.
9. Prepare a report and submit to the subject teacher.

Check Your Progress

A. Fill in the Blanks

1. The basic and time-consuming task in operating retail store is keeping the stock _____.
2. _____ stock control in this method, controlling of stock is done by physical units of merchandise rather than by cash investment.
3. There are several means of _____ stock.
4. Retailer has _____ reviews of stock.
5. Every evaluation retailer prepares return stocks to _____ stage.
6. One can quickly get _____ assessment or find out how well a particular item of stock is moving.

B. Multiple Choice Questions

1. The three main systems of controlling stock are:
 - a) Unit control
 - b) Financial control

c) Combination control

d) All of the above

2. Retailer may use one method or combination of two or more, if retailers have different kinds of stock.

a) Minimum Stock Stage

b) Stock Evaluation

c) Just-In-Time (JIT)

d) All of the above

C. State whether the following statements are True or False

1. The unit control is further refinement of financial control.

2. The stock is physically counted and merchandise sub-groups are stock-taken once in a year on rotated basis.

3. The automatic recorder points, is established for staple merchandise and computerized.

4. There are three main types stocks which are everlasting stock, actual stock and mixed stock.

5. The Retailer recognizes a lowest stock stage, and re-orders when stock gets to highest stage.

D. Short Answer Questions

1. Discuss stock control system.

2. Explain replacing stock before finish the stock.

3. Discuss the update of the stock control system.

E. Check Your Performance

1. Demonstrate the replacing stock before finish the stock.

2. Carefully read and update the stock control system.

3. List out the stock control systems used by retail stores on chart.

Session 3: Respond and Communicate to Customers

The main function of retail store is to buy products in bulk and sell them in small quantities to the end user. It is the duty of store operations assistant to respond with the customers promptly on an issue related to customer queries, complaints or suggestions or customers seeking assistance.

The retail store has to ensure that products, which they offer, are suitable to customer current demand. Retailer should be careful about the selection of appropriate media/ way of communicating to their existing as well as prospective customers. However, it depends on types of customers that, which way is best to communicate with customers.

Before discussing about the ways of communications, we should understand types of customers. It will help the retailer to communicate with customers. They are as follows:

Loyal Customer: Loyal customers are those who will always visit your store whenever they require anything. Many a times customer know that store might not have that product but would like to take opinion regarding the same from where do they buy what they require. Selling approach/method to the loyal customers should: Continue offering them high value products and services. Communicate often with them to evaluate service effectiveness and their opinion.

Fickle Customer: This type of customer usually asks for a price on a product and all the offers attached to it. They may actually be loyal customers of one of the competitors, but will only shop around for the "best deal." Selling approach/method to the fickle customers should be; first, sales person needs to identify what they like about their current preferred vendor and what they do not like about that vendor. Then create a plan that will gain their trust and loyalty. In a positive way, show how you are better than their current vendor is.

Consider using testimonials from current clients to help push the scales your way. The Renewing Customer who used to do a significant business with the store, but for some reason slipped away. Occasionally they come to check prices and, in the process, pick up some stuff just for namesake.

Selling approach/method to the renewing customers should be; identify root cause of their drifting away to the competitors. Then determine whether retailer can earn their loyalty again. Next, make and execute a plan that will regain their confidence in you, which could mean show them the value of buying from your store.

New Customer: These customers are the people whom you have been seeing for first time. They might also many times directly mention that they have recently shifted to this location.

The more retailers know about these new customers; the better chance they have to convert into loyal customers. Selling approach/method to the loyal customers should be; to add a new customer; identify the people as the new customers gather as much as information as possible about them.

Respond Customers Questions and Comments

Working with them professionally: Retailer should understand that they cannot control someone else's activities. Retailer has total control only over his/her own activities. Nevertheless, retailer can influence how customers react to some extent.

Dealing with upset customers: When a customer tries to scare store operations assistant, he/she should remain relaxed and ask, "How can we help you?" This type of query can also help retailer to get away quicker from a chatty, meticulous or puzzled customer who monopolizes retailer's efforts.

Before offering alternatives, ask the customer how he would like the issue to be settled. Provide options whenever possible. "Would you like to talk with the administrator?"

Get help from someone who knows more, is tranquil, or has more energy.

Communicate Information to Customers Regarding

- A. **The details of Products and Services:** The basic and important work of retailer is to provide quick information about products and services to customers, which help the customers to take appropriate decision about the purchase of goods. Sometimes it also involves the customer experience, time taken by consumers, improving customer services.
- B. **Recognize Information:** In retail store, everyday many customers visit but not every visitor becomes into customer. For the sack of it, retailer should recognize what information customers need in their purchase decision. This information may be complicated to understand i.e.; retailer should make sure that whether they fully understand or not.

Reasons why needs or expectations not met: When a profitable company fails to fulfill customers' needs and expectations, retailer should explain the reasons of their customers why they do not meet their needs or expectations. There are many reasons of not meeting customer needs like lack of proper demand, lack of financial shortage of stock, lack of MIS and Untrained staff.

Activity

Activity 1: Visit to a retail store, to understand how to communicate information to the customers.

Material Required: Pen/Pencil, Notebook, checklist (The teacher has to fix a visit to the retail shop in small group and give check list to the student about their observation)

Procedure:

1. Prepare a list of the points to be checked in the retail store and give it to the students.
2. Group the students as per need.
3. Reach the outlet in time with the group members.
4. Meet and greet store operation manager politely.
5. Take the permission of store operation assistant to meet with executives.
6. Tell the purpose of your visit and take his/her consent.
7. Observe and note the following:
 - a) Information regarding products and services.
 - b) Recognize information.
 - c) Reasons why needs or expectations not meet.
8. Note down all the observations, discussed notes with friend and review.
9. Finalize in consultation with the executive.
10. Prepare a report and submit to the subject teacher.

Activity 2: Demonstrate the ways to communicating with customer and respond customer questions comments.

Material Required: A group of 5 students to play the roles, Pen/Pencil, Notebook, checklist

Procedure:

1. The 5 students will execute roles as under:

Retailer-1
 Counter executives-2
 Delivery boy-1
 Customer -1

The student will play the roles performed

Customer complaints
 New products
 Replacement policy
 New arrival

3. Remaining students will note down their comments on roles performed
4. Discussion take place in the class after role play is over.

5. The teacher will summarize the learning and give suggestions.

Check Your Progress

A. Fill in the Blanks

1. The main function of retail store is to buy products in bulk and sell them in small quantities to their _____.
2. It depends on _____ of customers about how to communicate with customers.
3. _____ customers are those who will always visit your store whenever they require anything.
4. In retail store, everyday many customers visit it but not every visitor _____ into customer.
5. The retail store has to ensure that products, which they are _____, are suitable to customer current demand.

B. Multiple Choice Questions

1. Which of the following is not the type of customers?
 - a) Loyal Customer
 - b) Fickle Customer
 - c) Disaster customer
 - d) New Customer
2. Which of the following information is communicated to customers?
 - a) Information Regarding Products and Services
 - b) Reasons why needs or expectations not met
 - c) Both a) and b)
 - d) None of the above
3. Which of the following related with customer's questions and answers?
 - a) Working with them professionally
 - b) Dealing with upset customers
 - c) Get management Customer can't keep
 - d) All of the above

C. State whether the following statements are True or False

1. The retail store has to ensure that products, which they are offering, are suitable to customer current demand.
2. Fickle Customer never asks for a price on a product and all the offers attached to it.
3. Retailer can influence how customers react to some extent.
4. Retailer should make sure that whether they fully understand or not.
5. Retailer should not explain the reasons of their customers why they do not meet their needs or expectations.
6. Retailer should be careful about the selection of appropriate media/ way of communicating to their existing as well as prospective customers.

D. Short Answer Questions

1. Discuss the appropriate ways to communicate with customers.
2. Describe how SOA respond to customer question and comments.
3. How information's are communicated to the customers on various issues?

E. Check Your Performance

1. Demonstrate the ways to communicate with customer's questions and comments.
2. List out how to communicate information to customers regarding products and services.

Session 4: Categorization of Retailers

The main function of retailer is to buy goods and sell to final customers. Goods will be bought in bulk and sold in parts at a profit. The retailer has to ensure that goods they are selling are desirable to the customers or are in demand.

Retailers can be categorized on many bases. It depends on characteristics being evaluated. Based on six factors, here we take up categorization of retailers, directly related to major marketing decisions:

- 1. Based on Target Markets Served:** Based on the type of markets, retailer intends to target the consumers, which involves;

- a) **Mass Market:** This type of retailer targets the market in large size / percentile. They sell the products of customer's choice. The competition among the retailer is monopolistic in nature.
- b) **Specialty Market:** This market targets those buyers, who want something different from mass market like advanced product options or higher level of customer service.
- c) **Exclusive Market:** These retailers target the customers who want exclusive products with advanced features in very few products and highly customized service. Although this target market is small in nature.

2. Based on Product Offerings: This classification is based on products offered and depth of products they carry.

- a) **General Merchandisers:** In this category, retailer carries wide range of product categories. However, number of different items within a particular product line is generally restricted.
- b) **Multiple Lines Specialty Merchandisers:** Retailer stock limited number of products, but within categories they offer a greater selection than are offered by general merchandisers. For example, consumer electronics.
- c) **Single Line Specialty Merchandisers:** Retailers has limited offerings. Sometimes, it is applicable on one product.

3. Based on Pricing Strategy: Retailers are classified on the basis of pricing strategy.

- a) **Discount Pricing:** Discount pricing known for selling low priced products. By selling in high volume retailer earn their profit and offer fewer services to customers.
- b) **Competitive Pricing:** The objective of competitive pricing is to offer products at competitive prices.
- c) **Full Price Pricing:** It is also called Max Retail Price (MRP). Retailers sell their products to the target customers without discount.

4. Based on Promotional Focus: Retailers classified based on promotional technique.

- a) **Advertising:** Many retailers find traditional methods of advertising, such as newspapers or television.

b) Direct Mail: Small local companies to promote by postcard/digital mailings utilize direct mail.

c) Personal Selling: It take place when retailer sell value goods.

5. Based on Distribution Method: Retailers sell in different formats.

A. Store-Based Sellers These retailers sell their products through stores. These can be divided into many categories. Retail outlets are physically connected with one or more stores:

- **Stand-Alone:** The retail outlets that do not have any other retail outlets connected.
- **Strip-Shopping Center:** A retail arrangement with two or more outlets physically connected or that share physical resources (e.g., share parking lot).
- **Shopping Area:** There are number of outlets in a local center. It may or may not be physically connected but close to each other such as a city shopping district.
- **Regional Shopping Mall:** Consists of large self-contained shopping area with many connected outlets.

B. Non-Store Sellers: Sale of the products online comes under this category. In this case customer buys goods electronically.

- **Online Sellers:** This allows consumer to purchase products through Internet. In most of the cases delivery handled by third-party shipping service.
- **Direct Marketers:** Retailers who mainly sell products via direct methods. They may have primary location to receive orders but does not host hopping sites. Rather, orders are received via mail or phone.
- **Vending:** While purchasing through vending machines do es require the consumer to physically visit a location. The vending operations are not located at vending company's place of business.

6. Based on Service Level

Retailers attract customers, it happens with not only desirable products and affordable prices, but also by offering services that enhance the purchase experience. There are three levels of retail services:

- a) Self-Service:** This service allows consumers to perform most or all of the services associated with retail purchasing. For some consumer's self-service is considered as a benefit while others may view it as an inconvenience.
- b) Assorted-Service:** This service provides handle point-of-purchase transaction. Product selection assistance; arrange payment plans; offer delivery; and many more.
- c) Full-Service:** The full-service retailer attempts to handle all aspects of purchase. Consumers select the items and often ordered for home delivery. A way of adding value to a customer's purchase.

Apart from above there is one more, structured, which is described here under:

Retail Based On Ownership Structure

We can also categorize retailers based on the ownership structure of the business they are:

- 1. Individually owned and operated:** In this structure, an individual owns and operates the enterprise. Single ownership of retail outlets occurs with small retail stores. Whereas in the automotive or furniture industries, single ownership involves very large outlets.
- 2. Corporate Chain:** It consists of multiple retail outlets owned and operated by a single entity. All performs similar retail activities.
- 3. Corporate Structure:** This classification covers large retailers operating in the non-store retail.
- 4. Contractually licensed and individually operated (franchising):** It is the arrangement which involves a legal agreement where the owner of the retail concept allows the operator to run the owner's business concept in exchange for financial considerations such as a percentage of profit. This structure is called retail franchising.

Key Issues Faced By Retailers

There are few categories. The retailers can be categorized based on the need and criteria. Retailers face many issues as they attempt to be successful in business. The key issues include:

- 1. Customer Satisfaction:** Retailers know that satisfied customers become loyal customers. Retailers develop strategies to build relationships (Resulted in increasing customers returning ratio to make more purchases).
- 2. Ability to acquire the Right Products:** A customer is satisfied if they get right products as per needs.
- 3. Product Presentation:** Once obtained products to customers that generates interest.
- 4. Traffic Building:** Building “traffic” is related with variety of promotional techniques such as advertising, including local newspapers or Internet, and specialized promotional activities, such as gift vouchers, coupons.
- 5. Layout:** It deals with the arrangement of tools and equipments in retail store. Retailers make this in such a way to attract more and more customers.
- 6. Location:** Well-placed stores with high visibility and easy access may hold significantly more value than lower cost sites that give up less traffic. Understanding the trade-off between costs and benefits of locations is an important retail decision.
- 7. Keeping Pace with Technology:** It entered in all areas of retailing including customer knowledge (e.g., customer relationship management software), product movement (e.g., use of RFID-Radio Frequency Identification tags for tracking), point-of-purchase (e.g., scanners, kiosks, self-serve checkout), web technologies (e.g., online shopping carts, purchase recommendations) and many more.

Store Operations Assistant

Store operations involve selling, management of goods flow, store maintenance, customer service and transaction processing. The majority of jobs in retail industry come under the umbrella of store operations. From actual selling goods out on sales floor to ensuring that the store runs smoothly, one might start the career as a part-time floor

assistant and move up to department or store manager or even to director of operations.

Store operations assistant perform various functions like administrative as well as customer service. They answer to customer queries and giving account updates, Assist in review products and fill customer orders.

This position functions as the primary point of communication contact for all store operational issues for both new and existing stores. Primary job functions include assisting in management and procurement of all needed store supplies for both new and chain stores. The store operation assistant has variety of tasks to perform and acquires a key portion in make the customer a loyal one.

Duties Of Store Operations Assistant

Store operations assistants help sales associates, sales operation managers, chief executive officer (CEO) or chief operations officer (COO). They may also aid other executive managers. Operations assistants must be skillful, proficient, highly motivated, can endure immense work pressure and be very dependable. His or her duties are:

- Act as a back-up to Manager in performing retail operations.
- Provide support to Operations manager.
- Update internal operation procedures document as needed.
- Coordinate with Manager to schedule team meetings and follow-ups.
- Support the Manager in managing and resolving operational issues.
- Work with Manager to provide customer service.
- Participate in customer meetings and distribute minutes of meetings to the operations team.
- Sort and distribute mails and other messages to respective personnel.
- Store, file and retrieve corporate documents and reports when needed.
- Order, store and organize all office supplies.
- Manage incoming and outgoing letters and packages.

- Perform general office administrative and clerical duties.

Apart from this, store operation assistant should help the customer to reach the billing counter along with the products selected by him/her so that customer can pay for the products. Store operation assistant helps the billing assistant during the billing process if there is any offer or discount on the product before closing the sale. He/she also suggests to the retail bagger regarding the use of packaging material as per the product requirement.

Responsibilities Of Store Operations Assistant

The responsibilities of store operations assistant include:

- Performing administrative duties.
- Assisting cashier.
- Sending important files outside the enterprise.
- Managing records of company policies and procedures.
- Arranging for delivery of goods.
- Preparing financial reports.
- Reporting the tasks completed and all abnormal things happening to the superiors.

Core Competencies Required

The competencies of store operation assistant vary as per nature of goods dealt with. The core competencies required for the store operations assistant are as follows:

- Outstanding professional interpersonal communication skills: verbal and written.
- Effective communication across multitude of layers of leadership- field technicians to Senior Management.
- Self-starter.
- Operate efficiently in team environment and individually.
- Able to operate in a very fast paced and fluid work setting.
- Strong negotiation skills.
- Positive professional and personal behaviour.
- Hard- working and results driven personality.

- Phenomenal problem resolution skills.

Activity

Activity 1: Identify different type of retail stores.

Materials Required: Notebook, Pen/Pencil, checklist (The teacher has to develop a list of different type of retail store available in their area and a checklist on features to be observed)

Procedure:

1. Take the list of stores and checklist from the teacher.
2. Form a group of 2-3 students for visit.
3. Visit all types of stores mentioned in the list.
4. Meet the store operation manager, greet him/her politely.
5. Tell the purpose of your visit and take his/her consent.
6. Write their type of market in note book individually.
7. Confirm the type of market with executive concerned.
8. Develop a comparative table with other types of markets with the one the team visited.
9. Discuss in class and finalize with teacher.
10. Display in class.

Activity 2: Identify the key issues in retail stores also learn about closing of sale as per the customer's age.

Materials Required: Pen/Pencil, Notebook, checklist of the six facts related retail stores.

(On the basis of activity 1 select six stores to visit)

Procedure:

1. Plan the visit on a holiday with 2-3 course students.
2. Reach the store, meet and greet the executive.
3. Tell the purpose of your visit and take his/her consent.
4. Ask the following
 - a) Type of commodities deal with.
 - b) Demand porter of the goods.

- c) Opportunity for the category.
 - d) Key problem.
 - e) How to manage closing of sales as per the age of the notebook?
5. Note everything carefully in notebook.
 6. Confirm with the executive.
 7. Develop a table showing
 - a) Challenges
 - b) Opportunity
 - c) Type of commodities
 - d) Demand trend
 - e) Make a report and submit to the teacher

Activity 3: Visit a retail store to understand various duties and responsibilities of store operation assistant while handling store operations.

Materials Required: Pen/Pencil, Notebook, and checklist

Procedures:

1. Reach the store on time with your classmates.
2. Meet the executive greet him or her politely.
3. Tell him/her the purpose of your visit and take his consent.
4. Observe the working of the retail store and note.
5. Ask the executives
 - a) Duties of store operation assistant.
 - b) Feeling of executives.
 - c) Ways to deal with customers.
 - d) Ways to any exceptional situations with some illustrative examples.
6. Review your notes with your classmates and confirm with the executives
7. Prepare a report on your visit.

8. Discuss the report in class and take suggestion of classmates.
9. Submit report to the teacher.

Check Your Progress

A. Fill in the Blanks

1. Goods will be bought in bulk and sold in parts at a _____
2. Retailers can categorize on _____ basis.
3. ___ market type of retailer targets the market in large size / percentile.
4. The objective of competitive _____ is to offer products at competitive prices.
5. Retailers have limited product _____
6. A customer is _____ if purchase right products as per needs.

B. Multiple Choice Questions

1. Based on the type of markets, retailer intends to target the consumers, which do not involves:
 - a) Mass Market
 - b) Specialty Market
 - c) Exclusive Market
 - d) Local market
2. The classification based on products offering and depth of products they carry;
 - a) General Merchandisers
 - b) Multiple Lines Specialty Merchandisers
 - c) Single Line Specialty Merchandisers
 - d) All of the above
3. Which of the following is not used as the pricing strategies by retailers?
 - a) Discount Pricing
 - b) Half price offers

- c) Competitive Pricing
 - d) Full Price Pricing
4. Retailers classified based on promotional technique use_____.
- a) advertising
 - b) stand-Alone
 - c) strip-Shopping Centre
 - d) All of the above
5. Retail outlets are physically connected with one or more stores in ____.
- a) direct Mail
 - b) personal Selling
 - c) shopping Area
 - d) All of the above

C. State whether the following statements are True or False

1. The main function of retailer is to sell goods to end-customers.
2. Retailers engaged in discount pricing are known for selling high priced products.
3. Retailers do not sell products according to market demand.
4. Retailers know that unsatisfied customers are loyal customers.
5. The majority of jobs in retail industry come under the umbrella of store operations.

D. Short Answer Questions

1. Discuss the retailer based on various characteristics.
2. Classify retailers on the basis of ownership structure.
3. Explain the characteristics of store operations assistant.
4. Discuss the core competencies required for the store operations assistant.

E. Check Your Performance

1. Demonstrate the core competency required for the store operations assistant.
2. List out the duties and responsibilities of store operations assistant on chart.

MODULE 2**DELIVERY OF GOODS****Module Overview**

Delivery is the process of transporting products from one place (Retail) to predefined destination (Customer). There are various ways to deliver goods. The delivery process comes under the distribution of a business enterprise or an economy. The goods delivered from seller to customer are those which consumer buys online or from a retail store. There are two ways through which retailers perform the activity of delivery of goods.

In first case, delivery of goods from warehouse to retail store is done in order to make the products available for sale and in second case; delivery is done from retail store to customer's address. In large size retail store, products are stored in warehouses and retailer is responsible for transportation of goods from warehouse to retail store. However, in case of small size retail store stored goods in the space available to store within the retail store. When goods are purchased from a retail store then either customer is responsible for transportation of goods or retailer take the responsibility to deliver goods at customer's address.

There are many situations in which delivery of goods can take place, like both traditional retail and online person shopping and before proceeding for the home delivery. The delivery boy should make sure that he/she has collected all ordered products due for delivery. He/she checks the equipment, paperwork needed for delivery and understands how to get the delivery address, have a schedule of deliveries, which makes the best use of time and other resources. He/she also checks that the enough fuel in the vehicle is available for delivery schedule and if fuel is not sufficient, he/she follows the company procedures to get more fuel if needed. It is the duty of retailer to transport products and equipment safely and securely to customer address.

Some manufacturers have factory outlet for sale of products and sell directly to the customer at wholesale price. Retailer should deliver the products timely to the customer. Delivering products on time will enhance customer satisfaction and loyalty. If products are delivered late to the customer, then this may lead to customer dissatisfaction and retailer may lose his customer.

Once the goods reach to customer address, it should be unloaded

safely from the vehicle protecting it from getting damaged. In case the customer is not available at given address then delivery executive should contact customer and ask regarding ways to deliver products. Delivery executive should have idea about the company procedure if the customer rejects the delivery. Delivery executive should treat customer courteously throughout the delivery process and update records of delivery and non-delivery promptly and as per company procedures.

The unit is divided into four sessions. The first session deals with the delivery procedure in retailing for different types of materials. The second session provides modes of transportation used in retail trade. The third session covers loading and unloading of goods in retailing for delivery, their objectives and problems. The fourth session focuses delivery of products the process of home delivery, rejection of product and documents used.

Learning Outcomes

After completing this module, you will be able to:

- Understand the standard procedures for receiving and verifying deliveries, ensuring that all incoming goods are accurately checked, documented, and stored according to company protocols.
- Gain knowledge of various transportation modes and their suitability for different types of goods, enabling informed decisions to optimize delivery efficiency and cost-effectiveness.
- Develop practical skills for safely and efficiently loading and unloading goods, minimizing the risk of damage to products and ensuring compliance with safety regulations.
- Learn to coordinate and manage the end-to-end delivery process, from order preparation to final delivery, ensuring timely and accurate fulfilment of customer orders while maintaining high service standards.

Module Structure

Session 1: Delivery Procedure

Session 2: Modes of Transportation

Session 3: Loading and unloading

Session 4: Delivery Process

Session 1: Delivery Procedure**Retail Delivery Procedure**

Indian retail industry is fast growing industry and consumers have started to shift towards retail stores. The retail chain has been fast multiplying with new outlets opening every day. The success of retail operations depends on the retail delivery process adopted by the business unit.

The retail delivery provides a single point of contact that balances the needs of retailers (Fig.2.1).



Fig. 2.1: Delivery Procedure

Source: <https://urlzs.com/Z3jyk>

Various Delivery Procedures For Delivery Of Items

1. In case of Store Shopping: The delivery procedure to be adopted by the retailer in case of physically purchase from retail store is as follows:

- a. Once customer takes his /her purchase decision, he/she bought the goods from retail store.
- b. After customer purchases the product, retail store operations assistant gets the items packed.
- c. Once the goods packed, delivery executive get the customer details for delivering the goods at given address.

- d. He also makes sure fuel is enough for going at customer address to delivers the goods.
- e. Deliver the goods safely and securely.
- f. Deliver products at the time agreed with the customer.

2. **In case of Online shopping:** The delivery procedure to be adopted by the retailer in case of online order is as follows:

- a. After customer purchases the product, the order is sent to warehouse for packing and dispatching the goods.
- b. Once the goods packed, delivery executive get the customer details for delivering the goods at given address.
- c. He also makes sure fuel is enough for going at customer address to delivers the goods.
- d. The order can be delivered by an independent courier company or by firms own mode of transportation.
- e. The order accompanies a consignment note when it is delivery and the delivery executive get it signed by the consumer accompanies a consignment note when it is delivered and the delivery executive get its sign.
- f. It is important for the consumer to carefully read the consignment note, before signing it.

Retail Delivery Services Through Different Agencies

Goods are transported from retail warehouse to retail store to that, customers can buy them. Once customer orders the goods, store needs an efficient SOA, who knows the importance of time and value of goods.

Integration of demand & fulfilment signals for optimized decision-making

In an ideal world, customers would find the right product, when they want it and where they want it. In reality, this is an issue because of complex supply chain and customer demand does not match with planning and execution due to poor availability of resources.

The customer demand and supply chain focus on activities for customer demand enabling retail store for better react to customer purchases. It helps retail store and consumer product companies to build smooth business practices through structured solutions that address:

- a. Integrated Planning & Execution
- b. Category Management
- c. End-to-end visibility
- d. Intelligent business and fulfilment
- e. Long distance delivery, Plus, more

When It Comes to Supply Chain, Experience Counts

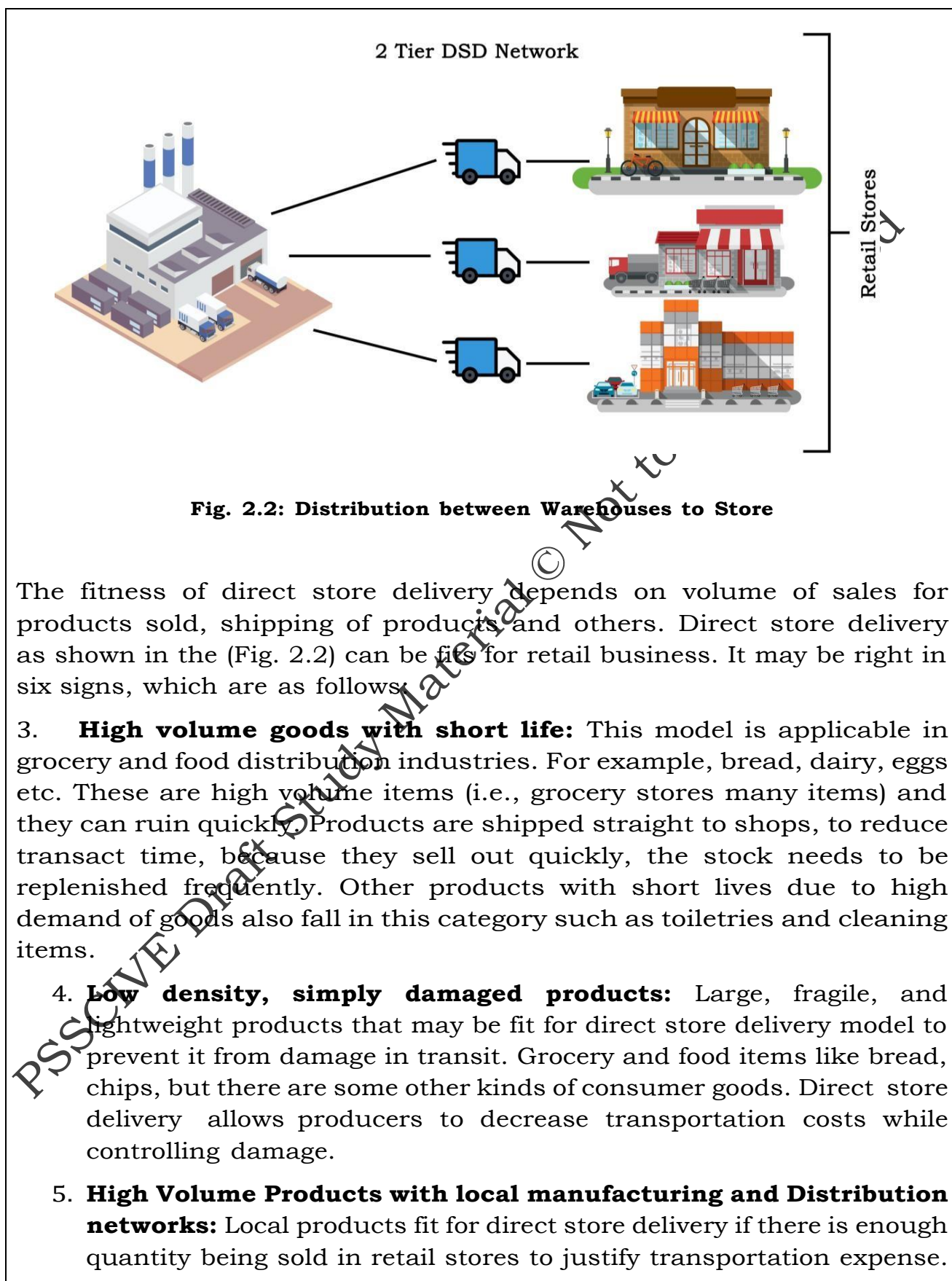
We have discussed the benefits of a consumer-driven supply chain to a range of customers:

- a. A luxury retail store performs its planning and fulfilment operations.
- b. A big grocery store implements the collaborative supply chain processes.
- c. A retail store provides transparency across supply chain.

Direct Store Delivery

Direct store delivery has many advantages to producers and suppliers, which leads to better access by their end customers. Direct store delivery is adopted in grocery industry. Direct store delivery has important strategic advantage over traditional retail delivery for both consumer and suppliers. Centralized distribution models, helps in moving goods from the manufacturers to distributor and to end user. Under this model manufacturer send the products to distributor, in same way distributor arrange the products from other manufacturer, and gather all products at one place.

This centralized model is fit for standard goods, such as items easily shipped via carrier, items with long shelf lives, or those that do not require special handling. Further the distributorships large and multiple numbers of goods to stores that can be sold to end user but every item is not fit for centralized distribution network. Some items may turn over very quickly. Others are too easily damaged or too large to be shipped by less than Truck Load (LTL) or Full Truck Load (FTL). In these cases, direct store delivery design may be preferable.



6. **High variety low-value products:** Being a producer of numerous, low-value items, retailer may prefer to handle them in-store inventory, delivering, visual display, promoting the items. For these types of goods, a differentiator is the base for the customer because low value item may not be cost-effective for retailer to handle the items.
7. **Products with specific handling requirements:** Some products require special handling. Direct store delivery gives manufacturers to control shipping to avoid damage. Oddly shaped items that do not conveniently fit into a delivery container or cube better fit for direct store delivery as compare to delivery via LTL or FTL shipping. Products, which are fit in container due to oddly shaped, items, should be shipped through direct store delivery.
8. **Training for highly complex products require:** Indirect store delivery model is fit for delivery of products like washing machine, microwave which require proper training before use.

Direct Store Delivery Benefits to Retailers

9. **Reduce Labor costs:** In the grocery store, direct store delivery reduces as much as 25% of the in-store labour cost.
10. **Focus on more volume:** Store personnel can focus on more volume of sales driving activities.
11. **Customers can be better served:** Any retail store organization that has high revenues on low-value products may benefit from allowing these products to be provided, supplied, and managed by the maker or supplier rather than retail store workers. These products can be costly to handle, yet have low edges making it not affordable to handle them with store workers.

Direct Store Delivery Provides Insight into Demand

Direct store delivery is an approach that gives idea about the demand. It allows producers to ensure about the stock are replenished and create the demand through market promotion. It helps in increasing the number of items and profit margins. Direct store delivery offers manufacturers to shape the demand, maintain stock levels, gain the customer experience and prepare the market for new products. It can be helpful for manufacturers, suppliers, retailers and end users.

Distribution Network for Food Retail Stores

Large food retailers deal with a complex distribution network with multiple distribution centres, different temperature requirements, and many retail formats.

In the food retail sector, maintaining food quality across supply chain is of vital importance. Product quality is dependent on storage and transportation conditions. There are three types of food chains: cold, chilled and regular. The food providers impressed with quality of products and to ensure the smooth functioning, new distribution planning process implemented gradually, which reduce the number of vehicles.

Non-store Retail Store Delivery

Online shopping is part of e-commerce, which allows customers to buy products from seller over internet using web browser or mobile application. Consumers can find so many products of their interest by visiting online shopping websites. Website not only shows the products availability but also give the point of comparison among various e-retailers. The steps followed in non-store retail (online) store delivery are depicted in fig. 2.3.

An online retail provides the product information, image of product information, image of product, product specification, features and prices. Sometime business take place at regular “Bricks & Mortar” retailers, which called business-to-consumer (B2C) and when online store provide products and services to another business is called business-to-business (B2B).

Through search features, customers can find specific models' brands and items on online. Customers can order through internet with valid mode of payment for completing a transaction. There are various payment methods used in online shopping, such as debit card, credit card, cash on delivery. There are many payment apps used to pay for the retail transactions in the present business era. The retailer ships the products confirm to or at customer address but in case of digital products like digital audio, files of songs and software the e-retailer sent the file through internet. There are many online shopping sites make correct words available in the online market.

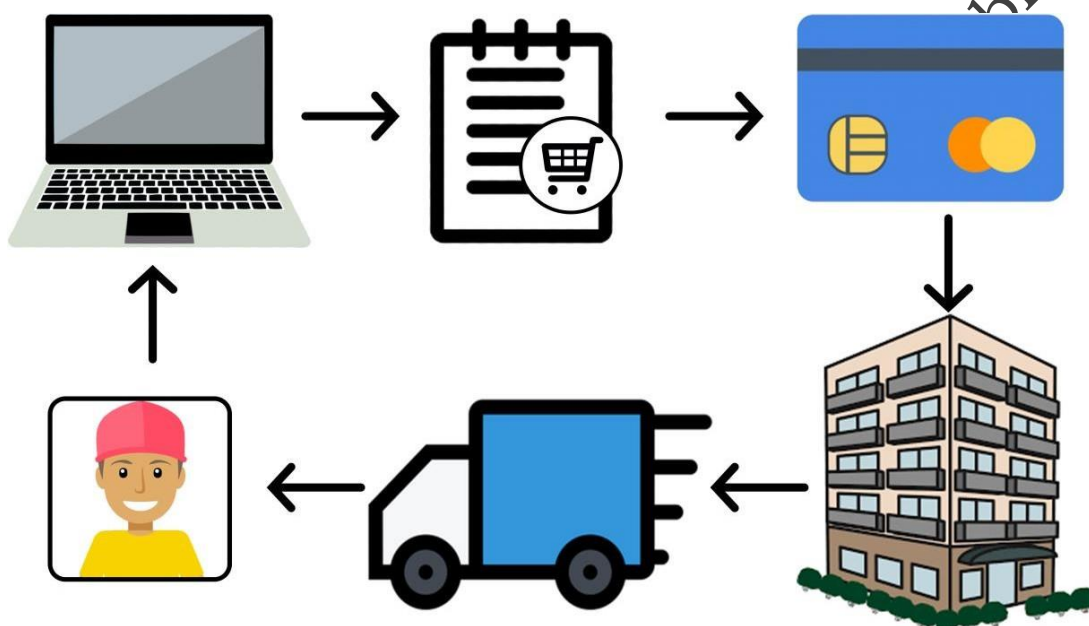


Fig. 2.3: Non-Store Retail Delivery

Product Delivery

Once payment has been done, goods actual items are delivered in following ways.

12. **Placed order:** Once customer identifies the products to order from e-retailer, she/he can place an order on an agreed product, price, quality and seller.
13. **Pass the order to seller:** One customer place an order, the e-retailer sends this order to seller or to manufacturer, who is ready to sell the product on an agreed price.
14. **Packaging of products:** The product is packed for the shipping. Proper packaging of product is very important as loose packaging

results in loss.

15. **In-store Pick-up/Dispatching:** Once the product is packaged in warehouse or store, it should be dispatched to customer address. The package should be picked-up and pickup executive of hired courier service company.

16. **Shipping by the goods to customers:** Pick-up executive brings the goods at courier service centre to register the entry and then goods are dispatched to customer's address.

17. **Delivering the goods at customer's address:** Finally, goods are delivered at customer address and delivery executive gets the signature for acknowledgement. In case customer is not available at home call him/her and take the further action as per customers' instruction.

18. **Packaging, labelling and bagging of products:** Packing is the process of wrapping a product or putting a product into packages or containers. Packaging is concerned with planning and designing of the packages, containers and wrappers used. The retailing firms use various types of packaging methods such as glass, tin, paper, cardboards, plastic, polythene, etc., according to the needs of the product. Goods need to be packed and bagged very well before the delivery executive picks the goods for delivery. Labelling is also done according to the type of product to be delivered, as different type of products requires different type of handling techniques. Poor packing of goods may damage the goods, which results in loss for the retailers/supplier. Bagging in retail business is the process of final packaging of products for delivery to customers.

Process of Bagging In Retail

Retail baggers are required to be acquainted with basic store operation of stock-keeping and customer service/delivery. The procedure for Bagging is as follows:

- a. Check whether all the products are with you, which are due for delivery to customer.
- b. Check whether you have equipment and paper work needs for delivery.
- c. Check that you have all the delivery details you need and get the delivery address

Thus, Retailer baggers perform number of functions right from receiving goods for delivery to physical delivery of goods to the customers.

Bagger, sacker or bag boy, is an unofficial title given to a courtesy clerk. The primary duties of a bagger revolve around putting groceries into a shopping bag and then into a shopping cart. Upon requests, baggers may take the groceries out to a customer's motor vehicle or supply other forms of service. Some baggers in stores will do this unless the customer refuses and wishes to bring his own groceries out. A retail operation employs baggers solely for improving customers' purchase experience at the point of sale. Therefore, in addition to increasing the speed and efficiency of the checkout process, baggers are a key point of customer contact.

By interacting with customers in a polite, friendly and accommodating manner, baggers help to create the best possible impression with each customer.

Schedule of Delivery

Customer has different requirements as for is the schedule of delivery is concerned. It is the duty of retailer to plan a schedule of delivering as per customer requirements or customer availability. Retailer should prepare a list based on preferred time and location of customers, so they can save resources. Before leaving for delivery, delivery executive must contact to customer about the arrival of goods. In case delivery is rescheduled, it should be noted down and informed to the delivery executive who is on the duty. There are some points to be taken into consideration under scheduled delivery process. They are as follows:

a) **Products due for delivery:** This is the duty of Store Operation Assistant to ensure that all the ordered products are packed and due for delivery. He/she should also make sure that he/she has full information about customer like customer name, address and he/she have idea about routes.

b) **Equipment and paperwork needed in delivery:** Store Operation Assistant should check all the ordered items packed properly. The delivery executive makes sure that all the required equipment and documents prepared properly. Equipment like Global Positioning System (GPS), delivery note, receipt, tracking device, poster mind for Cash on Delivery (COD) and paper work, tax invoice and forms to get the signature from

d) **Fuel for delivery:** The delivery executive should also check the sufficient fuel in the vehicles for delivery on schedule. Every delivery executive should follow the company procedure to get the fuel. In case, if he required extra fuel for delivery, he has to follow the company procedure and get the vehicle filled with fuel (Fig. 2.5).



Fig. 2.5: Fuel Delivery

Update The Records Of Delivery And Non-Delivery Of Items

It is the duty of SOA to update the records of all items i.e., delivery and non-delivery. Retail organizations follow particular procedures for updating the records of delivery of items.

There are two situations which are available as per delivery of goods is concerned:

- Delivery of goods
- Non-delivery of goods

If goods are delivered successfully then update the company's Management Information System (MIS) with full information like quantity of goods, price of goods, who bought these items, where it delivered, who received goods, who delivered the goods. In case goods are not delivered at customer address, executive boy should mention the reason of non-delivery of items and also update the system with the rescheduling of delivery and details of delivery cancellation by customers.

Activities

Activity 1: Visit to a retail outlet/mall to learn about the delivery of goods.

Material Required: Pen/Pencil, Notebook, checklist (The teacher has to fix a visit to the retail shop in small group and give checklist to the student about their observation)

Procedure:

1. Prepare a list of the points to be checked in the retail store and give it to the customers.
2. Group the students as per need.
3. Reach the outlet with the group.
4. Meet and greet the store operation manager and executives.
5. Tell your purpose of visit and take his/her consent.
6. Observe and note the following:
 - a) Selection of product for delivery.
 - b) Use of various delivery procedures.
 - c) Equipment and paper work done in delivery.
 - d) List of customer's addresses for delivery of products.
 - e) Package, labeling and marking details of product for delivery.
7. Note down all the observations, discuss notes with another student and review.
8. Finalize in consultation with the executive.
9. Prepare a report and submit to the subject teacher.

Activity 2: Role-plays on delivery of goods.

Material Required: A group of 5 students to play the roles, Pen/Pencil, Notebook, checklist.

Procedure:

1. Five students will execute roles as under:
 - a) Retailer-1
 - b) Counter executive-2

- c) Delivery executive
- d) Customer -1
2. The student will play the roles on:
 - a) Taking the goods.
 - b) Packing the packet.
 - c) Labeling it.
 - d) Directions made by SOA to the delivery executive.
 - e) Taking delivery after check the contents.
3. Remaining student will note down their comments on roles performed.
4. Discussion takes place in the class after role-play.
5. The teacher will summarize the learning occurred with role-play.

Check Your Progress

A. Fill in the Blanks

1. __retail industry is fast growing and consumers have started to shift towards retail stores.
2. Deliver the goods safely and_____.
3. The retail chain has been fast_____with new outlets opening every day.
4. It is important for the consumer to read the_____, before signing it.
5. Goods delivered from retail_____to retail store then customer bought goods for their personal uses.

B. Multiple Choice Questions

1. Online shopping is part of :
 - a) Integrated Planning
 - b) Offline marketing
 - c) Goods delivery
 - d) E-commerce
2. Which are the two situations which are available as per delivery of

goods is concerned:

- a) Transportation and non-transportation
 - b) Receiving and Non-receiving
 - c) Delivery and non-delivery of goods
 - d) None of the above
3. The procedure for Bagging includes:
- a) Check material handling mechanism
 - b) Operation activities
 - c) Billing system
 - d) Check whether all the products are with you, equipment's, paperwork and get the delivery address.
4. A retail operation employs _____ solely for improving customers' purchase experience at the point of sale.
- a) Bagger
 - b) Labeler
 - c) Gambler
 - d) None of the above
5. Which of the following store sell products directly?
- a) Non-direct store
 - b) Network store
 - c) Distributor store
 - d) Direct store delivery

C. State whether the following are True or False

1. Deliver products at the time agreed with the customer.
2. The success of retail operations depends on the retail delivery process adopted by the business unit.
3. Direct store delivery has no advantages to producers and suppliers.
4. Delivery executive is required to get the customer details to deliver the goods at given address.
5. Consumers can find so many products of their interest by visiting

online shopping websites.

D. Short Answer Questions

1. Discuss delivery procedures.
2. Define retail transportation.
3. Explain schedule of delivery.
4. What are the advantages of updating the records of delivery and non-delivery in store?

E. Check Your Performance

1. Demonstrate the delivery procedure to be adopted by the retailer.
2. Carefully read the consignment note and fill it correctly.
3. List out the rights of the business through centralized distribution or direct store deliveries on comparative chart.
4. Demonstrate direct store delivery benefits to retailers.

Session 2: Modes of Transportation

In retail, the transportation facility has brought the manufacturer closer to the retailer and to the customers. The main reason for the fast growth of retail sector is the availability of the fast and efficient modes of transport. The significance of transportation can be understood in the following ways:

1. **Large-scale production:** Goods of larger produced at one place and sold at another place on a large scale is called large-scale production. Transport facility helps in moving goods from production area to selling area.
2. **Specialization of a region:** Different regions of country have various specializations. These products can be made available in whole country through transportation.
3. **Consumption of Goods:** Transportation led to increase in consumption. Consumers can consume all such goods, which may be available in the nearby market but can be moved from the other areas.
4. **Price of Goods:** When modern and fast transport facilities are available, goods are produced in a region where cost of production is lower can be transported to the whole country. This helps in reduction of price.

5. Mobility of production factors: The mobility of various factors of product production including labor from place to place facilitated by transportation. At times large number of labourers has to be moved from region to region for a project depending on expertise and place of manufacturing. Similarly, a variety of transport facilities need to use to move finished goods meant for sale.

Modes of Transport

Mainly there are three modes of transportation:

- Surface Transport: Railways and Roadways
- Water Transport: Ships and Boats
- Air Transport: Flights, Helicopters etc.

Common Modes of Retail Transportation

In case of retail store retailing normally different modes of road transportation is adopted depending upon the situation [Fig. 2.6 (a), (b) (c) (d)]. Here, delivery of goods is of two types:

- Delivery of goods from store to customer's work place. For example, hardware materials.
- From retail outlet to customer's residential place in case of normal grocery items in *Kirana* store. In the above two, method adopted depends on easiness of loading and unloading process.

In retailing, most of the transaction's road transportation is used. It is the best and easy way to deliver goods. Generally, for shorter distances tempo, auto and two-wheelers are used to deliver goods at customer address.



Fig. 2.6(a): Mode of Retail Transport



Fig. 2.6 (b): Mode of Retail



Fig. 2.6 (c): Mode of Retail Transport
<https://urlzs.com/QNTdw>



Fig. 2.6 (d): Mode of Retail Transport

Objectives of Retail Transport

- To deliver goods to the customer in a short time.
- To deliver the goods at a minimum cost.
- To reduce loading and unloading as much as possible.
- To improve safety measures during transportation.
- To adopt all legal requirements during transportation.

Problems Associated with Retail Transport

The problems associated with retail transport are given below:

- Maintaining supply chain efficiency in case of increasing risk and unpredictability.
- Infrastructure blocking in a worst condition by unforeseen or uncontrollable events.
- Natural disasters
- Labor strike and shortages
- Terrorism
- Heightened supply chain security
- Increasing costs
- Inventory just in time to just in case
- Congestion (e.g. Holdup, fuel, traffic, mitigation fees, container fees, etc.
- Security.

It is needed to translate all information into national or regional language trigger additional handling and logical efforts regarding the separation and specific treatment of merchandise for different countries. Merchandise has to be logistically separated and relabeled to continue to final destination.

Problems of Transportation and Their Solutions

The business community is moving very fast, and retail products suppliers have to make fast but right decisions. They must:

- Make the technological innovation investment strategies necessary to easily recognize and understand issues.
- Create solutions and take action to create compelling and sustainable competitive advantages.
- Rapidly and successfully, adapt the difficulties posed by marketing, increased complexity, rising expenses and ever more customers who are demanding.
- Make the operational investment strategies necessary to decrease a chance to sell for new offerings, enhance execution and quality, expand stock assortments as required, decrease a chance to provide, and enhance overall client care levels and fulfilment while simultaneously reducing expenses.

1. A Number of Risks: The main task of transport is to prevent the extensive range of risk that are weather-related emergency circumstances, petty theft and vandalism, to hostage circumstances, terrorism and hijacking—the transport industry sees it all.

2. Outdated Sub-Systems: To deal with threats, many transport companies adopted security system like video surveillance.

3. Reactive, rather than Practical Reaction: Without a cohesive command and control platform, transport authorities are forced to reply to incidents.

4. Lack of Stock Visibility: Knowing the status of inventory, whether it is at delivery centre or store location, it is crucial to strategize it. Actually, the suppliers who really do well are able to get orders on the internet without ever taking actual possession of the item. E-commerce and purchase management techniques are synced up in such a way that the internet e-commerce software solution application purchase triggers a PO with the vendor directly, and fulfilment is carried out by contracted or in-house parties within the suppliers provide sequence.

5. Segmented Supply Chain Processes: As per the customer demand the seller has to deliver the goods at homes of customers. This depends on the location of customer. Hence, we need to segment the

SCP based on customer location.

6. Sustainability of a Speedy Delivery: Every retailer must fulfil his/her promises which delivering goods at customer home. The selection of right transportation also helps in the speedy delivery of goods.

7. Transportation Innovation: There are different ways to get the product from bricks & mortar retail store. However, best thing is that the retailer to get the delivery effectively and efficiently.

8. Ease of Return: The retailer policy regarding the return of goods should be flexible enough and customer feels free to return the product if the goods are not fulfilling his/her needs.

Factors Affecting Selection of Transportation Modes in Retail

The modes of transportation are affected by various factors like Bulky goods with no urgency in reaching are transported through road and rail whereas important light weight and lifesaving materials are sent by Air; Light material with urgency in reaching is through two-wheeler; Costly items and urgency in delivery are sent through four-wheeler; and for enduring door-to-door delivery, the road transport is used.

Both customers and retailers decide the mode of transportation. The above-mentioned points are only suggestive guideline.

Activity

Activity 1: Visit a mall/retail store to observe the modes of transport.

Material Required: Pen/Pencil, Notebook, checklist etc. (The teacher will arrange a visit to a retail store sending goods to customers.)

Procedure:

1. Reach the store in time with peers.
2. Meet the executive, greet him or her and tell the purpose of visit.
3. Make list of material sent by-
 - a) Rail
 - b) Road
 - c) Air

- d) Ship
4. Write the reason for selecting a specific mode:
- Rail
 - Road
 - Air
 - Ship
5. Write exceptions to the general guidelines (if any).
6. Confirm with the executives, after review of another student.
7. Finalize the notes and prepare a report.
8. Submit report to the teacher after a discussion in the class.

Questions to Employer/owner

- What are the modes of retail transportation?
- Is there any analysis done to improve retail transportation in terms of cost, time, quality of delivery etc.?
- Are you using door delivery system as one of the methods to attract customers? Why?
- What action is taken to solve problems that arise during transport of goods for delivery?

Question to Employees

- What are the innovative methods suggested by them in handling the products?
- Visit a retail organization or industry, interact with the employer and employees of the organization/ industry and ask the following questions and write a report based on their reply in not more than 100 words.

Check Your Progress

A. Fill in the Blanks

- In retail the transportation facility has brought the manufacturer ___ to the retailer and to the customers.
- Different regions of country have various_____.
- ___ has caused an increase in consumption.
- ___ has to be logistically separated and relabelled to continue to final

destination.

5. There are different ways to get the _____ from bricks & mortar retail store.

B. Multiple Choice Questions

6. The significance of transportation cannot be understood by one of the following ways:

- a) Large-scale production
- b) Consumption of goods
- c) Cost of goods
- d) Specialization of region

7. Basically, there are three modes of transportation which are:

- a) Surface Transport: Railways and Roadways
- b) Water Transport: Ships and Boats
- c) Air Transport: Flights, Helicopters etc.
- d) All of the above

8. Which of the following is not the objectives of retail transport?

- a) To deliver goods to the customer in a long time
- b) To deliver the goods at the lower cost
- c) To reduce loading and unloading as much as possible
- d) To improve safety measures during transporting

9. The problems associated with retail transport are given below:

- a) Service delivery
- b) Safety measures
- c) Consumption system
- d) Labor strike and shortages

10. The modes of transportation are not affected by factor;

- a) Bulky goods with no urgency in reaching are transported through road
- b) Light material with urgency in reaching is through two-wheeler
- c) Costly items and urgency in delivery are sent personally by hand

d) For enduring door-to-door delivery, the road transport is used

C.State whether the following are True or False

11. The main reason of fast growth of retail sector is the availability of the fast and efficient mode of transport.
12. Transport helps in moving goods from selling area to production area.
13. The mobility of various factors including labour from one place to another place facilitated by transportation.
14. Airways are the best and easy way to deliver goods.
15. Retail sector do not emphasis on providing fast service delivery.

D.Short Answer Questions

16. Explain modes of transportation?
17. What are the objectives of the retail transportation?
18. State the problems of the transportation in the retail business.
19. How customer is suffering due to transportation problems?
20. Define the factors affecting selection of transportation?

E. Check Your Performance

1. Demonstrate the ways through which transportation can help retail industry to grow in India.
2. List out the problems associated with retail transport on chart.
3. Demonstrate the solutions to overcome the obstacles associated in retail transportation with some illustrative examples.
4. Identify the factors affecting modes of transportation in retail business and prepare chart with suitable images.

Session 3: Loading and Unloading

Loading and unloading of goods is crucial activity in retail management. This activity is associated with cost, time, damages, handling of material, safety of material, employees and others.

Loading and Unloading: Objectives

When finished goods received from factory or wholesale dealer, retailer must receive these goods in his/ her store / warehouse. For doing this job, he/ she has to unload material from transport device. In the same way, when customer purchases material from retailer, he/ she has to load purchased material into transportation vehicle. These activities are called as loading and unloading of materials (fig. 2.7).



Fig. 2.7: Loading and Unloading of Goods

There are various good practices of loading and unloading, some of them are:

1. When a bulk order is obtained, send the delivery of the material directly from factory/ wholesale dealer to customer.
2. Load the materials for delivery to the customer, as early as possible which helps in reduction in stock storage space, early realization of selling price, avoiding obsolescence and minimization of safety cost.
3. Protect the material from fire, rainwater, theft etc.
4. Delicate materials must be handled carefully.
5. While handling hazardous material extra safety measures must be taken while loading and unloading.
6. While loading and unloading government rules must be followed towards safety.
7. Some materials cannot be stored for longer duration and it has to be handled with care. Example: vegetable and meat.

Factors Affecting Loading and Unloading of Merchandise

- Cost of the merchandise
- Time of delivery available
- Wastage of material
- Safety of employees and material
- Government rules about loading and unloading

Significance of Loading /Unloading

Loading and unloading are significant activities in retailing

- Unloading from the transport vehicle is done when the goods are received from producer/manufacture wholesale dealer.
- Loading in a transport device is done when the goods are purchased by the customer and payment is made; credit or deferred payment is also accepted but goods need to reach customers properly and on time.

The loading and unloading both are significant as the goods is concerned with following:

- May damage goods.
- Wrong goods may come/go
- Payment of goods has to be ensured
- The workers/executive may get injured
- Appropriate rules to be followed

Oaring to all these reasons, both the activities are undertaken in the expression of the responsible executive.

It is needed to translate all information into national or regional language trigger additional handling and logical efforts regarding the separation and specific treatment of merchandise for different countries. Merchandise has to be logistically separated and relabeled to reach the final destination.

Activity

Activity 1: Visit a retail outlet to learn about loading and unloading process.

Materials Required: Pen/Pencil, Notebook, and checklist

(A visit of the class in small group is to be arranged to a retail outlet to see loading and unloading.)

Procedure:

1. Reach the retail outlet on time with class friends
2. Meet and greet the store operation manager.
3. Tell the purpose of visit and take his or her consent.
4. Meet the executives and ask the following question:
 - a) What precautions are to be taken and the procedure followed for:
 - Loading
 - Unloading
5. Note everything in your notebook.
6. Review with the other students and finalize the report in consultation with the executive
7. Make a report on the note and submit to the teacher.

Activity 2: Visit to a transport agency to assess the problem and their solution.

Materials Required: Pen/Pencil, Notebook, checklist etc. (A visit of the class in small group may be any to a retail transport agency.)

Procedures:

1. Reach the transport agency with classmates.
2. Meet and greet the executive.
3. Tell the purpose of visit and take their consent.
4. Interact with executive on the following issues:
 - a) Transport service providers for.
 - b) Normal working of the business.
 - c) Problem faced by agency.
 - d) Solution and action to be taken by government.
 - e) Any other issue.

5. Note down all comments carefully.
6. Review the notes with the classmates and confirm with executives.
7. Prepare a report with your suggestions.

Check Your Progress

A. Fill in the Blanks

1. Loading and unloading of goods is crucial activity in _____ management.
2. When customer purchases material from retailer, he/she has to _____ purchase material into transportation vehicle.
3. Some materials cannot be stored for _____ duration and it has to be handled with care.
4. _____ has to be logistically separated and re-labeled to continue to final destination.
5. _____ materials must be handled carefully.

B. Multiple Choice Questions

1. Which of the following is/are not the factor affecting loading and unloading of merchandise;
 - a) Cost
 - b) Time
 - c) Both a and b
 - d) Retailers services
2. Which of the following is not significant in loading and unloading of the goods:
 - a) Right goods may come/go
 - b) Payment of goods has to be ensured
 - c) The workers/executive may be injured
 - d) They may be gent rules to be followed etc.
3. Infrastructure blocking in worst condition by unforeseen or uncontrollable events which are;
 - a) Materials

- b) Retail organization system
- c) Production
- d) Costs, congestion and inventory just in time

C. State whether the following statements are True or False

1. Loading and unloading activity is associated with cost, time, wastage, handling of material, safety of material employees and others.
2. When a small order is obtained, send the delivery of the material directly from factory/ wholesale dealer to customer.
3. Loading in a transport vehicle is done when the goods are purchased by the customer and payment is made.
4. Import and export of goods needed customer clearances after sending to distribution centres.

D. Short Answer Questions

1. Describe about loading?
2. What is the role of loading and unloading in retail business?
3. What are factors affecting loading and unloading of merchandise?
4. Define significance of loading and unloading.
5. Describe the objectives of loading and unloading.
6. What kind of problems facing while loading and unloading retail products?

E. Check Your Performance

1. Demonstrate the various good practices of loading and unloading in the retail industry.
2. Identify the factors affecting loading and unloading of merchandise in retail business and put on a chart.
3. Spell out the usefulness of loading and unloading of merchandise in retail business.

Session 4: Delivery Process

Factors to keep in mind while delivering products should be clearly concentrate and follow those factors are-

- 1. Agreed Time:** Delivery on time is ability of retail businesses to meet customers' demands and provide goods to customer on time. It is the duty of retailer to deliver goods on agreed time with customers.
- 2. Late or Early Delivery:** Retailer should be careful about the time agreed with customer. In case if the goods come late or early, the delivery executive must follow the company guidelines or procedure. Suppose delivery executive is arriving at the customer office/ premises early then he or she should call the customer about the early delivery and customer ready whether the goods need to be delivered.
- 3. Customer is not Available:** In case customer is not available to receive goods then delivery executive should take proper instruction from customer through phone and inform customer about re-scheduling of delivery.
- 4. Person Receiving Products:** If customer is not available and customer himself/herself says to deliver the goods at neighbour premise/ office, then delivery executive can deliver the goods at given address but delivery executive should write down the name, contact number, and address of the receivers.

Process Of Home Delivery

Home delivery is the first priority of every customer to get the product at home. Home delivery is very important service provided by retail stores. Delivering the products at home makes the customer free from all the hurdles and burden. Customer can shop more if he/she need not to carry heavy bags in their hands.

There is importance of providing home delivery at variety of choice, comfort and services. There are many benefits of home delivery like collection from many locations, same day delivery, late night orders and fast delivery in case of online shopping.

Rules Regarding Delivery of Goods

Following are the important guidelines regarding the delivery of goods.

- 1. Delivery Methods:** There are various ways to deliver goods from retail store to customer like, symbolic, actual and constructive ways.
- 2. Time of Delivery:** Retailer should deliver goods on time promised with customers on a specified date. In case if time is not decided then delivery should be done later but during the next working hours.
- 3. Payment and Delivery:** Delivery of goods and payment against the goods should be done at the same time, so that both the parties get something in return.
- 4. Place of delivery:** It is the duty and responsibility of retailer to ensure about delivery of goods in the proper address given by the customer.
- 5. Delivery Expenses:** Expenses met during putting of the goods in reliable form should be borne by retailer.
- 6. Delivery of Carrier:** It depends on terms and conditions of the contract between retailer and customer on who will bear the delivery of carrier expenses.
- 7. Defective Delivery:** It depends on the customer whether he/ she accept or reject defective delivery.
- 8. Delivery in Instalments:** Delivery in instalments can be possible if it is mentioned in contract with the agreement between retailer and customer.
- 9. Customer demand for Delivery:** Customer should demand for delivery otherwise retailer should not bound to deliver goods at customer address without his/ her consent.
- 10. Refusal of buyers Liabilities:** When seller delivers the goods to customer and customer is not ready to accept delivery, the customer is responsible to bear loss due to his or her refusal of delivery.

Customer Rejects The Goods

If customer rejects delivery, delivery executive immediately calls to the sales executive, report him or her about the problem, and take

the proper instruction from him/her what he/she can do. There are various reasons for rejection of goods, viz.

- 1. Quantity Discrepancies:** When customer received the goods at his /her place, he/she has to sign the receiving note. Nevertheless, if customer talk him/ her to count whole item and delivery executive cannot wait for it in that case customer can put a note like 'unchecked' on receiving note, then customer has the opportunity to claim against the quantity discrepancies.
- 2. Incorrect goods:** When customer received the goods and he/she found that the received goods are not matching with the ordered goods he/ she can reject the delivery.
- 3. Commission and Installation:** Products, which required commissioning and installation in a clear time schedule, should be agreed with the sales executive for delivery and installation.
- 4. Late or early Delivery:** Delivery on time plays a very important role in retail industry. Sometimes late or early delivery annoy the customer and, in that case, customer can reject the delivery.

Documents Required While Delivering the Products

Once customer takes his/her purchase decision, and demand for home delivery, various types of documents are required for delivery process.

1. Delivery note
2. Customer Invoice
3. Identity card of employees
4. POS terminal in case of Cash or Delivery (COD)
5. GPS
6. Stationary like, pen, paper

Activities

Activity 1: Visit to a retail store to observe the process and formalities of home delivery.

Material Required: Pen/Pencil, Notebook, checklist etc. (A visit may be fixed to the retail store to study the formalities of home delivery)

Procedure:

1. Reach the retail outlets on time.
2. Meet and greet the executive.
3. Tell the purpose of visit and take his/her consent.
4. Ask the executive about-
 - a) Case of home delivery per day.
 - b) Record developed at retail shop on home delivery.
 - c) Personal identification of receiver
 - d) Delivery method.
 - e) Back report to the shop
5. Note everything carefully.
6. Review after consultation with the classmates.
7. Confirm with the executive
8. Prepare a report discussed in the class and submit to the teacher.

Activity 2: Perform a role play on delivery and rejection of goods

Material Required: 1. Format 2. Notebook 3. Pen/Pencil
(Teacher has to arrange formats and make five statements required for role-play)

Procedure:

1. Take the roles as allotted.
 - a) Delivery Executive-1
 - b) Retail executive-1

- c) Customer accepting the delay-1
 - d) Customer rejection of the delay-1
 - e) Supervisor-1
2. Take the formats and peaks as per role.
 3. Stage the role of delivering the goods, receiving and rejection.
 4. Other students will note the comment.
 5. Discuss on the role-play performed and note down the suggestions and improvements required.

Check Your Progress

A. Fill in the Blank

1. _____ on time is the ability of retail businesses to meet customer's demands and provide the goods to customer on time.
2. Retailer should be careful about the _____ customer Agreed with customer.
3. The customer is not available to receive goods then delivery executive should take the proper instruction from _____ and inform customer about rescheduling of delivery.
4. _____ delivery is first priority of every customer to get the product at home.
5. It is the duty and responsibility of _____ to ensure proper delivery of goods.

B. Multiple Choice Question

1. Which factors not kept in mind while delivering of products:
 - a) Expected time
 - b) If come late or early delivery
 - c) Customer is not available
 - d) If other person received products
2. Which of the following is not under the guidelines for the

delivery of goods?

- a) Time of Delivery
 - b) Payment and Delivery
 - c) Place of delivery
 - d) Commission
3. Which one of the following is not the main reason for the rejection of goods?
- a) Quantity discrepancies
 - b) Incorrect goods
 - c) On time delivery
 - d) Commission and installation
4. The various types of documents required for the delivery process are
- a) Delivery note
 - b) Customer invoice
 - c) Identity card of employees
 - d) All of the above

C. State whether the following statements are True or False

5. It is not the duty of retailer to deliver goods on agreed time with customers.
6. Delivery executive must follow the company guidelines or procedures.
7. Delivery executive do not reaches the customer workplace, office campus or premises for early delivery.
8. Home delivery is very important services provided by retail stores.
9. There is no way to deliver goods from retail store to customer like, symbolic, actual and constructive ways.
10. Expenses putting the goods in reliable form should be borne by retailer.

D. Short Answer Questions

11. What do you mean by process of home delivery?
12. What is the future of home delivery?
13. Explain the rules regarding delivery of goods.
14. What are the ways of delivery?
15. What is purchase order?
16. When to refuse the delivery?
17. What do you mean by quantity discrepancies?
18. State the reasons of rejections of products.
19. What is product substitution and over shipments?
20. List the documents required for delivery of products.

E. Check Your Performance

1. Demonstrate the various process of home delivery in the retail.
2. Estimate and demonstrate the future scope of home delivery in retail business.
3. Spell out disruptors to the home delivery in retail business for the long term potential.
4. Demonstrate important rules for delivery of goods under home delivery in retail business.
5. Find out and explain the things, which will be shown on chart.
6. List out the reasons for rejection of products under home delivery in retail business and put on a chart.

MODULE 3**HEALTH AND SAFETY MEASURES****Module Overview**

Many people have experience of slipping on bananas peel thrown by someone else at a public place. Those who didn't experience this are lucky as they did not get hurt due to the carelessness of others. It is a common phenomenon in public places, where vendors sell vegetables and fruits and people do not bother throwing peel on the road.

Human health and safety mainly focus on the safety of health, hygiene and environment of all the people including the customers, employees and management. Everyone in the workplace, employers, supervisors, workers, employees and customers have responsibility to promote hygiene and safety.

Most of the retail units in unorganized sector of retailing do not follow basic hygiene or safety retail practices. On other hand, organized retail store businesses maintain cleanliness and protection by exercising house cleaning and protecting against any mis happenings due to the carelessness of personnel working in retail store outlet, anti-social elements, and even natural disasters.

The threats to the safety at retail store outlet may harm the human beings, structures or products. This can be in form of fire in the building, which may cause even loss of human life. It may happen due to improper housekeeping or shoplifting. Hence, basic safety practices help in reducing the probability of this loss or damages in a retail store.

This Unit will help student learn about the identify and rapport to avoid accidents and emergency situations, protect health and safety at work place, lift and handle goods safely process of handling money equipment machines, irate customers and shrinkage.

This unit contains four sessions. The first session describes accidents and emergencies at retail store, the second session covers safety measures at retail store, the third session deals with lifting and handle goods safely and the fourth session focuses on precautions while travelling to and from workplace and dealing with irate customers.

Learning Outcomes

After completing this module, you will be able to:

- Understand the procedures for responding to accidents and emergencies within the retail store, ensuring quick, effective action to minimize harm and maintain a safe environment for customers and employees.
- Learn and implement comprehensive safety measures and protocols to prevent accidents and ensure a secure shopping and working environment.
- Develop the correct techniques for lifting and handling goods safely to prevent personal injury and damage to products, adhering to best practices and safety guidelines.
- Understand and apply essential safety precautions for employees, promoting a culture of safety and compliance with workplace health and safety regulations.

Module Structure

Session1: Accidents and Emergencies at Retail Store

Session2: Safety Measures at Retail Store

Session3: Lift and Handle Goods Safely

Session4: Safety Precautions for Employees

Session1: Accidents and Emergencies at Retail Store

Retail store sells many products without maintaining dirty, cleanliness and hygiene. It is necessary for retailer to maintain the space and protected for both employees as well as retailed customers.

Retailer, in the workplace has a responsibility to protect customers and employees at workplace from injury. In all the organizations employers need to ensure health, safety and security procedures meant for its employees, customers and store in all its operating sites, which includes sales and distribution hubs, office during work- and work-related travel by keeping clean and safe environment.

Accident at retail store is an unfortunate incident that takes place all of a sudden and unintentionally, resulting in damage of goods or injury to employees or retail customers. There are various reasons for accidents to take place. Every retailer should identify and develop better understanding about the factors causing the accidents and emergencies (Fig. 3.1).



Fig. 3.1: Alerting to prevent accidents Source: <https://urlzs.com/KkcsD>

Emergencies can occur due to a variety of circumstances such as chemicals leaking, waste materials igniting, someone being injured or power failures affecting equipment. Emergency response procedures cover the steps that should be taken in event of emergency on-site (Fig. 3.2).



Fig. 3.2: Emergency situation Source: <https://urlzs.com/2nfYR>

There are different ways an organization can become unsafe, such as lack of attention, lack of ground checks that may cause damage of goods and illness of employees. While the work-related safety and fitness management has safety recommendations for office buildings, retail store outlet are only as protected as keep it. The various aspects to keep in thoughts when analysing the safety of retail store.

Identify Accidents and Emergency

There are many ways to identify the potential accidents and emergencies. Every retailer should have an idea about from where the accidents take place and in which conditions emergencies occurred.

Fire: Fire risks may be abundant in store. Factors such as exposed wire from lighting or computers begin fire in a display, inappropriate chemical storage in flammable materials left near a fire are major fire risks that could harm both employees and customers. Retailers must always keep fire extinguishers in retail store and be sure all employees are trained to use them. Routine examination of five extinguishers need to be done to confirm that they function effectively.

Air Quality: Without proper airflow, the air in retail store may begin to gather moist, fungus, bacteria or specific fumes from products used. To keep top quality of air protected in retail store, creating proper ventilation is that spread fresh outdoor air and moves it throughout store; both in main ground place and in any back office areas. If air product is already in areas, check to see that it is functioning effectively and seek the services of an expert to fix it in situation it fights.

Visual Inspection of Premises: Visually inspect store property continually to make sure that no risks are obvious. These risks occasionally include uneven flooring, leaks, drop and misplaced containers that cause customer or employee illness cause someone to injury and hurt the customers and employees. Ensure that leaks are mopped up properly, and remove untidiness from store ground. If retailers do not strategy for a store every day, supervisors have idea about keeping store's property protected.

Natural Disasters: Where retail store is situated can determine what precautionary feature retailer may need to take in case of natural calamity occurs. For example, if store is located in an area where earthquakes are typical, retailer may take unique safety measures by not putting inventory above the space in which customers visit.

Crime: Whether retailer experienced shoplifting or other kinds of criminal activity in store, or if similar criminal offenses have happened at nearby suppliers, the protection of potential customers and workers is required.

Lighting: Low illumination lights could create the atmosphere for customer are looking for in retail outlet, but it can cause more accidents or criminal activity. Poor illumination makes it simpler for shoplifters to steal goods without being clearly seen. Retail customers or workers also may have issues seeing things on the ground and could injured and drop consequently. Always keep good illumination on throughout store front-end and in stock areas.

Employee Training: It is essential to train employers to use first aid and fire extinguisher. Retailers need to keep the telephone number of fire station, police station, employer in visible places in the shop.

Retail Policy and Procedure for Preventing Further Injury

Every retailer should follow retail policy and procedure to prevent the further injury while waiting for help to arrive.

- Every store operations assistant should have knowledge about the retail company procedure in case of accidents and emergency take place.
- Retail employee's attention and implementing a retail store policy, can secure employees and customers.

Follow Instructions in Emergency

Employee safety is vital concern to retailer, such as safety of store operations assistant. Retail employee's attention to implement workplace rules secure employees. Every store operations assistant promptly follow the instructions regarding the deal with the accidents and emergencies given by the senior

staff and the emergency services. Store operations assistant take the note of the following:

- When accidents takes place, first use the internal safety equipment.
- Aware of recommendations to keep employees protected from potential hazards within the shop premises.
- Employees should not have to stretch over their leads and bring down containers.
- Aware of safe and protected way for the employee to reach racks higher than he/ she is.
- Additionally, practice employees to rise with their knees and not their backs, and to ask for help if something is overweight to rise alone.
- Encourage local cops to give up by the retail store organization.
- When retailer gets to know safety officers, it is appropriate to ask if authorities will drive by occasionally or quit in to check on safety.

Maintaining Hygiene in Retail Store

A retail outlet may have various products to sell but if store is unclean and cleanliness does not maintained, it will leave a very bad impression in the minds of customers. Retail customer wants to shop in a clear and well-lighted shop so they rest assured that the products are also fresh and of high quality.

With the use of cleaning solutions, mops, micro fibers driving machines etc., cleanliness should be maintained in retail outlet cleaner and housekeepers at the store are trained for using these equipment and material for keeping consistent cleaning and hygiene.

Plan A Cleaning Schedule

If store operations assistant is in-charge of the housekeeping, then he/ she plan a cleaning schedule as follows:

- Make a list of things to clean every day, on weekends or monthly.
- Prepare a cleaning schedule of all cleaning tasks that needs

to be performed in the store and keep the notice visible.

- Assign task of cleaning work to the house-cleaning workers.
- Allocate particular tasks to different changes and/or to certain workers.
- Make a graph showing which responsibilities are achieved on aimed date and times.
- Assign routine activities to the workers so that they are knowledgeable of their responsibilities and could relate to the routine from a chance to time.
- Follow up with the staff to ensure that jobs completed on schedule.

Some precautions to be taken while maintaining cleanliness of the store are as follows:

Always keep store entry fresh

- Store name board and logo at the doorway should be nicely see and visible.
- The entry should be fresh and welcoming.
- The security points should be clear and tidy.
- The position of parking should be clean and tidy.

Keep the top side doors clean

Customers generally assume that if the doorway is unclean, rest of the shop will also be unclean. Entrance should be fresh and without any fingerprints.

Behind the scene

If the customer uses a space, keep it clean and trash 100 % free.

Maintain fresh and clean bathrooms for employee's fresh

Customers can use the bathroom anytime.

- Ensure that the washrooms are fresh.
- Ensure to give highest importance to the staff washrooms as well. This will keep their inspiration stage high and keep hygiene requirements.

Ease of shopping

- Overstocking of items can be frustrating for the customer and they can assume store is unpleasant merely because of volume of item in the shop premises. It should be simple to navigate around in store.
- Make sure that there is enough space for baby stroller or wheel chair should easily navigate around the store.

Perception of the Customer

Customers could make a supposition of whether retail store fresh based on what they smell, see, hear and touch. A dirty side rail or a loud lift entrance is not accepted by the retail buyer.

Checkout position

The most essential place of the retail shop, no matter what kind, is the point of sale (POS) where customer makes payment for what they purchased. That place needs to be kept clean.

Other Good Housekeeping Practices**1. Obstructions 100 % free**

- a) Do not keep items in pathways, passages, on the store floor, in stockrooms or anywhere else where it will cause impediment.
- b) Do not keep drawers open.
- c) Keep everything in its proper position and put things in the appropriate place after use.

2. Litter free

- a) If any liquid, powder dropped in store floors, get it cleaned/ removed instantly.

3. No Spillage

- a) If leak occurred anywhere, SOA must fresh it up instantly.
- b) If retailer see spilling, either fresh it up to notify others. Make sure spilling washed up instantly. Follow store procedure.
- c) In wet weather, be aware of any moisture moved into store on customers' shoes or umbrellas and deal with it instantly. Assist people to put away wet bags, umbrellas etc. Put up some risk indication if appropriate.

Difference Between Health and Hygiene

The World Health Organization (WHO) described health in its wider sense in its 1948 structure as "a condition of complete physical, mental, and social well-being and not merely the absence of disease or infirmity."

Hygiene is a set of practices performed for the preservation of health. According to the World Health Organization (WHO), "Hygiene refers to conditions and practices that help to keep health and prevent the spread of disease."

As nouns, the distinction between health and hygiene is that health is the condition of wellness being free from physical or psychological, illness, or malfunction; while hygiene is the science of health, its promotion and preservation.

Materials Used to Maintain Hygiene In Retail Store

Hygiene is a concept associated with cleanliness and health, as well as to individual care practices associated with most elements of living. Hygienic practices as preventive measures to reduce occurrence and spreading of illness. In general, hygiene indicates practices that avoidance of disease-causing organism.

With the use of mops, cleaners, micro-fibre, scrubber drier machine hygiene at the retail outlet, housekeepers at the shop are trained in the use of these equipment and components. The hygiene is on two aspects:

Personal hygiene materials: They include wide range of absorbing cells and hygienic items. Facial tissue is non-reusable absorbing paper soft enough for individual use. Hypoallergenic facial tissues contain not to added colours or perfumes. Food service, napkins are available in meal, drink and dispenser variations.

Bathroom Hygiene: Bathroom tissue is available on rolls for easy dispensing. Skin care products consist of different types of soaps, sanitizers and creams.

The ultimate goal for a retail store is to upsurge sales, which means improving customer experience. This requires shop to be clean, safe and hygienic.

Activities

Activity 1: Visit to a retail store to get information regarding various accidents and emergencies and demonstrate good practices for maintaining good health and hygienic conditions at retail store.

Material required: Pen/Pencil, Notebook, Checklist (Fix a visit to retail store in appropriate number of group and prepare list and provide to the student for do.

Procedure:

1. Reach the retail store in time.
2. Meet and greet the executive politely.
3. Tell the purpose of visit and take his/her consent.
4. Prepare a chart on various accidents and emergency situations in a retail store
5. Observe for the following activity or situation exists at the stores.
6. Tick mark at the appropriate column in Table.
7. Discuss with other team members/ students/ classmates and note the important points.
8. Tell the executive for finalize and write the reasons on each.
9. Prepare a report and submit.

S.N	Activity or Situation	Yes	No
1.	Front door is clean and glittering.		
2.	Shelves are being cleaned regularly.		
3.	All trash and scrap are in proper containers.		
4.	Dangerous components are kept in accepted noticeable containers.		

5.	Workplace is free of flammable components and waste.			
6.	Air cleaners and exhaust fan are maintain cleanly to sustain air flow efficiency.			
7.	Equipment and components are kept in their allocated locations.			
8.	Personal protective equipment (PPE) are present and worn by employees where necessary.			
9.	Boxes, drums, and piles are properly stacked.			
10.	Spills are cleaned immediately.			
11.	Procedures for cleaning are followed as per instructions of the in-charge housekeeping.			
12.	Employees are trained in housekeeping.			
13.	Washrooms are clean with necessary toiletries.			

Check Your Progress

A. Fill in the Blanks

1. It is not a good practice that retail store sells many products dirty, without _____ hygiene.
2. Retailer, in the workplace has a responsibility to protect customers and employees at _____ from injury.
3. _____ response procedures cover the steps that should be taken in event of emergency on-site.
4. There are many ways to identify the _____ accidents

and emergencies.

5. ___risks may be abundant in store.
6. Always keep good _____on throughout store front-end and in stock areas.

B. Multiple Choice Questions

1. Fire extinguishers are used to control_____.
 - a) floods
 - b) diseases
 - c) fire accidents
 - d) theft
2. Store operation assistant must follow the
 - a) first use the internal safety equipment
 - b) make recommendations to keep employees protected
 - c) safe & protected way for employee to achieve racks higher than he/she is
 - d) All of the above
3. If store operations assistant is in-charge of the housekeeping, then plan a cleaning schedule, which does not includes:
 - a) Make a list of things to clean every day, on weekends or monthly.
 - b) Allocating particular tasks
 - c) Cleaning schedule of all cleaning tasks that needs to be performed in the store and keep the notice
 - d) Assign task of cleaning work to the house-cleaning workers
4. Some of the tips keep in mind while maintaining cleanliness of the store are as follows:
 - a) Always keep store entry fresh
 - b) Not to keep the top side doors clean
 - c) Unclean washrooms
 - d) All of the above

C. State whether the following statements are True or False

5. It is necessary for retailer to maintain the space clean and hygiene be protected for both employees as well as retail customers.
6. Every retailer need not to worry about the accidents and emergencies.
7. There are several ways an organization can become unsafe.
8. Every retailer doesn't have an idea about from where the accidents take place and in which conditions emergencies occurred.
9. Visually inspect store property continually to make sure that no risks are obvious.
10. Poor lighting facilities makes it simpler for shoplifters to steal goods from retail shops.

D. Short Answer Questions

11. Discuss the meanings of accidents and emergencies.
12. What are the safety measures to avoid accidents?
13. Explain retailer policy and procedure for preventing future injuries at retail shop?
14. List out the instructions followed in emergencies.
15. How to maintain hygiene in the retail store?

G. Check Your Performance

1. Demonstrate the good practices for maintaining good health and hygienic adopted by the retailer.
2. List out the instructions followed in emergencies.
3. Differentiate between health and hygiene aspects which will be put on a chart.

List out the materials used for maintaining hygiene in retail store.

Session 2: Safety Measures at Retail Store**Reducing Health and Safety Risks**

Every retailer should follow certain procedure and legal requirements for reducing health and safety risks as far as possible while they are at work. Procedure help to know and follow how to deal with accidents, injuries and emergencies. Legal requirements deal with area of retail store, safety measures used at retail store, ventilations, employee's insurance, customer safety inside the retail store, first aid box and the use of fire extinguisher.

Many things, including heating systems, cooking materials, discarded cigarettes, electricity, appliances, poor housekeeping, or the improper storage of chemicals, can ignite fires. Quick action should be taken to prevent a small fire other uses it will be becoming uncontrollable.

- Fire hazards present in retail stores, due to flammable and combustible materials, electrical malfunctions and unsafe storage of chemical products.
- Retailer must have emergency plan for how to evacuate the store, who to call in case of fire and job tasks for people responsible for evacuation. Exit paths should not be blocked and must be clearly marked with exit signs and should be lighted.
- It is better to have a pre-emergency plan if there is chaos to result when a fire breaks out, causing loss of life and property damage.
- Fire (safety) officers must inspect regularly to ensure that the fire extinguisher fixed in the shop are in good working order. The needle gauge must be at the 12:00 o'clock position and the nozzle in good shape. Sprinklers must have installed and inspected at least once a year

The employer must allow time in the working day for this type of work to be done.

Safety Equipments and Common Safety Concerns in Retail Store

The specially designed clothes or accessories worn by employees provide protection against health and safety hazards.

Personal Protective Equipment (PPE) or accessories designed to protect parts of the body. These accessories should be used as per the specifications or requirements. For example, if SOAS are working in a high intensity light area, he/she should wear protective glasses. If SOAS are handling food, then they must wear an apron and polythene gloves for maintaining hygiene. Following are accessories used for safety:

- 1. Safety Vest:** It is used when working around moving equipment such as forklifts and vehicles (Fig. 3.3).



Fig. 3.3: Safety Vest

Source: <https://urlzs.com/3KeZz>

- 2. Work gloves and safety shoes:** These are used when handling garbage or working in storage areas (Fig. 3.4).



Fig. 3.4: Work Gloves

3. Disposable gloves: Disposable gloves should be worn when working in a grocery or cleaning bathrooms (Fig. 3.5).



Fig. 3.5: Disposable Gloves

Source: <https://urlzs.com/nDdap>

4. Cut-resistant gloves: These should be worn while using knives and sharp equipment or during cleaning operations

(Fig. 3.6).



Fig. 3.6: Cut-Resistant Gloves

Source: <https://urlzs.com/a5DZ4>

5. Eye protection and gloves: These can be used for protection from excessive light and chemicals (Fig. 3.7).



Fig. 3.7: Eye Protection

Source: <https://urlzs.com/emy6G>

6. Hearing protection: It is worn for protection of ears from loud noise (Fig. 3.8).



Fig. 3.8: Hearing Protection

Source: <https://urlzs.com/WSmcr>

Some main issues on safety measures in retail shops are given here under:

Refusing Unsafe Work: If employees think, a task is likely to endanger him/ her or co-workers, do not afraid to speak up. Employees have the right to report any workplace injury or disease. Remember, the occupational safety, health and working condition code, 2019 suggests that you have a right to report hazards, to work safely without endangering others, to use tools and equipment in the proper manner and to use safety equipment provided.

SOA's are required to observe the following:

1. Signs and symptoms of injuries such as numbness, tingling, and/or pain.
2. Report symptoms and injuries to supervisor.
3. Use good lifting techniques when handling and lifting materials by keeping a straight back and using leg muscles to power lift.
4. Avoid excessive or repetitive reaches for materials. Store materials properly so they are easy to access.
5. Walk; do not run, as one cannot easily spot the hazard if

store is functioning with customers.

6. Always use the handrail on stairs and escalators.
7. Do not carry things that obscure your vision.
8. Never leave obstacles on stairs.
9. Wear shoes that are comfortable and fit well. Avoid wearing shoes that will increase risk of falling or slipping.
10. Finally, always be alert at all times for hazards.

First Aid Facility: This facility helps to offer preliminary treatment and life assistance for people who faced an injury or suffering from sickness at work. First Aid features should be found at a point convenient to workers (Fig. 3.9).



Fig. 3.9: First Aid Facility

Source: <https://urlzs.com/kjUSn>

Fire Extinguisher: A fire extinguisher or simply an extinguisher is a system used to put out shoots or manage small shoots, often in emergencies. It cannot be used in a situation where fire is out of control or fire that has spread to a large area. A fire extinguisher has a hand-held round pressure vessel containing fire-extinguishing agent, which can release gas to put out flame (Fig. 3.10). Fire extinguishers can be categorized based on fire caused by different materials.



Fig. 3.10: Fire Extinguisher

Source: <https://urlzs.com/Y2Sny>

Potential Hazards in Retail Store

Human safety in workplace means having an environment, free from injury and hazards. Proper processes and procedures will allow employees to work without worrying about their safety.

Every retailer faces a unique set of human safety challenges in form of fire, pest, electrical hazards, etc. These hazards can be minimized by taking various safety measures like using safety accessories.

Employees in retail outlet shops, supermarkets and other retail outlet shops may face hazards from exposure to reside electricity. Contact with electric devices can causes shook's, burns, accidents and are even death. Electric injuries are danger when retail outlet workers are exposed to temporary cabling and damaged electric devices, especially when adequate training has not been given.

In case of any health emergency at workplace, ill or injured person should be given immediate attention and first aid before the medical help arrives. Emergency could be -

- electric shock,
- difficulty in breathing due to asthmatic attack,
- burns,
- bleeding,
- injury,
- fracture,
- heart attack etc.

In shopping centres and other suppliers, exposed short-term cabling and broken versatile cables can cause injury. Product shows and newly designed areas frequently installed without long lasting cabling. Stockrooms may have broken cabling, short-term accessories and outdated electric equipment. Retail workers should creatively examine all electric cabling regularly to check for smashes and other problems. All store containers should be covered. All switch boxes and circuits should be labelled.

Occupational Health and Safety Occupational health and safety (OHS) is an issue that involved with defending the protection, health and wellbeing of individuals involved in perform or career. Health and safety of individuals are main reasons for an organization's sleek and efficient performing. Good health and safe performance ensure an accident-free industrial environment. The goal of workplace safety procedures and programs is to establish and promote safe and healthy working place for all workers. The workplace health and safety often are given less attention than workplace safety as the former considered more as a personal issue. Some common safe practice concerns or problems in retail store, their indicators and their safety measures are as follows:

Musculoskeletal accidents (sprains and strains): It includes inflammation, soreness and difficulty while moving a particular part of the body system, lack of feeling, prickling and pain. The SOAS needs to prevent extended periods of recurring movement, take micro-breaks, and change his or her position.

Sales persons should avoid uncomfortable roles and use a flexible seat.

Lifting and managing materials: Inappropriate raising and managing of things is a major source of accidents, spinal accidents, cuts, contusions, brittle bones, and hernias.



Fig. 3.11: Lifting and Managing Materials Source:
<https://urlzs.com/6XFcd>

To prevent the incident, the SOA should lift smaller loads by planning and modifying weight submission in advance (Fig.3.11). Always hold the item as close to physique system as possible and fold at legs, not at waistline.

Slips, trips, and falls: It generally happens on slick surfaces, particularly on a stormy day or fresh cleaned surfaces. Messy pathways in retail store and storage places may also cause trips and drops. Keep pathways and perform places clear of boxes, and other material. Report the leak to the individual responsible to ensure the leak is cleaned up and until it is cleaned mark the area to notify others. Be sure you can see where you are going when carrying large goods. Use a

stepladder rather than a seat or cage to reach goods kept on high racks.

Harassment/ Violence: An unwelcome behavior or comment that is harmful to the work environment considered as harassment. Harassment takes many types but can generally described as an insulting, humiliating, embarrassing, malicious, degrading, or offensive comment or act directed toward another person or group. This would also include bullying, sexual harassment, and offensive displays.

Although harassment typically does not include physical violence, it can be very harmful and it does affect the overall health of the work environment. The following are safety tips:

- Tell the harasser to stop. Do this right away by saying it or writing it in a letter or e-mail. If that does not work, follow the next three steps.
- The employee tells his/her employer or the person his/her employer has appointed to receive and handle harassment complaints.
- Talk about it with someone the employees trust (for example, a co-worker, friend, or relative).
- Write it down each remark or describe the incident in detail. This will help to conduct an investigation by police.

Shoplifting and Robbery

The main concern in event of theft or robbery is the employee's safety and that of his/her co-workers and customers.



Fig. 3.12: Shoplifting in Retail Store
 Source: <https://urlzs.com/tuoHt>

Preventing Shoplifting in Retailing:

- The possibilities of theft increase when the employees work alone.
- If the employees think, someone is shoplifting, contact safety or someone professional trained to cope with the situation (Fig. 3.12).
- Never try to catch a shoplifter, especially if the retail employee works alone. After the shoplifter leaves, write down as much details about the occurrence as possible.
- This should include the shoplifter's height, weight, skin and hair color, and outfits. If a vehicle is engaged, write down the make, color, estimated year, and license plate number.
- These days CCTC is fitted in shops. Employee and employer need to make sure that the CCTV works during shop lifting.

Preventing Robbery in Retailing:

Prevent injury occurring during robbery (Fig. 3.13). Some business house has internal security staff and particular guidelines for working with theft, but others may not.



Fig. 3.13: Robbery Source: <https://urlzs.com/TrVcB>

- Retailer has some guidelines to secure the staff member.
- Make the shop attractive to customer and unattractive to robbers.
- Keep the shop fresh, and well lit.
- Stay away from the cash counter when there are no customers in the shop.
- Keep the cash until to minimum — ask customer for change.

Activities

Activity 1: Visit a retail store to know the equipment use for safety and preventive measures in retail store.

Materials required: Pen/Pencil, Notebook, Checklist (Fix a visit to retail store in appropriate number of group and prepare list and provide out to the student.)

Procedures:

1. Make a group of four students and ask them to go to a retail

store.

2. Meet and greet the executive politely.
3. Tell the purpose of visit and take his/her consent.
4. Ask the retailer about the various safety equipment used in retail store.
5. Also ask how to use fire extinguisher.
6. Write down the preventive measures to various situations.
7. Discuss with friends and notice important points.
8. Tell the executive to finalize and write the details.
9. Prepare a report and submit to the concerned teacher.

Activity 2: Visit a retail store to find out preventive measures to avoid the harassment, violence, shoplifting and robbery.

Materials required: Pen/Pencil, Notebook, Checklist (Fix a visit to retail store in appropriate number of group and prepare list and provide to the student.)

Procedures:

1. Make a group of four students and ask them to visit a retail store.
2. Meet and greet the executive.
3. Tell the purpose of visit and take his/her consent.
4. Take the permission for visit the retail store.
5. What are the preventive measures to avoid harassment?
6. What are the preventive measures to avoid violence?
7. What are the preventive measures to avoid shoplifting?
8. What are the preventive measures to avoid robbery?
9. Discuss with friends and note the minutes.
10. Tell the executive to finalize and write the details.
11. Prepare a report and submit to the concerned teacher.

Check Your Progress**A. Fill in the Blanks**

1. Every retailer should follow the procedure and legal requirements for _____ health and safety risks.
2. Exit paths should not block and must clearly mark with _____ signs and lighted.
3. The specially designed clothes or accessories worn by employees provide _____ against health and safety hazards.
4. These _____ should use as per the specifications or requirements.
5. _____ safety in workplace means having an environment, free from injury and hazards.
6. Every retailer faces a set of human safety challenges in form of fire, pest, electrical hazards, etc.
7. Employees in retail outlet shops, supermarkets and other retail outlet shops may face _____ from exposure to reside electricity.
8. An unwelcome behavior or comment that is harmful to the work environment considered to _____.

B. Multiple Choice Questions

1. Legal requirements deal with area of retail store, safety measures used at retail store, does not include:
 - a) Ventilation
 - b) customer's insurance
 - c) First aid box
 - d) Use of fire extinguisher
2. Fire can occur due to
 - a) Difficulty in breathing due to asthmatic attack
 - b) Injury
 - c) Poor housekeeping and Improper storage of chemicals
 - d) All of the above
3. Which is not the accessories used for safety?
 - a) Safety vest

- b) Safety shoes
 - c) Cloth gloves
 - d) Disposable gloves
4. Employees are required to observe the following:
- a) Report symptoms and injuries to supervisor
 - b) Use good lifting techniques when handling and lifting materials by keeping a straight back and using leg muscles to power lift
 - c) Avoid excessive or repetitive reaches for materials. Store materials properly so they are easy to access
 - d) All of the above
5. Emergency could be
- a) Electric shock and burns
 - b) Heating systems
 - c) Electric appliances
 - d) All of the above

C. State whether the following statements are True or False

- a. Officer's procedure is how to deal with accidents, injuries and emergencies.
- b. Fire hazards do not present in retail stores.
- c. Fire must inspect regularly to ensure that the fire extinguishers are in good working order.
- d. Personal Protective Equipment (PPE) does not protect the parts of the body.
- e. Proper processes and procedures will allow employees to work without worrying about their safety.
- f. Health hazards can be maximized by taking various safety measures like using safety accessories.
- g. Retail workers should creatively examine all electric cabling regularly to check for smashes and other problems.

D. Short Answer Questions

- a. Discuss retail procedures and legal requirements for reducing

health and safety risks.

- b. List out safety equipments.
- c. Explain occupational health and safety.
- d. Define violence, shoplifting and robbery at workplace and measures to prevent them.
- e. List out the common health and safety concerns in retail store.

E. Check Your Performance

- a. Demonstrate the retail procedure and legal requirements for reducing health and safety risks.
- b. Make a list of safety equipments and its uses on chart with suitable images.
- c. List the preventive measures for violence, shoplifting and robbery at workplace and put on chart.

Session 3: Lift and Handle Goods Safely

Every retail store engaged with some basic activities like lifting and handling goods are most important activities. The process of lifting and handling of goods take place to protect not only the employees but also the customers and whole retail store. Lifting functions in retail store (shown in figure 3.14) occur during moving the goods from bay area to storage area or from the storage space to the selling area. Appropriate lifting equipment should be used. Before using any equipment or tools, retailer should make sure that equipment and tools used to move goods and products from one place to another must be in working condition.



Fig. 3.14 Lift and Handle Goods Safely

Source: <https://urlzs.com/GDwbF>

Techniques Of Lifting And Handling Goods

In retail store employees should use proper lifting and handling techniques before performing lifting and handling of goods activities. They must ensure that they know where they are going, that the region is away from challenges and they have an excellent grip on the burden. This contains training of SOA on how to handle plenty of goods correctly. If they are lifting with equipment, they should both know what they are doing before they begin. For a secure performance of a manual managing procedure, they should put their feet around the burden, with one's body system over it, i.e. as near as possible to the burden.

The lifting should be done by using the leg muscles and with directly returning.

Checking Equipments Before Use

Power Tools and Equipment: The SOAs are usually necessary to use devices if his/her work is in a store or a business such as a motorcycle or furnishings shop where his/her job includes building product. He/she may also be expected to use energy devices such as compactors, docking station levelers, carton crushers, various meat slicers, or other cooking food devices. These devices have the possibility to cause serious damage, particularly if they are badly managed or used without due caution. Before use any equipment (shown in figure 3.15(a), 3.15(b), 3.15(c), and 3.15(d)) retailer should make sure that equipment and tools are fit for use and SOAs are trained to use



them.

Fig. 3.15(a): Vacuum

Source: <https://urlzs.com/FB9qn>

Source: <https://urlzs.com/f9nrv>



Fig. 3.15(b): Drill



Figure 3.15(c): Forklifts

Source: <https://urlzs.com/qYcX8>



Fig. 3.15-(d): Pallet Jacks

Guidelines and Instruction for Lifting and Handling Equipment's

The retailer should use manual guidelines and instructions for lifting and handling equipment. Each and every lifting and handling equipment

functions differently. The advantages of lifting and handling equipment as per manufacturer guidelines and instructions are:

- Smooth functioning of equipment
- Easy to fix problems
- Better way of working
- Less manual handling
- Good housekeeping
- Reduced chance of accidents

The company shall ensure that lifting equipment offered use at jobs is secure, i.e. that it is

- Sufficiently strong, constant and appropriate for the suggested use. In the same way, the burden and anything-attached (e.g. wood pallets, lifting points) must be suitable.

- Positioned or installed to avoid the danger of harm, e.g. from the devices or the burden falling or stunning people.

- Visibly noticeable with any appropriate details to be taken into consideration & its secure use, e.g. secure operating plenty. Accessories, e.g. slings, clamps etc., should be similarly marked.

- Where products are used for raising individuals it is noticeable accordingly, and it should be secure for such purpose, e.g. all necessary safety measures have been undertaken to remove or reduce any safety threat.

Safe And Efficient Route For Moving Goods

When goods move within the retail store, store operations assistant should prepare safe and efficient route for smooth moving of goods. If any accidents take place while moving the goods within store, the loss will be borne by retailer, which reduces the profit of the retailer. Retailer should also decide the time of moving goods from storage area to selling area. At that time, passage should be

clear, removing the goods from the pathways. The use of appropriate equipment is also one of the safe and efficient ways to moving goods.

Responsibilities in Lifting and Handling Operations

Every company has a responsibility to ensure that lifting and handling operations are proper and as well as it is reasonably feasible. The safety of workers and others should not be put in danger by retailer (such as customers, visitors, children and teenagers).

The following are examples of activities some protection threats for those operating in retail store.

- Lifting and carrying
- Slips, trips and falls

Maintenance and Inspection

Injuries may happen because increasing goods are not analyzed and managed regularly. All gadgets should be thoroughly analyzed prior to it being put into service. If there has been any major adjustment that could affect its function. Raising gadgets may need to be thoroughly analyzed at times of the time set down in an evaluation strategy drawn up by a certified professional, considering the manufacturer's suggestions. If goods are meant to bring individuals, a thorough assessment must be performed twice in a year. Using gadgets for all other reasons should be examined at least every year unless the examining professional applies a specific evaluation program. Using elements does not normally need formal evaluation, given that proper pre-use tests are designed and they go through their traditional thorough assessment. A certified person who is completely separate and neutral need to ensure that a purpose choice can become must do all examinations.

What needs to be analyzed relies on the professional verdict of the certified professional challenge the assessment. For most common gadgets and elements, there are traditional procedures and requirements. Techniques add a visible assessment and efficient tests, dimensions of use, traditional non-destructive examining and freight examining.

Where an evaluation strategy has been drawn up, this should identify and specify the locations to be thoroughly analyzed,

particularly of assessment and examining and the times of your here we are at assessment (and examining of the various locations, where appropriate).

Activity

Activity 1: Visit a retail store and demonstrate the safety measures to follow before lifting to protect staff and select suitable equipment's and accessories to extinguish fire.

Materials Required: Pen, pencil, checklist, notebook.

Procedure:

1. Make a group of five students.
2. Plan a visit to the retail store and meet the retailer.
3. Greet executive and tell him or her the purpose of visit.
4. Take the permission from him or her to visit the retail store.
5. Ask how to handle and lifting equipment.
6. Note their methods of handle power tools and equipment and ask question such as
 - a) How to use fire extinguisher? And
 - b) What kind of precautions should take while using fire extinguisher to and from work?
7. Prepare a report and submit the report to the subject teacher.

Check Your Progress**A. Fill in the Blanks**

1. _____ and _____ goods are the most important _____ activities of store operation assistant.
2. _____ the goods from one place to another, required appropriate lifting equipment's.
3. _____ may happen because increasing goods are not analyzed and managed regularly.
4. The retailer should use guidelines and instructions for lifting and handling equipment.
5. The _____ of workers and others should not be put in danger by retailer (such as customers, visitors, children and teenagers).

B. Multiple Choice Questions

1. In the retail store lifting is required to:
 - a) move goods from bay area to storage area
 - b) move goods from storage space to selling area
 - c) Both a) and b)
 - d) None of the above
2. Which is not the advantages of lifting and handling equipment as per manufacturer guidelines and instructions:
 - a) To increase the manual handling
 - b) Smooth functioning of equipment
 - c) Easy to fix problems
 - d) Better way of working
3. Injuries can occur due to following reason(s):
 - a) Lifting and carrying
 - b) Slips, trips and falls
 - c) Both a) and b)
 - d) None of the above

C. State whether the following statements are True or False

1. The process of lifting and handling of goods take place to protect not only the employees but also the customers.
2. Before using any equipment, retailer does not need to make sure that equipment and tools are fit for use.
3. Each and every lifting and handling equipment are using in a different manner.
4. The use of appropriate equipment is not one of the reason for safe and efficient ways for moving goods.
5. Retailer should move goods from storage area to selling area when required.
6. The employer controls the environment outside the workplace

D. Short Answer Questions

1. Discuss safety measures before lifting to protect SOA.
2. Explain techniques of lifting and handling goods.
3. What is the purpose of checking of equipments before use?
4. Discuss the guidelines and instructions for lifting and handling equipments.
5. Discuss the store operations assistant's responsibilities in lifting and handling operations.

E. Check Your Performance

6. Demonstrate the safety measures before lifting to protect staff.
7. Prepare chart with the store operations assistants responsibilities in lifting and handling operations.
8. Demonstrate the techniques of lifting and handling purpose.
9. Spell out the guidelines and instructions for lifting and handling equipments.

Session 4: Safety Precautions for Employees

The employer of the organization cannot control the environment outside the workplace. However, there are many things that employee can ensure a safer trip to and from work.

Employee's precautionary measures are required during the followingsituations:

Driving

- Lock vehicle doors and roll up windows before driving into the parkinglot.
- Scan parking area for suspicious persons.
- Have a plan ready in case employees are uncomfortable with anysituation.
- Park in well-lit places — prevent walkways, forest places, and channels.
- Avoid having to achieve back again into automobile for anything.
- Try to prevent visiting car alone, or at least have someone observe from a screen.

Taking a Bus

- Plan to reach bus prevents just before the bus comes.
- Avoid separated or badly lit bus prevents.
- If the worker sees dubious or threatening individuals at his/her quit, getoff at the next stop.
- If possible, have someone fulfil the employee when his/her arrive atdestination.

If employee is confronted

- If workers are assaulted, yell fully for a long time as possible. As soon as possible, run to the closest well-lit place.
- If someone holds bag, down payment bag, or other residence, do not avoid, and do not pursuit the robber.
- Call the cops instantly and try to remember the physical appearance andgestures of the attacker.

Precautions While the Tool or Equipment Is Operating

Employees should have to take precautionary measures while using tools and equipment's. They should stay with running power tools. They do not move away

from a product while moving the goods. Moving of goods can take few minutes to hours, therefore all of the staff should work and co-operate with each other. They should take proper training to learn usage of all equipment's. They should turn off the electric equipment's before making changes in the equipment's.

Significance of Safety

The importance of protection in gas channels, fuel pushes, working alone, forklifts and pallets jacks are as follows:

Noise: Noise in some retail areas where powered equipment is used may reach harmful levels that can cause hearing loss. The following are safety tips:

- Wear accepted hear gear (ear safety equipment) to security whenever the staff member goes into an area published as having high stages of disturbance.
- Ensure that the workers listening to security is the right type for the surroundings and that it is relaxed.
- Ear pals (headphones) are not work devices.

Operating at a Gas Station: Working at patrol pump or CNG, particularly at night, can be hazardous. To reduce the hazard level, your employer must follow the requirements for barriers, locked doors, and prepayment of fuel.

Follow employer's procedures requiring vehicle fuel to pre-pay before it is pumped. The need is applicable 24 hours a day, seven days weekly, and contains full-serve and self-serve establishments.

Operating of Forklifts: Forklifts (or lift-trucks), powered or manual pallet jacks, and other lifting equipment are an essential part of many retail operations. Although they help prevent lifting related injuries, they can also cause serious and, all too often, fatal injuries.

If the employees are required to use a forklift or pallet jack, the employer must provide to the employee with training to use the specific piece of equipment. The operating procedures of forklifts are.

- Do not operate the forklift unless it is running properly. Wear required PPE such as safety boots and a hard hat.

- Make sure the employees are trained to change the propane fuel tank or battery.
- Never carry a passenger or elevate a person on forks, pallets, or loads.
- Secure the load properly. Do not overload the forklift, even for shorter distances.
- Never turn on a sloped surface.
- When employees are finished using the forklift, lower the forks to the floor, set the brakes, turn off the motor, and remove the key.

Forklift operators have a very limited field of vision because bars, cables, chains, and the load they may be carrying obstruct their view. They may not be able to see other workers in time to stop or take evasive action. They need to follow these guidelines:

- Wear a high visibility vest when entering an area where forklifts are operating.
- Yield the right of way — even if the operator can stop the forklift quickly, the load may continue forward and crush the employee.
- Wait until the employee has confirmation that the operator has noticed his/her before proceeding.

Operating of Pallet Jacks:

- Wear safety boots and keep toes and fingers out from under pallet.
- Secure the load to make sure that it is stable and will not shift during movement.
- Make sure the rollers are free of bottom of the pallet.
- Push, do not pull — this puts less strain on back and it is easier to stop.
- Know how to use the release handle.
- Work with a partner when dealing with heavy loads.

Every workplace needs a plan to deal with emergencies. The employer or supervisor should provide to the employee with instruction in the emergency plan within his/her first few days on the job, as well as refresher training from time to time. Once the employee is trained, he/she should answer the following questions:

- Where are the emergency phone numbers posted?
- Where are the fire extinguishers? How and when should they be used?

- Where are the fire alarms and fire exits?
- What is the evacuation strategy for the building?
- What should you do during an earthquake?

In situation of evacuation, where outside the shop is the set up factor and who should you review to?

Knives, Box Blades, and other Sharps: Box cutters are normal resources for retail store employees, and blades and other sharps such as various metal pieces are important resources for everyday tasks. Secure perform routines will reduce the employee's probability of dropping time from perform or dropping a hand.

- Using Blades and Box Cutters.
- Use the right device for the jobs and make sure it is distinct.
- Always cut away from the employee's body system.
- Always shop sharps independently from other resources.
- Use a smooth working area to cut on.
- Never use a blade for anything other than cutting.
- Hold knife in the employee's stronger hand.
- To fresh the blade, direct the advantage away from the staff member and clean with the fabric on the boring side of the blade.
- Wear natural leather or metal capable safety gloves if the company requires them.

When cleaning rotorblades and distinct rotor blades, follow these guidelines:

- Clean them immediately after use or place them in "sharps only" package near the drain.
- Do not drop knives or equipment blades into the dishwasher or sink.

When using metal slices or other power equipment, follow these guidelines:

- Make sure the SOA has training on the specific piece of equipment, and follow written safe work procedures.
- Don't use reduced outfits or clinging jewels that could be captured in devices?
- Use security and slides at all times.
- Turn the piece off according to manufacturer's guidelines when not in use.

- Unplug devices before washing.
- Use cut-resistant safety gloves on both of your arms when cleaning.

Manage and Deal with Irate Customers

On the rage range, first comes frustrated, then vexed and finally angry. When animated cartoons are irate, it shows proper expression. It causes madness. Here are some guidelines for dealing with a stressed situations and resolving it to everyone's satisfaction.

- Remain calm.
- Do not take it personally.
- Use best hearing skills.
- Actively sympathize.
- Apologize gracefully.
- Find a solution.
- Take few moments on your own.

Shrinkage: It is distinction between book-inventory and physical-inventory due documenting mistakes, or because of pilferage, spoilage, shoplifting, robbery, etc. The Cashier may need to keep managing all the records to ensure that there has not been any shrinkage-taking place. If it happens with all precautions, the matter should be reported to the store section and the superiors.

Activity

Activity 1: Visit a retail store and to learn about precautions while travelling to and from workplace.

Materials required: Pen, pencil, checklist, notebook

Procedures:

1. Make a group of five students.
2. Ask them to visit the retail store and meet the retailer.
3. Greet him/her and tell him/her the purpose of visit.
4. Take the permission from him/her to visit the retail store.
5. Ask the following questions to cashier
 - a) What precautions are to be taken while travelling to and from

workplace?

- b) Why precaution is important while travelling?
 - c) Ask for the reason if any accident happened recently or in the past while travelling to and from work.
6. Prepare a report and submit the report to the subject teacher.

Activity 2: Visit a retail store and to learn how to handle power tools and irate customers.

Materials required: Pen, pencil, checklist, notebook

Procedures:

1. Make a group of five students.
2. Ask them to visit the retail store and meet the retailer.
3. Greet him/her and tell him/her the purpose of visit.
4. Take the permission from him/her to visit the retail store.
5. Ask the following questions to cashier
 - a) Which power tools are used in the retail store?
 - b) What precautions are to be taken while using power tools?
 - c) How to handle irate customers?
6. Prepare a report and submit the report to the subject teacher.

Check Your Progress**A. Fill in the Blanks**

1. Lock vehicle doors and roll up _____ before driving into the parking lot.
2. Scan parking area for _____ persons.
3. Working at a gas station at night, can be _____.
4. Wear natural leather or _____ safety gloves if the company requires them.
5. Use cut-resistant safety gloves on both of your arms when _____.

B. Multiple Choice Questions

1. Guidelines for dealing with a stressed situation and resolving it to everyone's satisfaction:
 - a) Remain calm and use best hearing skills
 - b) Do not take it personally and apologize gracefully
 - c) Both a) and b)
 - d) None of the above
2. Which of the following is the distinction between book-inventory and physical-inventory due to keeping track or documenting mistakes, or because of pilferage, spoilage, robbery, etc. is;
 - a) Shrinkage
 - b) Inspection
 - c) Both a) and b)
 - d) None of the above
3. When using metal slices or other power equipment, follow these guidelines:
 - a) Make sure the employee has training on the specific piece of equipment, and follow written safe work procedures.
 - b) Don't use reduce outfits or clinging jewellery that could get

captured in devices.

- c) Use security measures and slides at all times.
- d) All of the above

C. State whether the following statements are True or False

1. Noise in some retail areas, where powered equipment is used may reach harmful levels that can cause hearing loss.
2. Try to prevent visiting car alone, or at least have someone observe from a screen.
3. Reduce outfits or clinging jewels that could be captured in devices.
4. One should not use security measures and slides at all times.

D. Short Answer Questions

1. Explain the precautions to be taken while travelling to and from workplace.
2. Discuss the precautions adopted for power tools and equipment's.
3. What is the significance of safety in gas stations, petrol pumps, working alone, forklifts and pallet jacks?
4. Discuss how to manage and deal with irate customers and shrinkage.

E. Check Your Performance

1. List out precautions adopted for power tools and equipment's and which will put on chart with specific precautions among the different tools and equipments.

Demonstrate how to deal with irate customers through role-play.

MODULE 4**WORK IN TEAM AND ORGANIZATION****Module Overview**

In every business, (small or large-scale) team environment is crucial for growth and development. Working effectively in team environment is crucial for small and large businesses. It is necessary to understand the policies and procedures of organization to work effectively within a team.

The knowledge of various skills like effective communication, collaboration, time management and business acumen help to achieve organizational goals in stimulated period. One of the many methods for a business to arrange workers is in groups. A team is group of two or more employees who work together to achieve predetermined objectives.

Teamwork in businesses offers the organization and workers ability to become more familiar with each other and discover how to function together. Group interaction is essential and important to the growth of each worker. Critical factors assist in creating guidelines for motivating group to improve the business.

Various skills are required in team member of observe, guide people in achieving organization goals. Everybody has to respond positively on the tasks of the organization in order to achieve target effectively and efficiently. The business house also to consider rights of the employees along with their responsibilities and has to make effective policies and take care of the health and safety of employee.

For attaining these learning outcomes, this unit is divided in four sessions. The first session deal with support teamwork, which describes concept of teamwork, value system policies, procedures of organization. The second session describes the team aims and targets. The third session covers employee rights and responsibilities, which explains the policies and procedures related to job role and maintaining team morale, team target etc. The fourth session focuses on the development of effective work habits, which covers monitoring and attainment of goal.

Learning Outcomes

After completing this module, you will be able to:

- Develop skills to effectively collaborate and support team members, fostering a cooperative and productive work environment that enhances overall team performance.
- Understand the importance of setting and achieving team aims and targets, and learn strategies to contribute effectively towards the team's goals.
- Gain a comprehensive understanding of employee rights and responsibilities, ensuring compliance with labor laws and fostering a fair and respectful workplace.
- Learn and implement effective work habits and time management strategies to enhance personal productivity and contribute positively to the team's efficiency.

Module Structure

Session1: Support Team Work

Session2: Team Aims and Targets

Session3: Employee Rights and Responsibilities

Session4: Effective Work Habits

Session 1: Support Team Work

Teamwork refers to the process of working with people to achieve predetermined objective. Teamwork is a crucial part of business. It is often necessary for co-workers to be effective in team. Teamwork means that people try to work, using their personal abilities and providing beneficial feedbacks, despite any individual conflict between retail employees.

In teamwork, group of individuals communicate with each other cohesively, towards a common purpose, creating a positive work environment, and assisting each other to combine personal strengths to enhance team's performance.

Importance of Teams to Achieve Targets in Retailing

In any organization, a better teamwork is possible with following measures.

- 1. Firstly, Think About Group:** Every individual should think of his/her group first and his or her individual passions should take a back burner. Do not mix individual problems with professional life. Keep them separate.
- 2. Never Ignore Group Member:** Do not ignore any of the associates, instead perform together and pay attention as well. Never try to encourage your thoughts on any participant. Prevent from de-motivating any group participant.
- 3. Discussion:** Before applying any new idea, it must be mentioned with each participant on a system. Never ever, consult with anyone independently as the other person seems missed and not wanting to execute and play a role in the group.
- 4. Avoid Criticism:** Stay away from criticisms and making fun of associates. Help each other and be an excellent team gamer. Be the first one to crack the ice and always try to build non-formal environment. Prevent negative thoughts within the group.
- 5. Maintaining Transparency:** The interaction must perform, magnificent and accurate so that every group member gets a common image. Efficient interaction also nullifies uncertainty and confusion. Confusion cause to disputes and individuals spend their energy and time in battling rather than working. The group innovator must take the obligation of motivating the associates to give their level best and should get involved instantly in instances of disputes. The character of the best should be such that every group participant should look up to him or her and take his or her guidance whenever required. He/she should not be attached to any participant and assistance each of them similarly. It is work of the group innovator to draw best out of his or her associates.
- 6. Avoid Disputes in Team:** Do not battle over small problems. One should be a little terrible and try to get a substitute most suitable to all the associates.

7. Rewards and Recognition: Healthy competition must be encouraged among the sales associates. The efficiency of every group participant must be analyzed appropriately and the best performer should be compensated appropriately so that the people also get inspired to execute. Recognitions like “The Best Group Player” or the “The Best Performer” go far in encouraging the associates. Appreciate the participant who works the best or does something exclusive. Teamwork provides retail and employees the capability to become more familiar with each member and learn working together in workplace. The group interaction is important for the achievements of the organization and to growth of each worker. It will allow in creating company guidelines for motivating group development in the office.

Work Effectively in Team

The success of retail store depends on effective teamwork. There are various factors included in effective team like share of work fairly with colleagues. Every retailer should make realistic commitments, which can be achieved by retail store employees. Every retailer should have alternatives for their solutions. He/she also can encourage colleagues when working conditions are having difficulties and also encourage colleagues who are finding difficulties and follow company's health and safety procedure as they work.

- a. **Share Work:** Every retailer should share the work fairly with colleagues as per the performance of employees, skills and time.
- b. **Make realistic commitments:** For effective teamwork, retailer makes the commitments, which are realistic in nature to colleagues and do what you have promised to do.
- c. **Suggest Alternatives:** In case, if employees are not able to do the promised let colleague know promptly and ask for the suitable alternative.
- d. **Encourage in Difficult Working Conditions:** It is the duty of team members to encourage each other in difficult working conditions. Support colleagues in bad times or difficult time.

- e. Behave fairly, politely and respectfully:** It is the basic requirement of effective teamwork. Give respect and take respect from each other. Every team member should treat each other fairly, politely and with respect.

Value System of Organization

Every company or retailer has a set of principles, whether or not they are recorded. It helps a company determine its lifestyle and values. When members of the company or retailer join typical set of principles, the company seems to be united when it handles various problems.

Retail owner should have to clearly explain the principles of the store. They should discuss with employees to solve their problems. Employees are taking vital role in the store functions. Therefore, it is the duty of retail owner to manage their employees and give value to them. Manpower is the most important resource that is used in the retail functions. Equipment's and tools are operating by the manpower therefore; it is necessary to provide proper training to them.

The value system is an organization has become important owing to the following:

- 1. Guide:** Value statements are the list the principles and ethics to which a company adheres. They form an ethical foundation for the retail business. These principles and ethics can guide the behaviour of stores employees. Organizations should guide in identifying what is right and wrong in the organization.
- 2. Community:** The value statements serve as reference point for retail business. They allow them to view beliefs and principles of the retail business. They provide primary information about how the retail store operates and about its perspectives on ethical problems.
- 3. Acting outside Values:** Written values clear employees about how to behave in the retail store as well as with the customers. Individuals should follow the values that are published by the retail business.
- 4. Mission and Goals:** Leader of a retail company can motivate team members with value structure that guides members'

behavior. He/she should properly communicate the reason of the retail business existence and goals of the retail business. Mission clears the purpose of the business. Goals should be set to clear job role of the employees.

5. Communication of Values: Communication of values is important both internally and externally. In the retail organization's values can be discuss in the meetings and writings.

Activity

Activity 1: Role plays to learn how to work in team. **Materials required:** Notebook, pen, pencil, and checklist

Procedure:

1. Make a group of five students.
2. All of the five students involve in the retail activity.
3. First student performs the role of retail owner.
4. Second student perform the role of store operation assistant.
5. Third student perform the role of operation executive.
6. Fourth student perform the role of sale associate.
7. Fifth student perform the role of customer
8. Ask the student to write day to day activities of the retail store operation.
9. Take the assistance of teacher to check the retail activities.
10. Perform the role in the classroom and enjoy the activity.

Check Your Progress

A. Fill in the Blanks

1. _____ refers to the process of working with people to achieve predetermine objectives.
2. Every individual should think of his _____ first and his individual passions should take a back burner.
3. The success of retail store depends _____ on teamwork.
4. Every retailer should make _____ commitments that can be achieved by retail store employees.
5. Retailers should have _____ for their solutions.

B. Multiple Choice Questions

1. Which is not the activity of teamwork _____
 - a) communicating
 - b) work towards common goal
 - c) creating a negative working environment
 - d) assisting each other
2. Effective teamwork is possible only when
 - a) Team is not focused on group work
 - b) Team discussion
 - c) Criticism and not maintain transparency
 - d) All of the above
3. Which of the following is not the factor of effective team?
 - a) Share work fairly with colleagues
 - b) Make imaginary commitments
 - c) Co-operate with team member
 - d) Behave fairly, politely and respectfully
4. The value system in the organization has become important owing to following:
 - a) Guide and community
 - b) Acting outside values

- c) Mission and goals
- d) All of the above

C. State whether the following statements are True or False

1. Teamwork is a crucial part of business.
2. Retailer makes the commitments, which are imaginary in nature to colleagues and do what you promised to do.
3. Healthy competitors must be inspired among the associates.
4. The group interaction is not important for the growth of each worker.
5. No retailer should share the work fairly with colleagues as per the performance of employees, skills and time keep in mind.
6. Every team member should treat each other fairly, politely and with respect.
7. Every company has a set of principles, whether or not they are recorded.

D. Short Answer Questions

1. Discuss the meaning and importance of team work.
2. Highlight the importance of team to achieve targets in retailing.
3. How to work effectively in team?
4. Explain the value system of an organization.

E. Check Your Performance

1. Demonstrate the examples of team work situations.
2. Prepare a chart on career prospects in retailing in a sequential manner.
3. Identify and list out how SOAs work effectively in team in different work situations.

Session 2: Team Aims and Targets

Retail organization set aims and targets for the employees (Fig.4.1). It is necessary to set objectives and proper task before starting the work. Employees should set clear vision for the task performance. Store operation assistants works with other retail employees like operation executives, sales associates, and various other retailers. All of the retail employees are working together in the team to achieve the team aims and targets



Fig. 4.1: Team Targets

Concept and Features of Goals

The need for formulating purposes for team arises because of the following:

- Goals help to achieve the objective of retail business.
- The goal is to offer a structure that will boost the ability of workers to join in planning; troubleshooting and making decisions to better serve the customers.
- Goal setting helps to achieve the targets by the team easily.
- Goals help to perform work in the organization.

Features of Effective Team Goals in the Workplace

The goal of teamwork is to help in improve efficiency, quality and to offer a support system for each member of the team. When

people interact with each other, they are able to get reviews on their performance and help when they need it.

Skills Needed to Achieve Goals

To achieve the target skills are required. The team skills are the skills required to work in team for achieving the goal of the organization. It should be clear, easy to understand, measurable, achievable, realistic, time bound.

For example,

- Many companies in particular aim to be effective when it comes to sales and client support and therefore search for workers who can provide top quality work and dedication.
- It is always important to aim great with company objectives.
- When establishing new objectives for company SOA should try to aim great and wish all went well in new venture.

Team Targets

Store operation assistants are working in team to achieve the targets. The Team targets are based on the goals of the company. The targets are given to the staff member on the foundation of management goals (Fig.4.2). For example,

- Store operation assistant set target for each executive for the operational activities of the business-like moving goods, shifting goods, storing, lifting and handling goods.
- To achieve the goal of profit maximization the team member will be given the target of achieving Rupees X amount of sales. Store operation assistant are doing efforts to achieve the goal of store operation.

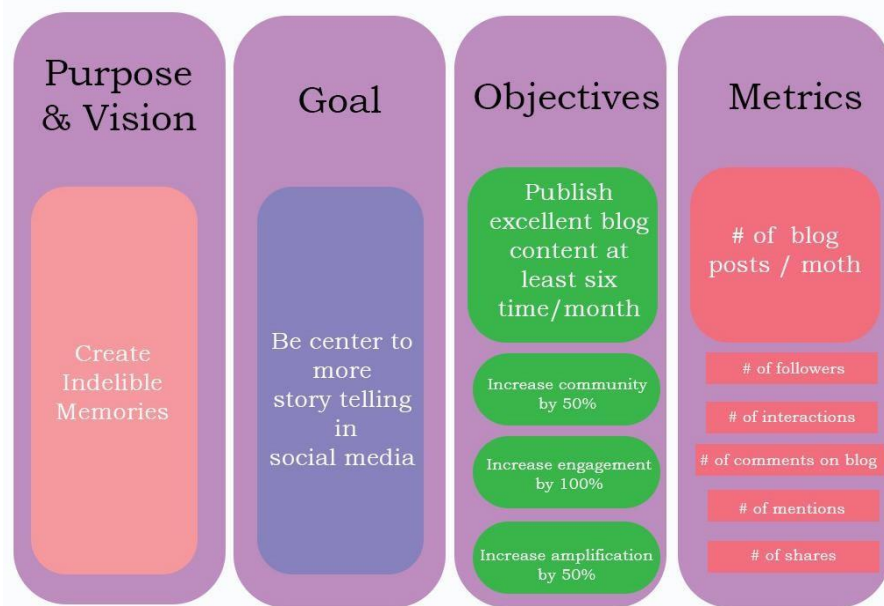


Fig. 4.2: Team Aims and Targets

Sources for Setting Goals

Management Philosophy: Based on Management philosophy the company goal is set. For example, certain company management may keep profit as priority, some keep customer service and some keep fulfilling social responsibility.

1. Customer Requirement and Feedback: Based on customer requirement and feedback companies can reframe their goals. For Example, Company can fix a goal to moving goods from one place to another within 1 hour, resolve customer complaint within 48 hours based on customer feedback.

2. Market Trends: Based on Market trends company goals can be decided if the market is showing downward trend, profit maximization cannot be goal of the company.

3. Competitors: Company can fix-up its goal based on the goals of their competitors who are also market leaders. For example, arranging goods in the shelf can be the goal of the store operation assistant.

4. Quality Policies: What kind of quality standards or certification does the company adopt highly affect its goal setting.

Maintaining Team Morale

The main objectives of any organization are to maintain better and effective communication and healthy working environment within the team members so that team morale can be highly acceptable.

- 1. Open the Channels of Communication:** Open communication includes listening as well as talking. Let employees know feedback about existing procedures and ideas for improvement. Also, pay attention when members of team express doubt, frustration or worries. Active listening will enable retailer to address many problematic situations before they escalate.
- 2. Closely Monitor Workloads:** To break the cycle retailer will need to find cost-effective ways to take some of the burden off staff members. Re-delegating responsibilities and reorganizing processes or job structures can help.
- 3. Reprioritize:** Simple reprioritization can often go long way in increasing efficiencies. The goal is to separate tasks and projects that truly contribute to the bottom line from those that do not.
- 4. Acknowledge Praise and Reward:** Morale building is the necessary to increase the efficiency of the store operation. Therefore, it is necessary to praise and reward to the employees
- 5. Learn from Each Other:** When handling customers, it is crucial to emphasize different abilities of team members. This, of course, is applicable to office abilities succeed, PowerPoint, and presentation but do not forget about creative abilities of employees and team members.

Team Feedback and Its Importance

Feedback is the important part of communication. To communicate well in the team, it is necessary to take time to time feedback from its members. In the retailing process feedback is taken from customers, employees, and other stakeholders. Team members working in the organization are required to take feedback of each other.



Fig. 4.3: Team Feedback

Customer feedback is vital when identifying a customer's preferences and needs, particularly when company presents new products as shown in the figure 4.3. Organizations conduct focus groups, in-person analysis or client phone reviews to find out the item features, preferences or styles that buyers want. Customer feedback helps companies figure out essential to their customers. Without feedback from customers, a company could not meet products needs of consumer.

Activity

Activity 1: Visit the retail store to identify the goal setting for the retail operation.

Material required: Notebook, pen, pencil, and checklist

Procedure:

1. Make a group of five students.
2. Ask them to visit a retail store/ departmental store/ mall.
3. Meet the retail manager and greet him.
4. Tell him the purpose of visit and take permission for visit.
5. Ask the following questions and write their reply is not more than 50 words
 - a) What are the role of store operation assistant in the retail business?
 - b) How store operation assistant work in a team?
 - c) How store operation assistant set goals for their executives?
 - d) How the task is assigned to the team members?
 - e) How retail businesses achieve targets with the team members?
 - f) What is the importance of team purpose aims and targets in retail industry?
6. Make a report on visit and present in the class.
7. Submit to the subject teacher.

Check Your Progress

A. Fill in the Blanks

1. The goal of _____ is to help in improve efficiency, quality and to offer a support system for each member of the team.
2. The Team _____ are based on the goals of the company.
3. Based on _____ philosophy the company goal is set.
4. Company can fix-up its goal based on the goals of their _____ who are also market leaders.
5. _____ communication includes listening as well as talking.
6. Customer _____ helps companies figure out essential to their customers.

B. Multiple Choice Questions

1. The goal of creating groups is/are to
 - a) Plan a work
 - b) Making decisions
 - c) To motivate employees
 - d) All of the above
2. Goals should be clear and easy to
 - a) Not achievable
 - b) Understand
 - c) Realistic
 - d) Time bound
3. Team targets are based on the
 - a) Goals of the company

- b) Goal of customer
 - c) Both a) and b)
 - d) None of the above
4. Which is not the source of setting goals?

- a) Management philosophy
 - b) Retailer requirement
 - c) Market trends
 - d) Competitors
5. The main objectives of any organization is
- a) Maintain better and effective communication
 - b) Healthy working environment
 - c) Both a) and b)
 - d) None of the above

C. State whether the following statements are True or False

1. When people interact with each other, they are not able to get reviews on their performance.
2. The targets are given to the staff member based on individual goals.
3. Based on customer requirement and feedback companies can reframe their goals.
4. Profit maximization can be goal of the company.
5. Passive listening will enable retailer to address many problematic situations before they escalate.
6. The powerful morale builders are a show of appreciation.

D. Short Answer Questions

1. Describe the concept and features of goals.
2. Discuss the skills needs to achieve goals?
3. Explain sources of setting goals.
4. What are the tools and techniques available to set team performance targets and how to work as a team?
5. Explain the team feedback and its importance.

E. Check Your Performance

1. Write down the team targets of the retail store on chart.
2. List out the various sources of setting goals and put on chart with examples.
3. Demonstrate skills needs to achieve goals.
4. Prepare a feedback form for retail customers with different questions.

Session 3: Employee Rights and Responsibilities

In today's challenging retail store atmosphere, the store needs all the resources to enhance performance. Employees not only enjoy certain rights but also have some responsibilities. The rights and responsibilities in terms of Health and Safety, the provision of certain terms and conditions for employment, equal opportunity and the right to be given a minimum Wage (Fig. 4.4). The health and safety at workplace are responsibilities and rights for both employees and employers. Employees are expected to perform their work in a way that it assures safety of others. Employee should be provided safe machinery and equipment, also regular check on health and safety. Working condition should be favorable and standard as per guidelines. Employees should be aware of the terms and conditions of their work when their job begins, what are their main duties, to whom they are accountable, payment, and other benefits and rewards.

Equal opportunities right assure that all employees should get the same pay and similar working conditions for performing the similar work. There are also laws against discrimination based on sex, caste color or religion.



Fig. 4.4: Employee Rights and Responsibilities

The firm's policies and procedures are usually divided into sections covering the following areas:

1. **Introduction to the Company:** The introduction gives a brief history of store and welcomes the new employees.
2. **Orientation:** The alignment area contains general information on what is predicted of the staff member, job explanations, personal appearance and self-care recommendations and how he/ she is anticipated to handle the customer.
3. **Working Conditions:** The area on working circumstances contains such things as shop time, worker arranging, extra time guidelines, smashes, personal use of the phone and reward for termination.
4. **Wages:** The wages section includes a statement or two about the wage and hour laws, payroll record keeping requirements, when employees are paid and how pay is computed.
5. **Benefits:** The worker benefits area includes such items as vacations, paid leave, court responsibility, rates, insurance plan and retirement plans.
6. **Evaluation:** The area on worker assessment details what the assessment will be based on shows the printed forms used in

the assessment process and gives a schedule of when assessments are made.

7. **Employee's Termination:** The area on worker termination informs the amount of advance notice required and describes the options available regarding the worker's insurance plan, retirement plan and settlement of his charge account
8. **Store Services:** The last area, store solutions, give general review of services provided for customers. These services are charge accounts, layaways, gift certificates, alterations and delivery.

Employee Rights

Labour law covers all privileges and responsibilities within the employer-employee connection, whether current workers, job candidates, or former workers. Because of the complex employment relationships and wide range of situations that can occur, law includes legalities as different as elegance, inappropriate cancellations, salaries and taxes and workplace safety. Appropriate state and federal law controls many of these problems. Nevertheless, where the use connection is based on legitimate agreement joined into by company and the worker, agreement law alone may determine the privileges and responsibilities of parties.

Employers are responsible to ensure all their workers receive certain basic employment privileges so that they are aware about their positions and liability.

Basic Rights: All workers have primary privileges in the office, such as right to comfort, reasonable settlement and independence from elegance. A job candidate also has certain privileges even prior to being employed as a worker. Those privileges include the right to be free from elegance based on age, sex, competition, nationwide source, or religious beliefs during the candidate selection procedure. For example, a potential company cannot ask a job candidate certain family-related questions during the candidate selection procedure.

1. **Right to Privacy:** Employees have right to comfort at retail store. The right to comfort is applicable to employee's personal belongings, such as purses and handbags or briefcases, storage space lockers available only by the worker, and private email resolved only to worker. Employees have right to comfort in their phone discussions or voicemail messages information. However, workers have restricted privileges to comfort in their

e-mail information and internet utilization while using the company's computer system.

2. **The right to safety at workplace:** It is the responsibility of a company to take care of their employees' protection. The workplace safety and health management observes that commercial protection guidelines are noticed at office buildings with respect to the law.
3. **Right to Equality:** Every worker has the right to equal rights and non-discrimination in implementing for a job and at the office.
4. **Right to close relatives leave:** When a kid is created to children the parent or guardian can, by law, work from home to look after the kid.

Every business has an obligation to follow the appropriate policies. If retail company, make sure to do everything can to get it right. Similarly, a worker, should also be aware of own obligations, as well what privileges are and what retail company should be doing in regards to, for example, pay, agreements, time off and working hours.

Employee Responsibilities In Teamwork

In order to maintain retail industry peace and work in the spirit of harmony and cooperation worker - employer relations should be controlled by law. Primary privileges of workers should be well known by the companies and the workers should render their responsibilities from the employers. In teamwork, the members have the following responsibilities:

1. **Perform their work carefully:** This implicate and ensuring follow all the safety and health regulation related to store operation the basic objective is to see that stores safety, colleague's safety and self-safety is not ignored during operations.
2. **Observe the agreed upon working hours:** When the SOAS accepted to work as per terms agreed, he/she is not expected to be negligent in discharging duties during working hours.
3. **Follow the instructions of the management:** The SOA in the retail organization has to follow the instructions given by his or her superiors, he/she is obliged to follow all the instructions

and guidelines provided by management from time to time he/she must be sincere towards his/her superiors.

4. Decline from activities, which compete with those of employer: The associate is expected to safe guard the interest of the organization. They should not indulge in any activity, which leads to leakage of information to the competitors, thereby weakening the position of the organization.

5. Keep business and trade secrets: The SOAS are expected to maintain secrecy of business. The trade secrete will strengthen the organization. If they are leaked out the competitors will take advantage of it and organization position is bound to be effected.

6. Take into account employer's interests: The SOA are expected to adhere the policies, procedures and the interest of the employer. He or she is not expected to work against interest of his employer. He is alternatively responsible for increasing sales and profitability.

7. Contributing to the team success: The SOS is expected to cooperate with his or her colleagues and coordinate the activities of all the members in the team. The attainment of organizational goals depends on successful teamwork. Therefore, every member of team has to contribute for success of organization.

8. Sharing work with colleagues: The SOA has to share the work of his or her colleagues when required. It is because success of retail store depends upon the working of all the employees in the team. Therefore, they have to share the work of each other in case of necessity and strive hard for success of organization.

Help Other Colleagues The relationship between colleagues plays important role and help each other by following ways:

Giving Relevant Information: Retail abilities are those associated with selling items to customers. Retail abilities required for number of retail shop jobs such as cashier, product salesperson, retail shop affiliate, retail shop customer, retail shop administrator, retail shop, product sales, merchandiser, shop administrator, customer, and more. Someone working in retail shop needs a number of soft

and hard abilities. They need to be excellent with figures, be able to interact well with others and be able to steer individuals to shop. Business awareness means knowledge of how an organization or industry operates. Retail workers need to understand organization they benefit, the items they offer and the types of customer who buy their items.

Offer guidance in difficulties: Due to the rapid adopting of new technologies, today's buyer is motivated to be "always connected" and traditional ways of buying have been totally changed in the past few years. Everyone is challenging more from their brand communications and the retail shop landscape is changing fast. Success for suppliers can be found first of all understand the individual buyer and their tastes, in order to offer customized communications, item guidance and provides which incentive and influence purchasing choices and commitment.

Give clear and precise information: Many advantages to having precise details about your inventory levels such as improved client support and performance in your function, with employee's who always know exactly what inventory is available & where. Conducting a regular stocktaking advantages:

- Provide precise reporting which ensures retailer book keeping is up to now and they are always aware of their profit margin.
- Recognize slowly shifting and overstocked products so retailer can act accordingly with unique product sales provide. Know that what they are spending their money on is profitable & what inventory their shop actually needs.
- Reduce back purchases – stocktaking encourages entrepreneurs to see what moves quickly and reorder in regular basis.
- Highlights poor methods.

Demonstrate the procedure: Standard operating process is a document that guides the day-to-day actions of retail shop outlet to ensure that organization actions are performed in a consistent, foreseeable way and nothing is left to chance.

Demonstrate Value: The main hurdle to a quick selling is cost without value. Customers frequently hesitate to look at the price of products if it is not properly provided. Once this happens, salesperson is in a very challenging position. To prevent, salespersons need to ensure price details on what the products begin not what it costs. Showing the client how item adds value to their lives keeps the discussion away from the difficult topic of cost.

Encourage co-worker to ask questions: Co-workers should have encouraged asking questions so that they understand how to work in team. Sales associates are working with each other to accomplish the task. Whenever they found any difficulty during the work, they can ask questions with each other.

Practice new abilities and beneficial feedback Sales associates are working in the profile of selling goods. They should have to learn new abilities and take feedback time to time from customers. They should also take feedback from the co-workers to improve the work and make effective communication with the customers.

Activity

Activity 1: Visit the retail store to draw a chart on various responsibilities of employees.

Materials Required: Notebook, pen, pencil, and checklist

Procedure:

1. Make a group of five students.
2. Ask them to visit a retail organization or a shop.
3. Meet the retail manager and greet him or her.
4. Tell him or her the purpose of visit and take permission for visit.
5. Ask the following questions and write their reply in not more than 50 words.
 - a) What are the Employee Rights at the workplace of the retail organization?

- b) What are the Employees Obligations at the workplace within the organization?
6. Also understand the policy and procedure related to the job role of retailing and list out the employee rights and obligations.
7. Prepare a chart on the findings.
8. Present the chart in the class and submit to the subject teacher.

Activity 2: Through Role-play demonstration of employee rights.

Materials Required: Pen/Pencil, Notebook, checklist (Role play needs through properties of student on their respective roles, as under)

Student A: Basic Right

B: Right to privacy

C: Right to soft workplace

D: Right to equality

Procedure:

1. Set up the class for the role play.
 2. All remaining student will note the main points.
 3. Stage the role play one by one the four roles will be demonstrated.
 4. The students discuss and present their views.
- Teacher will correlate the learning.

Check Your Progress**A. Fill in the Blanks**

1. The _____ gives a brief history of store and welcomes the new employee.
2. Agreement law alone may determine the privileges and responsibilities of _____ .
3. _____ have right to comfort in their phone discussions or voicemail messages information.
4. It is the work of a company to take care of their employees' _____ .
5. Every worker has a right to _____ rights and non-discrimination in implementing for a job and at the office.
6. The associate is expected _____ to with his or her colleagues and coordinate the activities of all the members in the team.
7. The main hurdle to a quick selling is cost without _____ .

B. Multiple Choice Questions

1. The firm's policies and procedures are usually divided into sections covering the following areas:
 - a) Introduction to the Company and Orientation
 - b) Working Conditions
 - c) Wages and Benefits
 - d) All of the above
2. Employment law does not cover the privileges and responsibilities within the employer-employee connection, whether
 - a) Current workers
 - b) Employees of another store
 - c) Job candidates
 - d) Former workers
3. A job candidate also has certain privileges even prior to being employed as a worker. It is called;

- a) Basic Rights
 - b) Human rights
 - c) Retailer rights
 - d) None of the above
4. Employees have right to comfort at retail store. These are
- a) Basic Rights
 - b) Right to privacy and Right to Equality
 - c) The Right to safe at workplace
 - d) All of the above
5. Which one is not the responsibilities from the employers:
- a) Perform their work carefully
 - b) Observe the agreed upon working hours
 - c) Not follow the instructions of the management
 - d) Decline from activities, which compete with those of employer

C. State whether the following statements are True or False

1. Employers are responsible to ensure all their workers receive certain basic employment privileges.
2. Employees have no right to comfort at retail store.
3. Every business has an obligation to follow the appropriate policies.
4. A worker, should also be aware of own obligations, as well what privileges are and what retail company should be doing in regards to.
5. The employees of the stores are rejected to work as per terms agreed.
6. The SOA are expected to know the policies procedures and the interest of the employer.
7. Customer's reviews cannot influence individuals.

D.Short Answer Questions

1. Discuss the rights of employees.
2. Explain the responsibilities of employees.
3. How to help other colleagues?

E. Check Your Performance

1. Demonstrate the employees' rights.
2. Prepare a chart of responsibilities of different employees in the retail store.
3. Prepare a poster on how to help other colleagues in various worksituations with situational images.

Session 4: Effective Work Habits

Management is the process of getting people together to achieve required goals and objectives in all industry. It includes various functions like planning, organizing, employment, guiding and controlling.

In the organization employees are working in team to achieve goal. Resourcing includes the use and management of human assets, financial resources, technological resources and natural resources. Technological abilities of employees include information and skills in assured specific field, such as technological innovation, computer systems, economic and management bookkeeping or production.

Conceptual abilities of employees are those in which supervisors should think and have excellent information about subjective and difficult situations. Using the abilities supervisors have to observe company as an entire, know company among various sub-units, and imagine how company fits into its wider environment. These are mainly essential at peak stage control. The American Management Association, has identified essential abilities for supervisors that include theoretical, interaction, efficiency and social features. These are described below:

- 1. Conceptual Skills:** Identification of opportunities for improvement, acknowledging situation places and performing solutions, selecting essential details from loads of research,

knowing the company users of, knowing the company's structure is the use of conceptual skills.

2. Communication Skills: sharing of ideas into words as well as, reliability among competitors, upper class, and employees, hearing and asking questions, demonstration abilities and spoken arrangement, demonstration abilities written and detailed types.

3. Effectiveness Skills: Effectiveness skills means improvement in leading to public duty/departmental goals, client focus, multitasking effective at numerous tasks at equivalent, negotiating abilities, project control software, examining procedures and applying improvements, bringing and maintaining act requirements within and on the outside, setting main concerns for consideration and activities. To improve effectiveness in the organization time management also plays an important role.

4. Interpersonal Skills: Interpersonal skills required in training and guidance, multiplicity performing with different people and society, social media inside the company, social media outside the group, operating in group's common aid and commitment.

In today's challenging and vibrant perform environment, workers need to interact with each other. There is need of regular meetings, gathering with each other. It increases connectivity between all the departments and improves organizational functioning.

Other Essential Abilities

Apart from the above, abilities there are five other essential abilities an administrator should possess. A mark of an excellent innovator is able to provide steady motivation to his/ her group motivating them to achieve quality and value in their efficiency. Here are five control techniques can develop as an innovator in attempting to make a value efficient team:

1. Observation: Statement and regular trips to the task environment are a main priority and have to be designed into the plan. Monitoring employee's performance, the activities, transactions and performance flow is the first step to applying

improvements to get better outcomes. Observations gives reliable information's about the work environment.

2. Monitor Workers Performance: Worker efficiency should be examined in equally conventional ways. Identify policies and events are implementing in the organization in a right way or not. Conference meeting should be regularly conducted. Test and assessment helps to find out work culture and performance of the employees. Conferencing have to be organized to check efficiency. Regular check about goals are achieving in a right direction.

3. Implementation of Professional Development Programs: An excellent innovator analyzes weak points and provides guidance and growth strategies to build up the sluggish abilities in the group.

4. Demonstrates Operating Information and Expertise: Good management is coming from an area of strong details and knowing of the creating and procedure leading to outcomes. If a head does not acquire all the skill and details independently, then usual discussions with experts concerned in the divisions should be managed. This is critical in order to keep up an accurate and up to period overall image.

5. Good Decision Making: Good management is classified by ability to make high quality choices. An innovator views all the unlike factors before building a judgment. Clear certain choices, common with the passion and flexibility to get used to and control choices when necessary, make guarantee in the management.

Monitoring Attainment Of Goals

Attaining goals is very important for the employees working in an organization. Setting of goals is the prior step taken before attaining them; this setting of goals is based on the responsibilities given to each employee. These set goals are performed through skillful action. Once the employee performs his or her duties the measures like checking progress, asking feedback, responding positively and adjusting plans will help in monitoring the employee level in attaining the goals which are discussing as under:

1. Checking progress: The supervisor on weekly, monthly and quarterly basis will monitor the responsibilities accomplished by the SOA as per targets given. This helps the SOA the level of his performance through the feedback and tries to progress to perform in a better way for attaining the upcoming goals.

2. Asking Feedback: The supervisors prepare a quarterly checklist to know the performance of the SOA and circulate it for the feedback from the customers. This type of rating boosts the SOA to perform better as the customers monitor them.

3. Responding positively: The supervisor is the best motivator for the SOA. He must be able to clarify all the doubts of the SOA to perform well. A positive response gives enthusiasm to perform and reaches the given targets.

4. Adjusting plans: The target plan made by the supervisor regarding the duties of the cashier may not be fulfilled at times. At this point of time the supervisor must be supportive to the SOA in knowing the drawbacks of not accomplishing the targets and adjust the target plans to make him feel encouraged to achieve the adjusted plans. This will help SOA to learn and grow in skills to achieve target in future.

Risks In The Job Of Store Operations Assistant

The store operation assistant will have to undergo certain risks in learning the job as there will be behavioural and attitudinal changes involved in the phase of learning, as he/ she has to deal with all types of customers.

1. Security Risks: The SOA are expected to:

- Take prompt and suitable action to reduce security risks as far as possible, where it is within limits of responsibility and authority to do so.

- Follow organization policy and legal. Requirements when working with protection threats. Identify when protection threats are beyond.

- Power and liability to sort out and report these threats quickly to right person. Use accepted techniques. For defending personal protection when protection threats occur. Organization follows guidelines and techniques for the store operation assistant.

- Maintain protection while working in the shop.
- Making sure that protection will be managed.

2. Health and protection and protection risk: There are risks in all sectors. The most common risks in retail industry are:

- **Lifting and forcing:** - e.g. managing heavy or uncomfortable scaled objects.
- **Slips, visits, drops** - e.g. dropping on wet surface or falling from ladder.
- **Machinery** – e.g. using a bread slicer or power tools.
- **Occupational violence** – e.g. violent clients or dealing with robbers.
- **Chemicals** – e.g. using washing items or leaks from substance products
- **Bullying and harassment** – e.g. constant pestering by managers or co-workers.

Legal Requirements

Retail and Consumer Law refer to one's body system of laws and rules associated with the sale and marketing of various consumer items. It is composed of a huge body system of both state and federal rules. Retail companies those offer items to customers, usually by selling them from an actual shop location.

a. Anti-discrimination

The purpose of solutions or items includes:

- the supply of banking, insurance and the supply of other financial services;
- the supply of entertainment and entertainment solutions such as bars, theatres and nightclubs;
- the supply of transport or travel services;
- the careers or deals, such as doctors, dental practitioners, attorneys, plumbing technicians, electrical engineers etc.

- retail outlets;
- Services offered by a government department, government power or local authorities.

The law describes solutions or items very generally, and it does not matter whether assistance or items a company provides are for payment or not. For example, the common of food and accommodation in a jail has been held to be a service.

b. Sexual Harassment

Sexual harassment is coercion of a sexual environment and the unwanted or unsuitable promise of prizes in conversation for sexual favors. Sexual harassment contains a series of movements from slight transgressions to sexual abuse or assault. Harassment can happen in several different social surroundings such as workplace sexual abuse, home sexual harassment, school sexual harassment and sexual harassment at churches, temples, theaters etc. Harassers or sufferers may be of either gender.

In most contemporary legal circumstances, sexual harassment as shown in Fig. is unlawful. Laws adjacent sexual harassment usually do not ban simple teasing, improvised remarks, or minor lonely incidents that is for the reason that they do not enforce a "general civility code". In the workplace, harassment might be well thought out illegal while it is regular or severe thus producing an aggressive or offensive work atmosphere or when its consequences in a confrontational employment result (such as the sufferers' demotion, sacking or leaving). The legal and communal thoughtful of sexual harassment, still, differs by culture to culture. Sexual annoyance by an employer remains a practice of illegal employment discrimination. In many retail businesses organizations, stopping sexual harassment and caring employees as of sexual harassment custodies have converted key objectives of legal policymaking.

c. Bullying

Bullying is the practice of force, hazard, or coercion to abuse, intimidate or aggressively dominate others. The conduct is often frequent and characteristic.

One essential precondition is the awareness, through bully or by means of others, of an inequity of social or physical authority, which discriminates bullying from conflict. Behaviors used to stress such dominance can include verbal harassment or threat, physical assault or coercion and such performances may be absorbed frequently towards specific targets. Rationalizations of such behavior occasionally include alterations of communal class, race, belief, gender, sexual positioning, appearance, conduct, body language, character, reputation, heredity, strength, dimension or aptitude. If a group does bullying, it is called mobbing. Bullying can be demarcated in several different traditions.

Work Routine

Work routine involves various day to day operational activities of the retail business. Working everything is conventional procedure for retail professionals. This is true for those who run their own store or are making their way up corporate steps.

Priorities and complete task: Priorities and completing of task is very crucial part in any company have to finish some task in an appropriate period. It plays a vital role in an entrepreneur life.

Balancing work with personal priorities: Balancing work with personal priorities is an important part in retail stores. In the retail firms are to do number of works in an appropriate time so they have to balance the work with their personal priorities. The effective work habits will lead the team for conducting highly effective programs of the retail business organization.

- Actively participate at local retail businesses.
- Utilize labor market information to determination quality decisions.
- Extravagance education similar to a job.

- Attach people to develop careers.
- Offer wrap-around pupil services.
- Tap advanced funding sources.
- Embrace evaluation of work done.

Activity

Activity 1: Visit the retail store to identify skills required for store operation assistant.

Material required Notebook, pen, pencil, checklist etc.

Procedure:

1. Make a group of five students.
2. Ask them to visit a retail organization or a store.
3. Meet the retail manager and greet him/her.
4. Tell him or her the purpose of visit and take permission for visit
5. Ask the following questions and write their reply is not more than 50 words
 - a) What are the monitoring assignment goals within the team in retail organization?
 - b) What are the risks in learning on the job of SOA in retail industry?
 - c) How to handle risks in achieving organizational goal?
6. Prepare a report and submit to the teacher.

Activity 2: Visit a retail store and discuss the steps taken to deal with discrimination, sexual harassment and bullying.

Material required Notebook, pen, pencil, checklist etc.

Procedure:

1. Make a group of five students.
2. Ask them to visit a retail organization or a store.
3. Meet the retail manager and greet him/her.
4. Tell him or her the purpose of visit and take his/her

consent.

5. Ask the following questions and note down their response:
 - a) What are the practices in the organization to avoid discrimination among employees?
 - b) What are the steps taken to prevent sexual harassment?
 - c) How to handle the situation in case of bullying?
6. Prepare a posture and present in the class.
7. Submit the chart to the subject teacher.

Check Your Progress

A. Fill in the Blanks

1. In an organization a team of one or more people attempt to achieve a common ____.
2. Work _____ involves various day to day operational activities of the retail business.
3. _____ is the practice of force, hazard, or coercion to abuse, intimidate or aggressively dominate others.
4. Attaining _____ is very important for the employees working in an organization.
5. _____ control allows customers to get things done.
6. Working everything is _____ procedure for retail professionals.

B. Multiple Choice Questions

1. The American Management Association, has identified essential abilities for supervisors that includes:
 - a) theoretical
 - b) interaction
 - c) efficiency, and social features
 - d) all of the above

2. Identification of opportunities for improvement, acknowledging situation places and performing solutions, selecting essential details from loads of research, knowing the company users of, knowing the company's structure are called as:
- Conceptual skills
 - Interaction Skills
 - Communication Skill
 - Essential skills
3. Worker _____ should be examined in equally conventional ways:
- observation
 - worker performance
 - professional development
 - efficiency
4. Once the employee performs their duties the measures like _____ will help in monitoring the employee level in attaining the goals.
- checking performance progress
 - asking feedback
 - Both a) and b)
 - None of them
5. The most common risks in retail industry are;
- Lifting and forcing
 - Occupational violence
 - Chemicals
 - All of the above
6. _____ is coercion of a sexual environment and the unwanted or unsuitable promise of prizes in conversation for sexual favors.
- Prioritizes
 - Finish task

- c) Sexual Harassment
- d) None of the above

C. State whether the following statements are True or False

1. Resourcing includes the use and management of human assets, financial resources, technological resources and natural resources.
2. Technological abilities include information of skills in assured specific field, such as technological innovation, computer systems, economic and management book keeping, or production.
3. Statement and regular trips to the task environment are not main priority to design into the plan.
4. Policies are not required in the retail business.
5. Conference meetings should be regularly and not just while there is a difficulty.
6. In a complicated industry like retail store, it is not necessary to function in using store resources and workers.

D. Short Answer Questions

1. Discuss the skills required for achieving goals.
2. Explain the goals for checking various issues.
3. How to handle risks in learning on the job of store operations assistant.
4. Discuss the legal requirements regarding anti-discrimination, sexual harassment and bullying.
5. Explain the work routine.

E. Check Your Performance

1. Demonstrate the handling of different risks.
2. Prepare a chart on skills required for achieving goals with suitable examples.
3. Prepare a poster on anti-discrimination, sexual harassment and bullying with suitable situations arises in

a retail store.

Answer Keys

MODULE 1: RETAIL STORE OPERATIONS

Session 1: Retail Operations: Fill Shelves

A. Fill in the blanks:

1. Cleaning
2. fill
3. Handling
4. Store operation Assistant
5. handled
6. Primary

B. Multiple Choice Questions:

1. (d)
2. (c)
3. (c)
4. (c)
5. (c)

C. True or False:

1. False
2. True
3. False
4. False
5. True
6. True
7. False

Session 2: Level of Stock On Sale

A. Fill in the blanks:

1. up to date
2. Unit
3. Managing
4. Regular
5. pre-specified

6. stock

B. Multiple Choice Questions:

1. (d) 2. (d)

C. True or False:

1. True
2. False
3. True
4. True
5. False

Session 3: Respond and Communicate to Customers

A. Fill in the blanks:

1. end user
2. types
3. Loyal
4. Converts
5. Offering

B. Multiple Choice Questions:

1. (c) 2. (c) 3. (d)

C. True or False:

1. True
2. False
3. True
4. True
5. False
6. True

Session 4: Categorized Retailers

A. Fill in the blanks:

1. Profit
2. Many

3. Mass Market
4. Pricing
5. Offerings
6. Satisfied

B. Multiple Choice Questions:

1. (d)
2. (d)
3. (b)
4. (a)
5. (c)

C. True or False:

1. True
2. False
3. False
4. False
5. True

MODULE 2: DELIVERY OF GOODS

Session 1: Delivery Procedure

A. Fill in the blanks:

1. Indian
2. Securely
3. Multiplying
4. consignment notes
5. warehouse

B. Multiple Choice Questions:

1. (d)
2. (c)
3. (d)
4. (a)
5. (d)

C. True or False:

1. True
2. True
3. False
4. True
5. True

Session 2: Modes of Transportation

A. Fill in the blanks:

1. Closer
2. Specializations
3. Transportation
4. Merchandise
5. Product

B. Multiple Choice Questions:

1. (c) 2. (d) 3. (a) 4. (d) 5. (c)

C. True or False:

1. True
2. False
3. True
4. True
5. False

Session 3: Loading and Unloading**A. Fill in the blanks:**

1. Retail
2. Load
3. Longer
4. Merchandise
5. Delicate

B. Multiple Choice Questions:

1. (d) 2. (a) 3. (d)

C. True or False:

1. True
2. False
3. True
4. False

Session 4: Follow Delivery Process

A. Fill in the blanks:

1. Delivery
2. times
3. customer
4. Home
5. retailer

B. Multiple Choice Questions:

- 1.(a) 2. (d) 3.(c) 4.(d)

C. True or False:

1. False
2. True
3. False
4. True
5. False
6. True

MODULE 3: HEALTH AND SAFETY MEASURES**Session 1: Accidents and Emergencies at Retail Store****A. Fill in the blanks:**

1. maintaining
2. Workplace
3. Emergency
4. Potential
5. Fire
6. Illumination

B. Multiple Choice Questions:

- 1.(c) 2.(d) 3.(b) 4.(a)

C. True or False:

- True
- False

- True
- False
- True
- True

Session 2: Safety Measures at Retail Store

A. Fill in the blanks:

1. Reducing
2. Exit
3. Protection
4. Accessories
5. Human
6. Unique
7. Hazards
8. Harassment

B. Multiple Choice Question:

1. (b) 2. (c) 3. (c) 4. (d) 5. (a)

C. True or False:

1. True
2. False
3. True
4. False
5. True
6. False
7. True

Session 3: Lift and Handle Goods Safely

A. Fill in the blanks:

1. Lifting, Handling
2. Lifting
3. Injuries

4. Manual

5. safety

B. Multiple Choice Question:

1. (c) 2. (a) 3. (c)

C. True or False:

1. True

2. False

3. True

4. False

5. True

6. False

Session 4: Safety Precautions for Employees

A. Fill in the blanks:

1. Windows

2. Suspicious

3. Hazardous

4. Metal Capable

5. Cleaning

B. Multiple Choice Questions:

1. (b) 2. (d) 3. (d)

C. True or False:

1. True

2. False

1. True

2. True

2. False

MODULE 4: WORK IN TEAM AND ORGANIZATION

Session 1: Support Team Work

A. Fill in the blanks:

1. Teamwork
2. Group
3. Effective
4. Realistic
5. Alternatives

B. Multiple Choice Question:

1. (c) 2. (b) 3.(b) 4.(d)

C. True or False:

1. True
2. False
3. True
4. False
5. False
6. True
7. True

Session 2: Team Aims and Targets**A. Fill in the blanks:**

1. Teamwork
2. Targets
3. Management
4. Competitors
5. Open
6. Feedback

B. Multiple Choice Question:

1. (d) 2. (b) 3. (a) 4. (b) 5. (c)

C. True or False:

1. False
2. False
3. True

4. True
5. False
6. True

Session 3: Employee Rights and Responsibilities

A. Fill in the blanks:

1. Introduction
2. Parties
3. Employees
4. Protection
5. Equal
6. Cooperate
7. Value

B. Multiple Choice Question:

1. (d) 2. (b) 3. (a) 4. (d) 5. (c)

C. True or False:

1. True
2. False
3. True
4. True
5. False
6. True
7. False

Session 4: Effective Work Habits

A. Fill in the blanks:

1. goal
2. routine
3. Bullying
4. Goals
5. Task

6. Conventional

B. Multiple Choice Questions:

1. (d) (2). (a) 3. (d) 4. (c) 5. (d) 6. (c)

C. True or False:

1. True
2. True
3. False
4. False
5. True
6. False

Glossary

Word	Meaning
Acceptance	The action of consenting to receive or undertake something offered.
Acumen	The ability to make good judgments and take quick decisions.
Administration	The process or activity of running a business, organization, etc.
Aggressively	In a manner resulting from or betraying aggression.

Amalgamation	The action, process, or result of combining or uniting.
Antagonism	Active hostility or opposition.
Appearance	The way that someone or something looks.
Appropriate	Suitable or proper in the circumstances.
Assorted	Of various sorts put together; miscellaneous.
Authorized	Having official permission or approval.
Broadcast	Transmit (a program or some information) by radio or television
Calamities.	An event causing great and often sudden damage or distress; a disaster.
Cargo	Goods carried on a ship, aircraft, or motor vehicle.
Characteristics	Typical of a particular person, place, or thing.
Circumstance	A fact or condition connected with or relevant to an event or action.
Collaboration	The action of working with someone to produce something.
Commandments	A divine rule, especially one of the Ten Commandments.
Commitment	The state or quality of being dedicated to a cause, activity, etc.
Communication	The imparting or exchanging of information by speaking, writing, or using some other medium.
Community	A group of people living in the same place or having a particular characteristic in common.

Competencies	In an efficient and capable way.
Complexity	The state or quality of being intricate or complicated.
Concentrating	Focus one's attention or mental effort on a particular object or activity.
Consider	Think carefully about (something), typically before making a decision.
Consistency	Consistent behaviour or treatment.
Consistent	Acting or done in the same way over time, especially so as to be fair or accurate.
Consolidation	The action or process of making something stronger or more solid
Consultations	The action or process of formally consulting or discussing.
Contemporaries	Living or occurring at the same time.
Convenience	The state of being able to proceed with something with little effort or difficulty
Conversational	Appropriate to an informal conversation
Couriering	A company or employee of a company that transports commercial packages and documents.
Courteous	Polite, respectful, or considerate in manner.
Custody	The protective care or guardianship of someone or something.
Customization,	The action of modifying something to suit a particular individual or task.

Degrading	Causing a loss of self-respect; humiliating
Delegate	A person sent or authorized to represent others, in particular an elected representative sent to a conference
Delivery	The action of delivering letters, packages, or ordered goods
Demonstrate	Give a practical exhibition and explanation of (how a machine, skill, or craft works or is performed)
Demonstration	An act of showing that something exists or is true by giving proof or evidence.
Determining	Causing something to occur or be done in a particular way; serving to decide something.
Differentiator	Recognize or ascertain what makes (someone or something) different.
Discrepancies	A lack of compatibility or similarity between two or more facts.
Disposable	(of an article) intended to be used once, or until no longer useful, and then thrown away.
Distinguishes	Recognize or treat (someone or something) as different.
Distribution	The action of sharing something out among a number of recipients
Emergencies	A serious, unexpected, and often dangerous situation requiring immediate action.
Enthusiasm	Intense and eager enjoyment, interest, or approval.

Forklifts	A vehicle with a pronged device in front for lifting and carrying heavy loads.
Franchising	An authorization granted by a government or company to an individual
Fundamentals	Forming a necessary base or core; of central importance.
Globalization	The process by which businesses or other organizations develop international influence or start operating on an international scale.
Gracefully	In an attractively elegant way.
Grasping	Greedy; avaricious.
Handful	A quantity that fills the hand.
Harassment	Aggressive pressure or intimidation.
Hazards,	A danger or risk.
Hierarchical	Of the nature of a hierarchy; arranged in order of rank.
Hygiene	Conditions or practices conducive to maintaining health and preventing disease, especially through cleanliness.
Identification	The action or process of identifying someone or something or the fact of being identified.
Implementation	The process of putting a decision or plan into effect; execution.
	A tool, utensil, or other piece of equipment that

Implementing	is used for a particular purpose.
Inspecting	Look at (someone or something) closely, typically to assess their condition or to discover any shortcomings.
Installation	The action or process of installing someone or something, or of being installed.
Interpreted	Explain the meaning of (information, words, or actions)
Inventories	A complete list of items such as property, goods in stock, or the contents of a building.
Limbs	An arm or leg of a person or four-legged animal, or a bird's wing
Loading	The application of a mechanical load or force to something.
Malfunctions,	(of a piece of equipment or machinery) fail to function normally or satisfactorily.
Merchandise	Goods to be bought and sold
Merchandising	The activity of promoting the sale of goods, especially by their presentation in retail outlets.
Negligence	Failure to take proper care in doing something.
Obligations	An act or course of action to which a person is morally or legally bound; a duty or commitment.
Obstruct	Block (an opening, path, road, etc.); be or get in the way of.
	The action of obstructing or the state of being

Obstructions	obstructed.
Ongoing	Continuing; still in progress.
Orientation	The action of orienting someone or something relative to the points of a compass or other specified positions.
Outstanding	Exceptionally good.
Overseeing	Supervise (a person or their work), especially in an official capacity.
Personalized	Designed or produced to meet someone's individual requirements.
Perspectives	The art of representing three-dimensional objects on a two-dimensional surface
Phenomenon	A fact or situation that is observed to exist or happen, especially one whose cause or explanation is in question.
Precautions	A measure taken in advance to prevent something dangerous, unpleasant, or inconvenient from happening.
Pressing	(of a problem, need, or situation) requiring quick or immediate action or attention.
Previously	At a previous or earlier time; before.
Procedures	An established or official way of doing something.
Procurement	The action of obtaining or procuring something.
Putting	Try to hit a golf ball into the hole by striking it gently so that it rolls across the green.
Radioisotopes	A radioactive isotope.

Recommended	Advised or suggested as good or suitable
Reconciliation	The restoration of friendly relations.
Recreational	Relating to or denoting activity done for enjoyment when one is not working.
Resemblance	The state of resembling or being alike.
Responsibilities	The state or fact of having a duty to deal with something or of having control over someone.
Responsibilities,	The state or fact of having a duty to deal with something or of having control over someone.
Safely	In a way that gives protection from danger or risk.
Segment	Each of the parts into which something is or may be divided
Shipped	vessel larger than a boat for transporting people or goods by sea
Shoplifting	The criminal action of stealing goods from a store while pretending to be a customer.
Shrinkage	The process, fact, or amount of shrinking.
Sophisticated	Having, revealing, or proceeding from a great deal of worldly experience and knowledge of fashion and culture.
Surrounding	All around a particular place or thing
Sustainability	The ability to be maintained at a certain rate or level.

Swelling	An abnormal enlargement of a part of the body, typically as a result of an accumulation of fluid.
Sympathize	Feel or express sympathy.
Termination	The action of terminating something or the fact of being terminated.
Unacceptable	Not satisfactory or allowable.
Unknowingly	Without being aware of something; unintentionally.
Unloading	Remove goods from (a vehicle, ship, container, etc.)
Violence	Behavior involving physical force intended to hurt, damage, or kill someone or something.
Widespread	Found or distributed over a large area or number of people.

PSSCIVE Draft Study Material

Not to be Published