Trainee Associate

(Job Role)

Qualification Pack: Ref. Id. RAS/Q0103

Sector: Retail

Textbook for Class XI

171179

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NCERT

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NATIONAL COUNCIL OF EDUCATIONAL RESEARCH AND TRAINING

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Textbook for Class XI

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FOREWORD

The National Curriculum Framework–2005 (NCF–2005) recommends bringing work and education into the domain of the curricular, infusing it in all areas of learning while giving it an identity of its own at relevant stages. It explains that work transforms knowledge into experience and generates important personal and social values such as self-reliance, creativity and cooperation. Through work one learns to find one's place in the society. It is an educational activity with an inherent potential for inclusion. Therefore, an experience of involvement in productive work in an educational setting will make one appreciate the worth of social life and what is valued and appreciated in society. Work involves interaction with material or other people (mostly both), thus creating a deeper comprehension and increased practical knowledge of natural substances and social relationships.

Through work and education, school knowledge can be easily linked to learners' life outside the school. This also makes a departure from the legacy of bookish learning and bridges the gap between the school, home, community and the workplace. The NCF – 2005 also emphasises on Vocational Education and Training (VET) for all those children who wish to acquire additional skills and/or seek livelihood through vocational education after either discontinuing or completing their school education. VET is expected to provide a 'preferred and dignified' choice rather than a terminal or 'last-resort' option.

As a follow-up of this, NCERT has attempted to infuse work across the subject areas and also contributed in the development of the National Skill Qualification Framework (NSQF) for the country, which was notified on 27 December 2013. It is a quality assurance framework that organises all qualifications according to levels of knowledge, skills and attitude. These levels, graded from one to ten, are defined in terms of learning outcomes, which the learner must possess regardless of whether they are obtained through formal, non-formal or informal learning. The NSQF sets common principles and guidelines for a nationally recognised qualification system covering Schools, Vocational Education and Training Institutions, Technical Education Institutions, Colleges and Universities.

It is under this backdrop that Pandit Sunderlal Sharma Central Institute of Vocational Education (PSSCIVE), Bhopal, a constituent of NCERT has developed learning outcomes based modular curricula for the vocational subjects from Classes IX to XII. This has been developed

under the Centrally Sponsored Scheme of Vocationalisation of Secondary and Higher Secondary Education of the Ministry of Education, erstwhile Ministry of Human Resource Development.

This textbook has been developed as per the learning outcomes based curriculum, keeping in view the National Occupational Standards (NOS) for the job role and to promote experiential learning related to the vocation. This will enable the students to acquire necessary skills, knowledge and attitude.

I acknowledge the contribution of the development team, reviewers and all the institutions and organisations, which have supported in the development of this textbook.

NCERT would welcome suggestions from students, teachers and parents, which would help us to further improve the quality of the material in subsequent editions.

HRUSHIKESH SENAPATY
Director
National Council of Educational
Research and Training

New Delhi
September 2020

ABOUT THE TEXTBOOK

Retailing has seen a remarkable transformation over the years. Rising incomes, urbanisation and attitudinal shifts point towards a certainty of growth in the future for this sector. The increasing number of retail malls, shopping outlets, supermarkets requires the application of modern management techniques to manage them efficiently and effectively. The retail marketing success depends on providing right product to the right customer at right place and at right time. This has resulted in the need for effective management of retail operations. The rapid growth in the retail industry has led to the demand for trained personnel for various job roles, such as trainee associate, sales associate, cashier, store operations assistant, store executive, etc.

A trainee associate, in organised retailing, is responsible for interacting with the customers to provide them with information and address their queries regarding products and services. In addition, they also deal with and help to resolve any customer complaints. For instance, a trainee associate may assist customers in opening an account for shopping or help customers to resolve a problem if they are unable to access their account or if their order has not arrived yet.

The textbook for the job role of 'Trainee Associate' has been developed to impart knowledge and skills through hands-on learning experience, which forms a part of experiential learning. Experiential learning focusses on the learning process for an individual. Therefore, the learning activities are student-centred rather than teacher-centred. The textbook has been developed with the contribution of expertise from subject and industry experts, and academicians for making it a useful and inspiring teaching–learning resource material for the vocational students. Adequate care has been taken to align the content of the textbook with the National Occupational Standards (NOSs) for the job role so that the students acquire necessary knowledge and skills as per the performance criteria mentioned in the respective NOSs of the Qualification Pack (QP). The textbook has been reviewed by experts so as to make sure that the content is not only aligned with the NOSs but is also of high quality.

The NOSs for the job role of Trainee Associate covered through this textbook are as follows:

1. RAS / N0105: to display stock to promote sales
2. RAS / N0106: to plan and prepare visual merchandising displays

3. RAS / N0107: to dress visual merchandising displays
4. RAS / N0108: to dismantle and store visual merchandising displays
5. RAS / N0109: to prepare products for sale
6. RAS/N0122: to help maintain health and safety

Unit 1 of the textbook gives fundamentals of retailing, which details the basics of retailing, skills for handling retailing business and duties and responsibilities of a trainee associate. Unit 2 talks about the display of stock under which students learn about the role and approaches to merchandising display, standards and legal requirements of merchandising display, packaging and labeling, and cleaning and storing of merchandising display. Unit 3 deals with visual merchandising, which includes planing and designing of visual displays, dressing techniques, evaluating visual merchandising display and dismantling of merchandise display. Unit 4 explains the importance of product arrangement for sale in retail stores, guidelines for arrangement of products, dealing with damaged goods and selling process and salesmanship. Unit 5 focusses on health and safety management, which explains the health and safety requirements, equipment and material, dealing with accidents and emergencies, and reporting accidents and emergencies.

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Acknowledgements

CONTENTS

Do You Know ?

According to the 86th Constitutional Amendment Act, 2002, free and compulsory education for all children in 6-14 year age group is now a Fundamental Right under Article 21-A of the Constitution.

EDUCATION IS NEITHER A PRIVILEGE NOR FAVOUR BUT A BASIC HUMAN RIGHT TO WHICH ALL GIRLS AND WOMEN ARE ENTITLED

Give Girls Their Chance !

171179CH01

The retail industry secures the fifth position as an industry and is the second largest employer after agriculture, providing bright and exciting job opportunities in India.

Retail business is undergoing rapid transformation in its marketing practices. Till a few years ago, we bought most of the daily use products from small shops in our neighbourhood or a nearby market. Generally, the shopkeepers sell goods—either individually as a sole proprietor or with the help of a few assistants. In the last few years, however, the concept of large departmental stores and malls has come up, which also provide the same products. Today, supermarkets, departmental stores, hypermarkets, malls and non-store retailing like multilevel marketing and telemarketing, have replaced or co-exist, transacting with the traditional retail businesspersons, such as hawkers, grocers and vendors, etc. There are various levels at which retail businesses operate—ranging from small, owner-operated and independent shops to those in the national and international market.

An increase in income levels and the need for new products and services, a rise in standard of living, competition in the market and increasing consumption patterns of customers have contributed to the demand for creation of these type of stores.

This unit will focus on various aspects of retailing. The first session covers the basics of retailing, the second session deals with organised and unorganised retailing, the third explains store retailing and nonstore retailing, and the fourth session discusses the duties and responsibilities of Trainee Associates.

Session 1: Basics of Retailing

Meaning and Significance of Retail Business

A retailer is a merchant or occasionally an agent or a business enterprise, whose main business is selling directly to ultimate consumers. A retailer or business enterprise performs many marketing activities, such as buying, selling, grading, and developing information about customer's wants. The retailer is an intermediary in the marketing channel because he or she is both a marketer and customer, who sells to the last person to consume. He or she is a specialist who maintains contact with the consumer and the producer. Though producers may sell directly to consumers, such method of distributing goods to ultimate users is inconvenient, expensive and time-consuming as compared to the job performed by a specialist in the line. Therefore, frequently the manufacturers depend on the retailers to sell their products to the ultimate consumers. Here, it is also essential to understand the term 'wholesaler', as both wholesaler and retailers are intermediaries in the distribution channel. Wholesaler sells to individuals or retailers for business or re-sale purpose. The wholesalers buy larger quantities of goods from manufacturers and sell in small quantities to retailers. Thus, in the distribution channel the wholesalers operate between manufacturers and retailers and retailers operate between wholesalers and consumers (Fig.1.1).

| Manufacturer | ⇒ | Wholesaler | ⇒ | Retailer | ⇒ | Consumer |
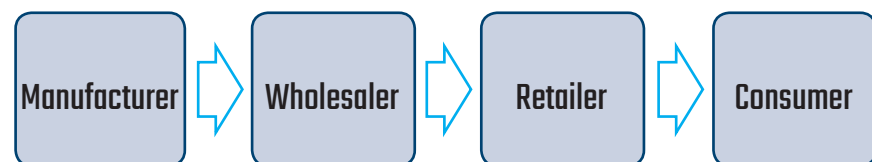
Fig. 1.1: Distribution Channel
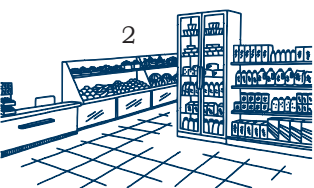
The corner grocer or the kirana store is a key element in the retail in India due to the unwillingness of people to go long distances for purchasing goods for daily needs. Convenience was indicated by consumers as the most important reason in the choice of groceries and fruit outlets, chemists and lifestyle items while merchandise was indicated as the most important in durables, books and apparel. In recent years, there has been a slow spread of retail chains in some formats like supermarkets, departmental stores, malls and discount stores. Factors facilitating the spread of chains are the availability of quality products at lower prices, improved shopping standards, convenient shopping, and display and blending of shopping with entertainment. With the advancement in Information and Communication Technology (ICT), electronic retailing or e-retailing has become a reality. It is the sale of goods and services through the Internet. E-retailing can include business-to-business (B2B) and business to-consumer (B2C) sales of products and services, through subscriptions to website content, or through advertising, and selling products through TV channels for which payments can be made online through credit or debit cards. A boom in retail industry has created many employment opportunities; people with varied skills and talent are required in the industry.

Organised and Unorganised Retail

The retail sector is undergoing rapid growth in India. Earlier, customers used to purchase goods from kirana shops, mobile vendors or the mandis. Gradually, with a development in standard of living there has been a rise in the retail sector with more departmental stores coming into existence. This reform in the retail sector has led to the beginning of an organised sector. The retail industry is made up of two parts—organised and unorganised retailing. Unorganised retailing is run as a small family business like kirana stores (Fig. 1.2). The features of small family business are:

- Lack of adequate infrastructure
- Lack of modern technology
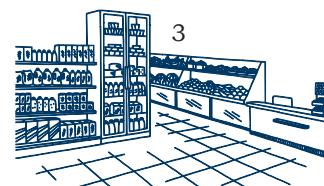
Fig. 1.2: Unorganised Retailing

Fig. 1.3: Organised Retailing

- Lack of funding
- Lack of skilled manpower

Unorganised retailing includes retail units, which are not registered by any legal or statute body and which are not maintaining accounts on a regular basis. The unorganised sector is small in size and mostly scattered. It has no fixed place for operations. The unorganised sector includes traditional units like haats, mandis, melas or kiranas and paanwalas, others, such as fruit sellers, vegetable sellers, cobbler, etc.

Organised retailing is running a business in a systematic and scientific manner (Fig. 1.3). Organised retailing has remarkable benefits for consumers and has potential for employment generation and overall growth of the country's GDP. In organised retailing, all the items are kept under a single roof and a large number of brands and variety of products are also available in one place. Organised retail deals with multiple retail formats, which is typically a multi-owner chain of stores run by a professional management group. Today, organised retailing is characterised by comfort, style and speed. It offers the customer more variety, convenience and comfort, along with retailing.

Difference between Organised and Unorganised Retail

The difference between organised and unorganised retailing has been given below in Table 1.1.

S. No.	Base of Difference	Organised Retail Business	Unorganised Retail Business
1.	Concept	A modern retail business is one where segregated items are brought under one roof. It refers to running the business in a systematic, advanced and scientific manner.	It refers to family-run small traditional retail stores with poor infrastructure, inefficient processes with lack of technology, inadequate funding and absence of skilled manpower.
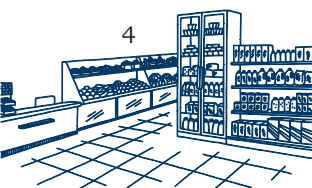
2.	Registration and maintenance of Accounts	Compulsory by law	Not compulsory by law
3.	Number of items	These type of retail units offer large number of items and their varieties.	These type of retail units offer few items and limited or no variety.
4.	Size and layout	The size of a retail outlet is large and the stores and their layout is attractive.	The size is small and, usually the layout and design of the shop is not organised.
5.	Size and type of employees	The size of employees is large and there are varied categories with different specialisations.	The number of employees is less and an employee is required to perform varied functions.
6.	Capital requirement	The capital requirement is high and ownership may not enjoy perpetual succession.	The capital requirement is less and the business is owned by successors.
7.	Terms of employment	The terms of employment are regular and job security exists in the organised sector as the rules are regulated by the government.	There is no job security in the unorganised sector as the units are small and scattered, which are largely outside the control of the government.
8.	Business style	Business units are run on corporate style.	Business units run on sole trading or partnership style.
9.	Business network	The network of retailers is vast—number of branches operate at different places.	The business network is narrow and is confined to a particular locality and carries business in a single unit.
10.	Some examples	Supermarkets, departmental stores, hypermarkets, shopping malls, multilevel marketing, Internet and teleshopping, etc.	Cobbler, vegetable and fruit vendors, kirana shops, the local baniya, paanwala, shops in mandi, haats, mela, etc.

Different Types of Retail Business Establishments

Store retailing is classified in two categories.

1. Based on merchandise offered
2. Based on ownership

Based on merchandise offered

(a) **Convenience stores** are small-sized stores located in residential areas. They are open for long hours and offer
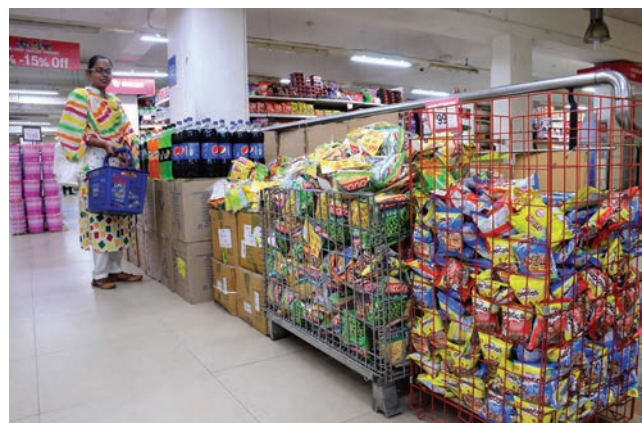
Fig. 1.4: Convenience Store
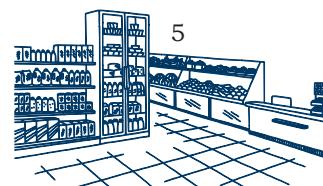
a limited line of convenience products like eggs, bread, milk, vegetables, etc. (Fig. 1.4.)

(b) **Supermarket** is a self-service shop offering a wide variety of food and household products, organised into aisles (Figs. 1.5 (a-b)).

Fig. 1.5 (a) Supermarket

Fig. 1.5 (b) Supermarket

Fig. 1.6: Hypermarket

(c) **Hypermarket** is a retail store that combines a departmental store and a grocery supermarket. Often very large establishments, hypermarkets offer a wide variety of products, such as appliances, clothing and groceries (Fig. 1.6).

(d) **Speciality stores** offer unique, often individualised products or a large amount of products within a particular grouping of consumer goods, such as furniture, electronics, sports, appliances, jewellery stores, etc. (Fig. 1.7)

Fig. 1.7: Speciality Store

(e) **Departmental store** is a retail establishment offering a wide range of consumer goods in different product categories known as 'departments' (Fig.1.8). Departments are made as per the types of goods to be sold.
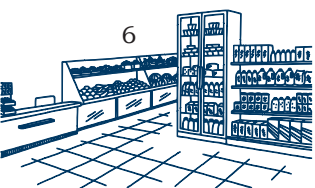
It requires a lot of capital to maintain different departments and a huge stock of goods. The profit or loss is calculated on the entire stock. It is a combination of decentralised buying and centralised selling. They also establish restaurants inside these stores. They provide home delivery services.

Fig. 1.8: Departmental Stores

(f) **Catalogue showroom** usually, specialise in hard goods (houseware, jewellery, consumer electronics, etc). In a catalogue showroom (store), the customers view products from printed or online catalogues in the store and fill an order form (Fig. 1.9). This order is then brought to the sales counter, where an associate arranges to retrieve the items from the warehouse. Thus, the catalogue serves to act as an interface between the product and the customer.

Fig. 1.9: Catalogue Showrooms

(g) **Discount store** sells products at a discounted price, which is less than the actual price of the products.

(h) **Shopping mall** is a modern term for a form of shopping centre, in which one or more buildings form a complex of shops, representing merchandisers with interconnecting walkways that enable customers to walk from unit-to-unit.

(i) **General store** is a retail store in a small town or rural community that carries a wide variety of goods, including groceries. These stores often sell staple food items, such as milk and bread, and various household goods, such as hardware and electrical supplies.

(j) **Warehouse store** is a food and grocery retailer that operates stores geared towards offering
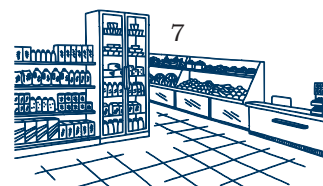
Fig. 1.10: Independent Retailer

Fig. 1.11: Chain Retailer or Corporate Retail Chain

Fig. 1.12: Franchise Operations

deeper discounted prices than a traditional supermarket. Warehouse clubs sometimes charge a membership fee also.

(k) **Variety store** is a retail store that sells a wide range of inexpensive household goods.

Based on Ownership

(a) **Independent retailer** is a small business (Fig. 1.10), owned and operated by an individual versus a corporation. An independent retailer has direct contact with customers. For example, local baniya or *kirana* store and *paanwala*. They decide the retail strategy based on the store location and product mix.

(b) **Corporate retail chain** is a group of stores engaged in the same kind of business in different locations, and under the same ownership and management. Chain stores in malls or shopping centres always look to improve their position and strengthen their brand identity in the marketplace (Fig.1.11). For example, Reliance, Bata, Arrow, Louis Philippe, Food World, etc.

(c) **Franchising** is an arrangement where one party (the franchiser) grants another party (the franchisee) the right to use its trademark or trade name, as well as, certain business systems and processes to produce and market a good or service according to certain specifications. For example, McDonald's, Pizza Hut, Van Heusen, etc.

(d) Consumer cooperatives are enterprises owned and managed by consumers, which aim at fulfilling the needs and aspirations of their members. Consumer cooperatives often take the form of retail outlets owned and operated by their consumers (Fig. 1.13). The customers or consumers of the goods and/or services the cooperative provides are often also the individuals who have

Fig. 1.13: Consumer Cooperative Store

provided the capital required to launch or purchase that enterprise. For example, Apna Bazaars in Mumbai, etc.

Other Modern Retailers

(a) E-retailers: e-retailing is a form of electronic commerce, which allows consumers to directly buy goods or services from a seller over the Internet using a web browser. Consumers find a product of interest by visiting the website of an e-retailer directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers. E-retailers, for example, Amazon, Flipkart, etc., accept the payment online or at the time of delivery but the customer receives the product directly from the manufacturer or wholesaler. It is ideal for the customers who do not want to visit the retail stores. However, the customers should be careful of defective products and non-secure credit card transactions.

(b) Vending machines are machines from which products are sold. The customer inserts money in a slot, selects a product from the menu and the product is dispensed from the machine.
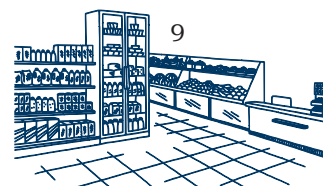
(c) **Automated retail** is the category of self-service, standalone kiosks in heavily trafficked locations, such as airports, malls and convenience stores. They accept credit cards and are usually open 24 hours throughout the week. For example, Zoom shops, Red-box.

Functions of Retailer

Retailers buy varieties of goods from various manufacturers or wholesalers after estimating customer demand. Thus, a retailer provides a wide range of choice enabling the consumers to select the products of their choice. There are four main functions of retailer.

- **Breaking bulk into small quantities:** to reduce cost of long distance transportation, producers ship the goods in large quantities; middlemen including retailers, open these large packages and make the products available in smaller quantities to the consumers as per their needs.

- **Providing products, information to customers:** for retailers, product knowledge can mean more sales. To effectively sell to a customer, the retailer shows how a particular product will address his or her needs.

- **Providing customer service:** good customer service means helping customers efficiently in a friendly manner. It is essential to be able to handle issues for customers and do your best to ensure they are satisfied. Nowadays, services may include free home delivery, gift wrapping, credit facility and after-sales services.

- **Creating a convenient, comfortable and pleasant shopping experience for consumers:** the aim of the retailer is to make the products required by the consumer conveniently available. Convenience is about speed, being in the right place at the right time and delivering everything that a customer needs there and then. The sales increase when the environment inside the retail store is friendly and pleasant. A warm welcome from the owner, offering the right products at
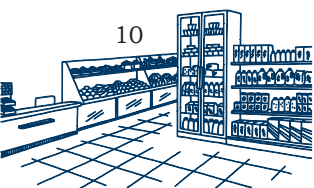
relevant times with exceptional customer service, playing soft music, proper lighting, space for easy movement, courteous and well-dressed employees, etc., create a positive environment for customers.

- **Providing feedback to producers about customer needs:** to keep the product in demand and make it available to buyers at a competitive price, manufacturers have to constantly obtain feedback from users and improve the product. Due to their first-hand interaction with the customers, retailers have a good understanding of the customer needs. They share this information in the form of feedback with the producers.

Essential Requirements of Retailers

Listed below are the essential requirements of retailers. The retailer should

- establish the shop where customers are attracted.
- stock the goods which are needed by the customers.
- sell quality goods at competitive prices.
- be up-to-date about the latest trends in the market.
- ensure window and counter display to promote sales.
- always be accessible to customers.

Retailers' Services to Customers

Retailers provide a wide variety of services, which boosts the business. Some of them are

- selling of goods in little quantities as per their need at reasonable prices,
- meeting the consumer demand and making available the required stock,
- providing the consumer necessary information for buying goods,
- guiding on replacement conditions for the damages,
- displaying and demonstrating goods to attract the customers, and
- offering credit facility to regular and reliable customers.
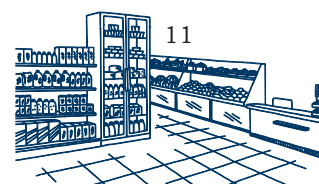
Practical Exercises

A field visit to learn fundamentals of retailing

Material required

Checklist to visit notes, writing material

Procedure

1. Visit a nearby retail or *kirana* or general store in your locality.
2. Interact with the shopkeeper and customers.
3. Record the responses for the following questions in 50 words.

A. Questions for the shopkeeper or their representative on counter

(a) What are the different items and their varieties available for sale in your shop?

Sl. No.	Item	Variety					
		1	2	3	4	5	6
1.	Bathing Soap	Lux	Hamam	Rexona	Jai	Pears	Medimix
2.							
3.							
4.							
5.							
6.							
7.							
8.							
9.							
10.							

(b) The customers coming to the shop are from which areas?
_____
_____
_____

(c) Which modern methods of retail business have you adopted in your shop?
_____
_____
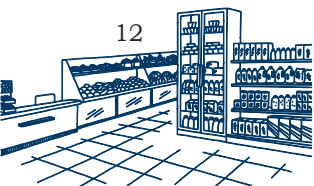
(d) What steps have you taken to satisfy your customers?
_____
_____
_____

(e) On an average, how many customers visit your shop every day?
_____
_____
_____

B. Questions for Customers – (Interact with at least five customers and write consolidated remarks)

(a) How often do you visit the shop?
_____
_____
_____

(b) What types of services are offered by the retailer in the store?
_____
_____
_____

(c) Do you wish to see new improvements in the shop services?
_____
_____
_____

(d) List the names of retailers of your locality – town/city which come under the following categories:

Franchise
_____
_____
_____

Chain Retailer
_____
_____
_____

Consumer Cooperative
_____
_____
_____

Independent Retailer
_____
_____
_____
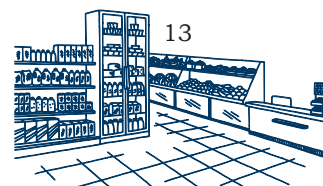
Convenience Store

_____

_____

_____

General Store

_____

_____

_____

Mall (if available)

_____

_____

_____

Departmental Store

_____

_____

_____

Discount Store

_____

_____

_____

(e) Visit a retail outlet of an organised sector in your locality and write down the following:

Name: _____

Which commodities are sold in the shop?

_____

_____

What facilities are available for customers?

How does a consumer feel about retail stores? (Write after asking at least five customers.)

_____

_____

(f) What suggestions are offered by the customers? (Write after asking at least five customers)

_____

_____

What are the developmental plans of the businessman?

_____

_____

(g) Visit a retail outlet of an unorganised sector in your locality and note down the following:

Name: _____

14
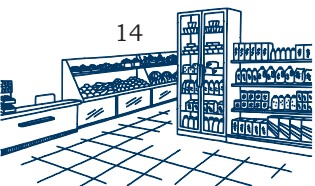
Which commodities are sold in the shop?
_____
_____

What facilities are available to the customers?
_____
_____

How do consumers feel about the store? (Write after asking at least five customers.)
_____
_____

How do consumers feel about the store? (Write after asking at least five customers.)
_____
_____

What are the developmental plans of the businessman?

(h) Collect the details, discuss with friends, teachers, officials of the retail store, and then, finalise your report and submit to your subject teacher.

Check Your Progress

A. Fill in the blanks

1. The goods sold in a retail store are for _____ use.
2. Wholesalers operate between _____ and retailer.
3. Unorganised retail is featured by _____ and _____ units.
4. The local *baniya* or *kirana* shop comes under _____ retailing.
5. All items are provided under one roof in _____ retailing.
6. Retail is the sale of _____ and _____ from individuals to the end-user.
7. _____ combines the features of supermarkets and general merchandise stores.

B. Multiple choice questions

1. The purpose of retail business is to _____.
   (a) go for partnership
   (b) make maximum promotion
   (c) extend to other localities
   (d) offer products and services
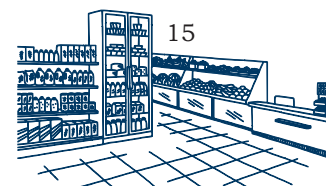
2. Place utility is making the products available at _____.
   (a) showrooms
   (b) convenient location
   (c) distant places
   (d) regional stores

3. The retail store changes format to suit requirements of _____.
   (a) wholesalers
   (b) producers
   (c) consumers
   (d) tax payers

4. Under organised retailing, the most common feature is that _____.
   (a) number of brands and products are large
   (b) purchases are on credit basis
   (c) few employees exist
   (d) All of the above

5. Unorganised retail is confined to _____.
   (a) particular locality
   (b) different branches
   (c) chain of stores
   (d) All of the above

6. The unorganised retail units operate based on _____.
   (a) partnership
   (b) sole-trader
   (c) chain stores
   (d) All of the above

7. Retail store offer sale of goods and services from individuals to _____.
   (a) end-user
   (b) consumers
   (c) ultimate user
   (d) All of the above

8. Retail has changed our lives and changed the way we _____.
   (a) speak
   (b) eat
   (c) live
   (d) None of the above

C. State whether the following statements are true or false

1. Retailing is final step in distribution of goods.
2. Wholesalers are not intermediaries in distribution channel.
3. *Kirana* store is a form of unorganised retailing.
4. Size of employees is more in unorganised retail business.
5. Providing customer services is not a function of retailer.

D. Match the columns

S.No.	Column A		Column B
1.	Wholesaler	A	Convenience stores
2.	*Kirana* shops are the best examples of	B	Centralised buying and decentralised selling
3.	Provides different types of products under one roof	C	Automated Retail Stores
4.	Small stores located near residential areas are called	D	Organised retail sector
5.	Hypermarket refers to	E	Customers drop money and acquire product in automated equipment
6.	Departmental store refers to	F	Operates between manufacturer and retailer
7.	Vending machines	G	Unorganised retail sector
8.	Red–box is an example of	H	Super market and general merchandise store

E. Short answer questions

1. What is retailing?
2. Who are the intermediaries in distribution channel?
3. What is unorganised retailing?
4. What is organised retailing?
5. What is modern retailing?
6. What are essential requirements of retailers?
7. What is retailer's service to customers?

F. Long answer questions

1. Differentiate between organised and unorganised retail with examples.
2. Explain the different types of retail business establishments.
3. List the functions of a retailer.

Session 2: Trainee Associate Services to Customers

Concept of Customer

In business and commerce, a customer is an individual or business that purchases the goods or services produced by a business. Customers may belong to two broad segments.

1. An entrepreneur, who purchases goods for resale.
2. An end-user, who does not sell but is the actual consumer of the goods.

Difference between Customer and Consumer

There is a difference between customers and consumers. A customer buys products from businesses, while a consumer uses the business products. You can actually be both a customer and a consumer in a business transaction. One who buys goods is a customer but who consumes goods is consumer (Fig.1.14). Customers play the most significant part in business. They use the products and services and judge the quality of those products and services. Hence, it is important for an organisation to retain customers or make new customers and flourish its business. To manage customers, organisations should divide their customers into groups because each customer has to be considered valuable and profitable. Customers can be of the following types:

Fig. 1.14: Customers in Retail

(a) Loyal customers: are less in number but promote more sales and profit as compared to other customers. These customers revisit the organisation over time, hence, it is crucial to interact and keep in touch with them on a regular basis and invest much time and effort with them.
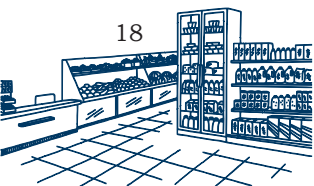
(b) Discount customers are also frequent visitors but they are only a part of business when offered with discounts on regular products and brands or they buy only low-cost products.

(c) Impulsive customers do not have any specific item in their product list but an urge to buy what they find good and productive at that point of time. Handling these customers is a challenge as they are not particularly looking for a product and want the supplier to display all useful products they have so that they can buy what they like.

(d) Need-based customers are product specific and only tend to buy items to which they are habitual or have a specific need for. These are frequent customers but do not indulge in buying most of the time so it is difficult to satisfy them.

(e) Wandering customers are normally new in the industry and most of the time visit suppliers only for confirming their needs on products. They investigate features of the most prominent products in the market but do not buy any of those or show least interest in buying.

Concept of Customer Service

Customer service is always going to be one of the top factors that impact how shoppers perceive a brand. It is the task of identifying and fulfilling a customer's needs in a friendly and helpful manner. Retail customer service is the act of providing customers with assistance, answering their queries and helping them solve problems. Customer services include providing and delivering goods to customers and assistance before, during and after sales (Fig.1.15).

Fig. 1.15: Customer Service in Retail

The 4Ps of customer service

How a customer is treated has a direct impact on the bottom line of a business. Happy customers come back for more and also promote the brand, and that is how a business grows. Customer service means meeting the needs and desires of the customers. The features of good customer service or the 4Ps of customer service include:

(a) Promptness: fulfill promises by delivering products on time. There should be no delay in delivering the products or in case of cancellation.

(b) Politeness: putting the customers' needs before your own. It means consistently being welcoming, using their name, being respectful and interested in the customers. It means listening to them and watching the language being used around the customers.

(c) Professionalism: all customer interactions should be professional. A retailer should demonstrate competence, knowledge and expertise in the field, and should avoid demonstrating anxiety, frustration, fear or weakness.

(d) Personalisation: personalise a customer's experience. Clients appreciate when a business owner remembers their name, preferences and unique needs. Personalisation should be incorporated wherever possible in service delivery. It makes the clients feel valued, and increases their loyalty and engagement towards the business.

Customer Service Functions

A trainee associate deals with customers and also solves their problems quickly. They engage in providing different types of services to the customers. Customer service functions include:

(a) Customer support: interacting with potential customers, answering their questions related to their questions related to products and services; suggesting information about other products and services.
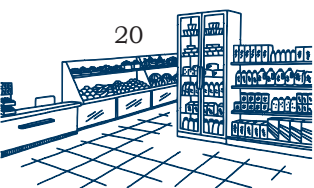
(b) Pre-sales: providing necessary information to customers regarding the products.

(c) Marketing: is done by responding to the customers effectively, replying to mails, telemarketing, management of marketing campaigns, conducting surveys and polling.

(d) Sales: Sales include physical as well as e-selling.

(e) Technical support: customers require and want different technical support services, such as data verification, address update, application support and problem resolution.

(f) Social media customer services: is a strategy of providing customer service through social media channels like Facebook and Twitter. Due to the potential for high engagement between brands and customers, social media and customer service, when handled properly, work well together.

Customer Satisfaction

Customer satisfaction occurs when the value and customer service provided through a retailing experience meets or exceeds consumer expectations (Fig. 1.16). Customer satisfaction is a measure of how products and services supplied by a company meet or surpass customer expectation.

Importance of Customer Satisfaction

Customer satisfaction plays a significant role within the business. It is not only a leading indicator to measure customer loyalty, identify unhappy customers and increase revenue but also helps to attract new customers in a competitive business environment. The values of customer satisfaction are as follows:

- It indicates consumer repurchase intentions and loyalty.
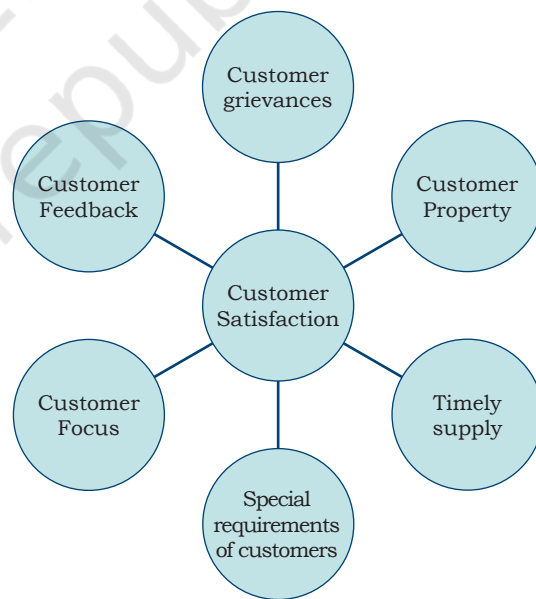
Fig. 1.16: Customer Satisfaction Circle

- It shows point of discrimination.
- It reduces customer retrenchment.
- It increases the lifetime value of customer.
- It reduces the negative word of mouth.
- It helps in retaining customers.

(a) **Customer retention strategies:** the business may incur losses if a retail store fails to attend to customer relationships. Some customer retention strategies are as follows:

- writing blogs for educating customers,
- sending email for special promotions,
- conducting customer satisfaction surveys for promotion,
- offering personalised experience to customers,
- setting customer expectations early,
- using social media to build group of engaged customers,
- increasing customer retention by learning from the best, and
- developing questionnaires and conducting surveys. There may be several other techniques which can be utilised in the business as per the product, type of customers, resources available with the firm, etc.

Practical Exercises

Activity 1

A field visit to learn the services to customers

Material required

Checklist, notebook, list of retail stores and pen or pencils

Procedure

A. Visit a nearby unorganised retail, interact with the shopkeeper and customers (about five) and write responses to following questions in 50 words.

Interaction with shopkeeper or customer

(a) What steps have been taken for customer support or satisfaction?

_____

_____
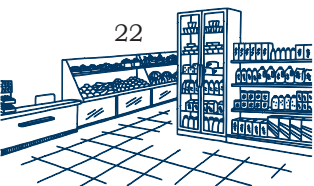
(b) How are pre-sale enquires dealt with?
_____
_____

(c) What type of after-sale services is provided?
_____
_____

(d) Is any technical support provided to the customer?
_____
_____

(e) Do you maintain any records of customer service? If so, how?
_____
_____

(f) What strategies have you adopted for customer retention?
_____
_____

(g) Do you take any feedback on customer satisfaction with the product?
_____
_____

B. *Interaction with customers – (at least five)*

(a) Usually how many questions do you ask before purchasing a commodity?
_____
_____

(b) What percentage of the customers are satisfied with the products and services of the shop?
Product: _____ (Name)
Service of the shop: _____

(c) Any suggestions for better service by the retailer and/or improvement of the product
Suggestions for product improvement
_____
_____

Suggestions for better service by the retailer
_____
_____

2. Based on the views expressed by the shopkeepers and customers, make your assessment of services provided in retail stores.
3. Collect the details, discuss with friends, teachers, officials of retail store, and then, finalise and submit your field visit report to your subject teacher.

Check Your Progress

A. Fill in the blanks

1. A customer becomes a consumer of a commodity when the goods are purchased for _____.
2. _____ is a measure of how products and services supplied by a company meet or surpass customer expectation.
3. _____ customers do not have any specific item into their product list but urge to buy what they find good and productive at that point of time.

B. Multiple choice questions

1. Which of these is a feature of good customer service?
   (a) Politeness
   (b) Personalisation
   (c) Promptness
   (d) All of the above
2. A dealer who purchases goods for re-sale is called _____.
   (a) retailer
   (b) intermediary
   (c) consumer
   (d) None of the above
3. A person who regularly buys milk from the supermarket is a _____.
   (a) loyal customer
   (b) wandering customer
   (c) impulsive customer
   (d) All of the above
4. Which type of customers are normally new in the industry and most of the times visit suppliers only for confirming their needs on products?
   (a) Loyal customer
   (b) Wandering customer
   (c) Impulse customer
   (d) None of the above
5. Which of the following is a customer service feature?
   (a) Technical support
   (b) Pre-sales education
   (c) Social media customer service
   (d) All of the above
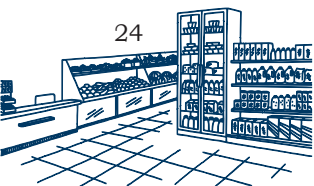
6. Which of the following comes under customer retention strategy?
   (a) Conducting customer surveys
   (b) Sending postcards on new products
   (c) Using social media to build customers
   (d) All of the above

C. State whether the following statements are true or false

1. In customer service, emails are used to send special promotions.
2. Customer satisfaction surveys are not important in retailing.
3. Customer satisfaction increases customer churn.
4. Social media, such as Facebook, is used to build a community of engaged customers.
5. Technical support is not required by customers.
6. Answering customer questions comes under pre-sales.
7. There is no need to treat customers professionally.

D. Match the columns

	Column A		Column B
1.	Customer	A	Delivery on the committed time
2.	Not Customers	B	Educate customers
3.	Non-customers	C	Past customers
4.	External customers	D	Active in different market segment
5.	Promptness	E	Recipient of goods, services or an idea
6.	Technical support	F	Not directly connected
7.	Blogs	G	Personalised services
8.	Customer delight	H	Data verification

E. Short answer questions

1. Who is a customer?
2. Differentiate between loyal and impulsive customers.
3. What is meant by 'customer services'?
4. Define the term 'customer satisfaction'.
5. What is the importance of customer satisfaction?

F. Long answer questions

1. How do you classify a customer? Explain.
2. Explain the 4Ps of customer service.

3. Discuss the various customer service functions of a trainee associate.

4. Explain the strategies followed by the retailer to retain customers.

G. Check your performance

1. Demonstrate the functions of a sales associate.

2. Spell out the various customer services for convincing and satisfying a customer.

SESSION 3: SKILLS FOR HANDLING RETAIL BUSINESS

Meaning of Skill

'Skill' is an ability to do a task with pre-determined results within a given period of time, energy or both. It is the ability to do work with expertise. Skills may be general or specific. General skills include time management, teamwork and leadership, self-motivation for the work and domain-specific skills used in certain jobs. Knowing which skills a person possesses helps determine whether their training and experience have prepared them for a specific type of workplace activity. For example, requirement of carpentry skills for a carpenter's job.

Essentials of Skill Development

Skill development is an important instrument to increase the efficacy and quality of labour for improved productivity and economic growth. Skill building is a powerful tool to empower individuals and improve their social acceptance. In terms of retail, it encompasses:

(a) Taking stock of the retail store: assessing where the retailer stands and managing development and taking realistic inventory of personal and professional assets.

(b) Creating a plan: enables the retailer to reach one's goals.

(c) Creating environment for development or self-improvement.
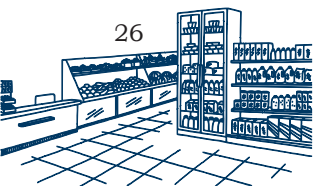
consider the following strategies:

- practice consistently and self-directed learning
- make a note of problems or mistakes
- interact with peers at a professional level
- pay attention to health

Skills for Trainee Associate: Customer Services

Trainee associates need good interpersonal and listening skills. Individuals in this position display merchandise and interact with customers to understand their needs and also work cordially within the team and retail organisation.

(a) Patience: is a necessary and often overlooked virtue for retail employees. Not all customers are exceptionally kind and retail associates must have the patience to diffuse tough situations with difficult customers.

(b) Attentiveness: sales associate is bound to spend at least a portion of his or her day operating a point of sale (POS) system or arranging merchandise. Both of these key roles require a high level of accuracy. A trainee associate must focus his or her attention to detail to ensure that transactions are processed accurately and the sales floor looks its best.

(c) Communication skills: include listening effectively and explaining the specific benefits of various products and services to customers. A trainee associate must also clearly explain the information and processes to the customer to complete a transaction. At the same time, the person must maintain a pleasant and approachable demeanor.

(d) Product knowledge: one can never answer customer questions or provide accurate information without fully understanding the products that one is selling. A trainee associate should read all about the product.
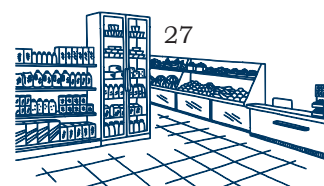
(e) Use 'positive language': language is a part of persuasion. Customers create perceptions about a retailer based on their language. Minor changes in conversational patterns go a long way in creating happy customers.

(f) Acting skills: sometimes, retailers come across people whom they will never be able to make a happy customer. They have to deal with boring, angry and complaining customers. Every trainee associate must have basic acting skills necessary to deal with and maintain one's customer.

(g) Time management skills: the retailer must have the capability to solve customer problems in limited time so that they can think of some additional improvement in the retail business.

(h) Goal oriented: the retailer sets goals and then uses strategies to attain them. Goal orientation is the degree to which a person or organisation focuses on tasks and the end results of those tasks.

(i) Resilience: each day is packed with big and small challenges. It may simply mean running out of time to meet a sales goal or being understaffed on an unexpectedly busy day. To do this, a trainee associate should learn to think clearly, make quick decisions and not take things too personally.

Practical Exercise

A field visit to learn the skills for handling retail business.

Material required

Checklist, questionnaire, notebook, list of retail stores and writing material

Procedure

1. Visit a nearby *kirana* or general store of your locality and interact with the shopkeeper or counter person and at least 5–10 customers. Write down the responses to the following questions in 50 words.

A. Questions for the shopkeeper or their representative on counter

(a) In what manner does the shopkeeper respond to the customer returning or exchanging goods?

_____

_____

(b) What skill(s) are involved in it?

_____

_____

(c) In what manner are the new products introduced to the customers?

_____

_____

(d) What skill(s) are involved in it?

_____

_____

(e) Mention a situation where the shopkeeper is seen using 'patience' skill.

_____

_____

(f) Mention a situation which indicates the shopkeeper's alertness skill.

_____

_____

B. Questions related to the customers

(a) Mention a situation where clear communication skill was needed on the part of the shopkeeper.

_____

_____

(b) Observe the customers' queries and mention the situations where the shopkeeper lacked knowledge about the product.

_____

_____

(c) Observe the customer and shopkeeper interaction for about half-an-hour and identify the skills used:

1. _____   5. _____   9. _____
2. _____   6. _____   10. _____
3. _____   7. _____   11. _____
4. _____   8. _____   12. _____
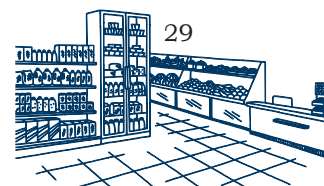
1. List the different skills you find in trainee associates in organised and unorganised retail shops in the table given below.

S. No.	Name of skills	Organised shop	Unorganised shop
1.			
2.			
3.			
4.			
5.			
6.			
7.			
8.			
9.			
10.			
11.			
12.			
13.			
14.			
15.			

3. Collect the details.
4. Discuss with friends, teachers, officials of retail store and then finalise.
5. Submit your field visit report to the subject teacher.

Check Your Progress

A. Fill in the blanks

1. _____ is the degree to which a person or organisation focuses on tasks and the end results of those tasks.
2. A trainee associate must explain the information and processes the customer needs to complete a _____.
3. _____ is a necessary and often overlooked virtue for retail employees.

B. Multiple choice questions

1. Why is there a need to have skillful trainee associates?
   (a) For displaying merchandise
   (b) For interacting with customers
   (c) For promoting loyalty among customers
   (d) All of the above
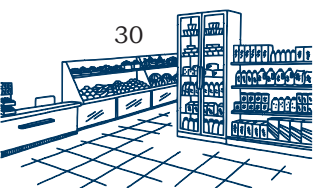
2. The ability to readily listen to a complaining customer and to understand them comes under which skill?
   (a) Patience
   (b) Attentiveness
   (c) Communication
   (d) Resilience

3. Skill is a(n)_____.
   (a) inborn ability
   (b) learned ability
   (c) Both of the above
   (d) None of the above

4. Some customers go on enquiring about a product and you have insufficient time, which of the following skill will you use here?
   (a) Patience
   (b) Attentiveness
   (c) Goal orientation
   (d) None of the above

5. Which of these is not a skill?
   (a) Carpentry
   (b) Reading and writing
   (c) Cooking
   (d) Rising up

6. Which of these is a specific skill?
   (a) Teamwork
   (b) Time management
   (c) Barber work
   (d) None of the above

7. Which of these is an essential step of skill development?
   (a) Taking stock of yourself
   (b) Creating a plan
   (c) Creating an environment for development
   (d) All of the above

C. State whether the following statements are true or false

1. It is not important to have goal for handling retail business.
2. Customer service representatives should possess the skill of patience.
3. Attentiveness is the ability to listen to the customers carefully.
4. Communicaton skills are not required for customer service.

D. Match the columns

	Column A		Column B
1.	Skills	A	Staying cool
2.	Attentiveness	B	New set of problems not in guidelines
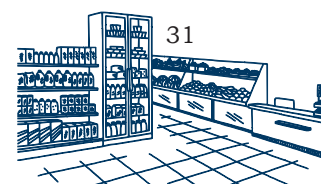
3.	Calming presence	C	End conversation with satisfaction
4.	Handling surprises	D	Listen to customers carefully
5.	Closing ability	E	Ability to carry out a task

E. Short answer questions

1. Define skills.
2. How are time management skills important for a trainee associate?
3. Why are communication skills necessary for a trainee associate?

F. Long answer questions

1. Discuss the essentials of skill development for a trainee associate.
2. Explain the skills required by a trainee associate.

G. Check your performance

1. Demonstrate the skills required by a trainee associate.
2. Draw a chart highlighting the various skills of trainee associate.

SESSION 4: DUTIES AND RESPONSIBILITIES OF TRAINEE ASSOCIATE

Trainee associate, also referred as customer service associate, renders service to customers. They need to have good interpersonal and listening skills as they are responsible for helping customers while choosing products and addressing any complaints. It is important to provide good customer service as it helps in retaining customers.

Duties of a Trainee Associate

A trainee associate is responsible for all sales activities and job duties, from greeting customers to answering questions, offering assistance, suggesting items, lending opinions and providing product information.
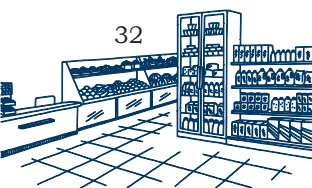
The duties of a trainee associate are as given below.

(a) Handling problems: customer inquiries involve complaint handling by trainee associates. Sometimes, the trainee associates solve customer problems or propose some solutions. They must ensure that the complaints filed by customers are valid and solved within the bounds of their authority.

(b) Assisting sales: trainee associates help customers identify and purchase products they desire. Their duties include selling, restocking and merchandising. The goal is to provide high-class customer service and increase company's growth and revenue through sales maximisation.

(c) Clerical tasks: trainee associate, many a time, is required to undertake clerical responsibilities, such as obtaining or receiving merchandise, totalling bills, accepting payments, taking orders, etc.

(d) Job specific responsibilities: all duties of a trainee associate largely depend on the type of retail store. But the duties which are specific to their job role include greeting customers, responding to questions, improving engagement with merchandise and providing outstanding customer service, operating cash registers, managing financial transactions and balancing drawers.

Responsibilities of Trainee Associate

(a) Interact with customers: trainee associate may deal with customers face-to-face or may assist them over phone or via email or chat. Some phone-and Internet-based associates may work remotely from home.

(b) Working directly with customers: trainee associate deals with customers in retail store.

(c) Resolve the issues of customers: customers approach trainee associates when they face issues, such as incorrect price listed for a product, returns, etc.
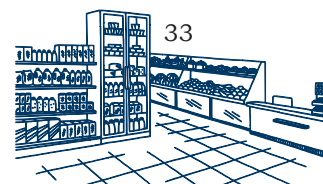
(d) Listen to customers: every trainee associate must listen to the customer. Effective listening helps in solving customer problems easily and quickly.

(e) Remain friendly and polite: trainee associate must behave politely with customers.

Special Activities of Trainee or Customer Service Associate

- Prepare for customer inquiries
- Respond to customer inquiries
- Document customer inquiries
- Improve quality service
- Identify new products
- Update job knowledge
- Participate in educational opportunities

A trainee associate requires skills, such as product knowledge, ability to inform customers, data entry, analysing information, verbal communication, reporting skills, managing processes, general consulting and multitasking skills.

Practical Exercise

A field visit to learn the skills for handling retail business

Material required

Checklist, questionnaire, notebook, list of retail stores and writing material

Procedure

1. Visit a mall or an organised store and ask the manager to fill the open-ended questionnaire.

A. Questions for the employer

a. What qualities do you think a customer service associate must possess?

_____

_____

b. What is the nature of job for a customer service associate in the store?

_____

_____
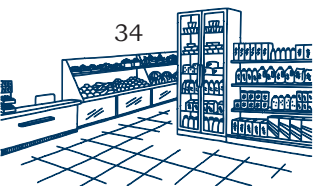
B. Questions for employee trainee associates

    a. What are your responsibilities in this store?

        _____

        _____

    b. What are the duties and functions that you need to perform in this store?

        _____

        _____

    c. What is your method of operation to deal with customers?

        _____

        _____

2. Collect the details
3. Discuss with friends, teachers, officials of the retail store and then finalise.
4. Submit the field visit report to your teacher.

Check Your Progress

A. Fill in the blanks

1. A trainee associate always renders services to the _____.
2. A trainee associate gathers one's _____ via a telephone call.
3. Most trainee associates work at the _____ location.

B. Multiple choice questions

1. A Trainee associate who works in retail may have similar duties to bank tellers which is (are) _____.
   (a) counting money
   (b) cashing cheques
   (c) servicing accounts
   (d) All of the above
2. Trainee associates may interact _____ with customers in the retail store itself.
   (a) face-to-face
   (b) over the phone
   (c) via email
   (d) None of the above

C. State whether the following statements are true or false

1. When customers have issues that need to be resolved, they cannot approach a trainee associate.
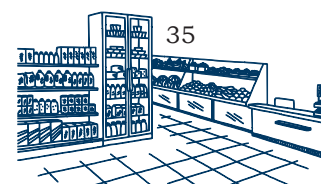
2. A trainee associate deals directly with customers.

3. Selling a company's product is not a part of the trainee associate's duties.

D. Match the columns

	Column A		Column B
1.	Customer Inquiries	A	Return an item/refund
2.	Clerical tasks	B	Studying products, services and customer processes
3.	Issue	C	Complaints
4.	Preparation for customer inquiries	D	Documenting inquiry
5.	Recording of customer's inquiry	E	Transferring Calls

E. Short answer questions

1. What are job specific responsibilities?
2. Handling problems is one of the important duties of a trainee associate. Why?
3. How do trainee associates undertake the responsibility of resolving issues of customers?
4. What are the clerical tasks of a trainee associate?

F. Long answer questions

1. Explain the duties of a trainee associate in a retail store.
2. Discuss the responsibilities of a trainee associate in a retail store.
3. What are the special activities undertaken by trainee associates in a retail organisation?

G. Check your performance

1. Demonstrate the duties of a trainee associate in a retail store.
2. Perform the responsibilities of a trainee associate in a retail store.
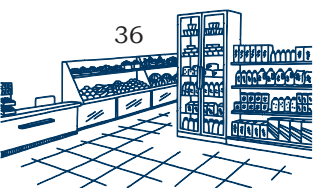
Display of Stock

Merchandising and stocking are essential tasks in any retail business. Effective merchandising techniques prevent a haphazard arrangement of goods that can hinder sales, while efficient stocking procedures ensure the merchandise is always available for customer purchase.

This unit covers the role and approaches of merchandising display, the standards and legal requirements for merchandise display, the aspects of packaging and labeling of merchandising and lastly deals with the issues of cleaning and storing of merchandise.

Session 1: Role and Approaches to Merchandising Display

Meaning of Merchandise

In retail store, merchandise refers to any type of goods, including personal or commercial products, as well as commodities that are sold to members of the public (retail) or other businesses (wholesale).

Merchandising is an integral element of retail and contributes in sale of products (Fig. 2.1).

Fig. 2.1: Merchandise Display

Types of Displays in Retail

The types of retail visual merchandising displays used depend on the type of item the retailer wants to sell. Some types of retail displays are as given below.

(a) Dump bins are giant bins in stores that are commonly stocked with individually packaged products (Fig. 2.2). A great advantage of dump bins is that they are standalone displays, and can be strategically placed to be seen or interacted with from all angles.

(b) Freestanding displays are similar to dump bins in that they are also standalone displays and can be interacted with from 360 degrees (Fig. 2.3). That being said, they are more organised in appearance than dump bins, and often neatly display slightly larger products on shelves or hooks.

(c) Entryway displays are effective at encouraging impulse buys, as customers at the beginning of their shopping trip are entering the store ready to spend money. If you are lucky enough to be in a place with nice weather, setting up an outdoor entryway display is a great way to catch shoppers' attention before they even get inside.

(d) Gondola displays are two-sided, standalone shelving units that also appear in larger, more open areas of a store. They have adjustable shelves, which makes them customisable to accommodate different sized products. While they typically are made with steel frames and pegboard, there are options for brands to promote their product through graphics and an attractive colour scheme.

(e) Display cases are a type of standalone display that is closed in on all sides by glass or clear plastic. To access the products, shoppers may have to speak to a store associate to retrieve the item from the case for them. Other times, if the case is serving an ornamental purpose, shoppers can find the product on its home shelf. Because of their security, higher-end products
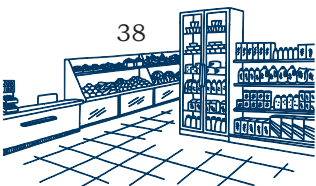
will often find their way into these displays.

(f) Window displays are set up in the window of a retailer. These displays are extremely lucrative as they represent the retailer and can be the deciding factor on whether a shopper enters the store in the first place.

(g) End cap displays are the shelves at the end of a two-sided retail shelf which the shopper passes by when going from one aisle to another. End caps allow you to place your product in relevant areas beyond typical aisle shelf space.

(h) Counter display displays products at counter before billing even when shoppers have almost reached at the end of shop, through central display still there is a chance to pull customer for impulse buying at the ultimate point-of-sale (Fig. 2.4).

(i) Brand corner unit brings out slat wall counters and glass display counters together for a perfect and exclusive elegant fit to a specific brand. Create "L". "U" or "H" shaped areas within shop for a particular brand of products (Fig. 2.5).

(j) Free space display is a space within an existing building that is not in used such as basement or any unused area on the floor is called free space display (Fig. 2.6).

Fig. 2.2: Dump Bins

Fig. 2.3: Freestanding Display

Fig. 2.4: Counter Display of Merchandise

Fig. 2.5: Brand Corner

Fig. 2.6: Free Space Display

(k) Waterfall display is arranged in series of stages such that each stage derives from the preceding product. It is a graphical representation of products generally colour-coded to indicate display over the time.

Importance of Merchandise Display

There is no denying that one of the primary factors of any successful retail shop is the impact its displays have on consumers. Therefore, it is essential to get retail merchandising display designs right. Some of the important points for the merchandising display are:

Understanding customer's tastes and preferences

The retailer must decide on the products to be displayed in retail store after understanding tastes and preferences of customers. Further, the merchandiser must anticipate changes in customers' buying behaviour and plan merchandising display accordingly. Effective merchandising display is ensuring that the customers are offered suitable variety in product selection in terms of quality and features as well as prices.

Basis of differentiation

The retailer must display unique products with differentiated designs and features that are not available at any other retailers. This makes the retailer different from the competitors and thus helps in attracting potential customers.

Customer loyalty

1. It is a measure of a customer's likeliness to do repeat business with a company or brand. A retailer who offers latest designs or products on
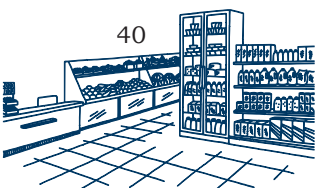
merchandise display attracts customers. When a customer is loyal to one company, they aren't easily swayed by price or availability. They would rather pay more and ensure the same quality service and product they know and like.

Better merchandise display leads to higher margin

Many customers are ready to pay higher prices for unique or better quality merchandise. The store builds reliability in age by selling high quality products through display counters. This can enable the retailer to get higher margins.

Merchandise Display Approach

From storefront displays to signage and overall floor plan, effective visual merchandising techniques work cohesively to reflect the brand, engage the customer and increase sales. The merchandise display approach draws the customer's attention to the product, and provides the trainee associate with an opportunity to start selling the features and benefits of the product.

The most appropriate way of using merchandising display approach is to judge the features that interests the customer. Some of the approaches of merchandise display are:

Demography approach

The display of merchandise based on age, income, occupation, literacy, qualification, gender, etc., of customers is known as demographic approach. For example, if majority of customers are males aged between 20–25 years, the displays should be shaped such that they attract them.

Do not over crowd approach

The customers tend to pass over untidy or disorganised merchandise. The display should be neat, not overcrowded or full of unrelated products.
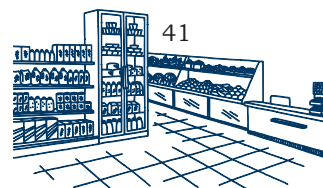
Combined products display approach

Retailers can combine two or three products and display them in a creative way to draw the attention of customers. For example, pairing sunglasses with other outdoor apparel or pair a tie with a shirt.

Effective Merchandise Display

Some tips for an effective merchandise display are as given below.

1. Match the display of items that are advertised
2. Display large items at the front of store
3. Make displays around fast moving items or high margin
4. Avoid too many goods in one display
5. Use colourful or attractive items
6. Do not use handmade signs in the displays
7. Keep displays simple
8. Display product on a clean shelf with proper height
9. Keep shelf edge clean and ensure that products are tagged correctly
10. Make sure that each product stays in the correct layout in vertical and horizontal rows with labels facing the front
11. Make sure that retail store must be neat and fresh
12. Arrange those products that are in perfect combination and conditions
13. Ensure bar codes are not facing outwards when placing products on the shelf

Practical Exercise

Prepare a report on how merchandising display increases the sales of products

Material required

Checklist, writing material

Procedure

1. Visit two different types of retail stores: supermarket and departmental store
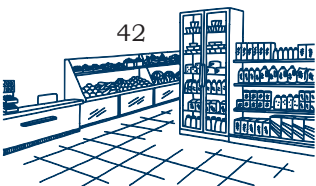
2. A departmental store will have a salesperson to guide your purchase and you will likely buy a product or two. However, in a supermarket it will be self-service shopping and you may visit every part of the store and purchase products, sometimes just because they look attractive.

3. Now you have to compare the two experiences mentioned above.

4. Prepare a report on how merchandising display increase the sales of product and submit to the subject teacher.

Check Your Progress

A. Fill in the blanks

1. _____ is an integral element of overall retailing concept.

2. _____ models mean a sample of products available in the retail store.

3. Different types of _____ displays are used in most of the retail stores to influence consumer buying patterns.

4. Customers can be pulled for impulse buying with _____ display.

5. An end cap rack is used for displaying _____ or sale items.

B. State whether the following statements are true or false

1. Merchandising is a practice that contributes in the sale of products to retail consumer.

2. Standing display is arranged in series of stages such that each stage derives from preceding product.

3. Effective merchandising involves proper planning, purchase and proper display of merchandise.

4. Customer does not like to see the merchandise in untidy or disordered format.

C. Short answer questions

1. What is merchandising display?

2. Explain the different types of merchandising display.

3. What is effective merchandise display?

D. Match the columns

	Column A		Column B
1.	Live Models	A	display products before billing even when shoppers have almost reached at end point of shop
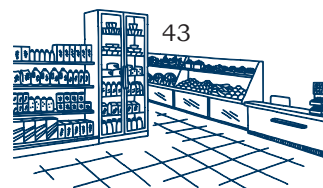
2.	Standing Display	B	a space within an existing building that is not for use
3.	Counter Display	C	stand-alone off-shelf displays
4.	Brand Corner	D	display is literally to spread out complete product range
5.	Free Space Display	E	bringing out wall counters and glass display counters together for a perfect and exclusive elegant fit for a specific brand.

E. Check your performance

1. Demonstrate the role of merchandise display with the help of a role play.

SESSION 2: STANDARDS AND LEGAL REQUIREMENTS OF MERCHANDISING DISPLAY

What is Merchandise Display?

Merchandise displays are special presentations of a store's products used to attract and entice the customers. Merchandise displays are an integral element of the overall merchandising concept, which seeks to promote product sales by coordinating marketing, advertising, and sales strategies.

Forms of Merchandise Displays

There are several forms of merchandise displays, which are as follows:

1. Storefront window displays: are open on a street front or shopping mall walking area. Storefront display helps in attracting customers that are passing way, who might otherwise not enter the store.

2. Showcase displays: are best used for valuable items. This display is used for storefront set-ups and have multiple tiers for display, with sliding door for access.
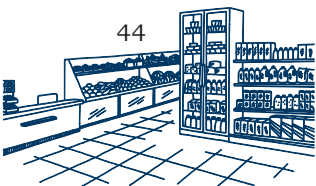
3. "Found-space" displays: refers to usable areas of store.

Essentials for Successful Merchandise Display

Following are the essentials for a successful merchandise display:

1. Use economical displays – use available space, materials, products, etc.

2. Displays must be versatile.

3. Allocate space and expenditures to recognise customer demographics.

4. Pay attention when arranging display backgrounds.

5. Displays may be used to pertinent information, such as dimensions, variety price, and other special features of product.

Standards for Display of Stock

Following are the standards for display of stock:

1. Identify minimum requirements for all displays: identity the specific requirements associated with retail displays, and the technical requirements depending on the product.

2. Audit current display to identify gaps: with minimum safety requirements established, auditing the current inventory of retail displays helps to determine extent of compliance as well as compliance gaps that could put employees or consumers at risk, or which could subject the retailer to a temporary shutdown due to non-compliance.

3. Integrate product certification into new display procurement policies: procurement and purchasing protocols can be modified to incorporate specific safety and performance requirements. One way to accomplish this is to require certification of all display products purchased to the applicable safety standard.
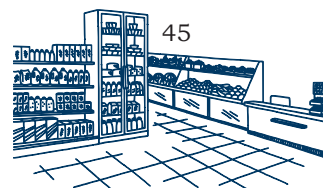
4. Implement vendor review program to identify lapses: oversight of vendor compliance with procurement policies is essential. This can include random audits of display suppliers' facilities to verify that display systems and components meet the retailer's stated requirements.

5. Conduct unannounced store audits to determine compliance: finally, in cases where individual stores have discretion over deployment of retail displays, periodic unannounced audits can help uncover potential non-compliances and reduce further safety risks.

Legal Requirements for Merchandise Display

There are certain standards of display. Retail display cabinets must meet needs of local electrical codes. Merchandise display covers complex array of products, including computerised centers, merchandise kiosks and motorised wall systems, shelve units and cash station stands.

Practical Exercises

Activity 1

A field visit to identify the merchandise display.

Material required

Checklist to visit notes, writing material.

Procedure

1. Visit a retail store along with your teacher.
2. Observe different merchandise display.
3. Observe whether store follows merchandise rules of display or not.
4. Prepare report on various types of displays, such as storefront displays, showcase displays and found space displays.

Activity 2

Prepare a chart containing the essentials for successful merchandising display.

Material required

Writing material
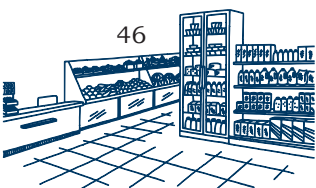
Procedure

1. Make a group of four students.
2. Ask them to get the material for merchandising display.
3. Prepare a chart containing the essentials for successful merchandising display.
4. Discuss the chart in the class.
5. Other students make notes on it.
6. Submit the chart to subject teacher.

Check Your Progress

A. Fill in the blanks

1. _____ display is presentation of products to attract the buyers.
2. There are certain standards of _____.
3. Pay attention when arranging display _____.
4. Various products _____ or suitable for display.
5. The _____ requirements needed depend on types of products.

B. Multiple choice questions

1. _____ window display open on a street or shopping mall walking area.
   (a) Store front   (b) Store back
   (c) Store up   (d) Store down
2. _____displays presentations of products to attract customer.
   (a) Window   (b) Merchandise
   (c) Both (a) and (b)   (d) None of these
3. _____ displays involve using available space, material, products, etc.
   (a) Psychological   (b) Economical
   (c) Various   (d) None of these
4. _____ display covers complex array of products.
   (a) Merchandise   (b) Wholesale
   (c) Retail   (d) All of these
5. Consultants provide important guidance for retailers seeking to establish _____ safety requirements for the displays they use.
   (a) frontline   (b) down line
   (c) baseline   (d) mainline

C. State whether the following statements are true or false

1. Merchandise display is presentations of product used to attract customers.
2. Merchandise display covers complex array of product.
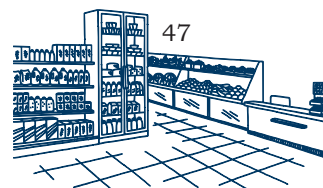
3. Displays must be versatile
4. Oversight of vendor compliance with procurement policies is not essential.

D. Match the columns

	Column A		Column B
1.	Storefront Window Displays	A	refers to product presentations that utilise usable areas of store
2.	Showcase Displays	B	open on street front or shopping mall walking area
3.	Found-Space Displays	C	usually located in high traffic areas

E. Short answer questions

1. What is merchandise display?
2. What are the forms of merchandise display?
3. Discuss standards for display of merchandise.
4. What are legal requirements for display of merchandise?

F. Check your performance

1. In retail lab, identify the merchandise displays.
2. Draw a chart containing the essentials for successful merchandise display.
3. Demonstrate the right standards for display of stock.

SESSION 3: PACKAGING AND LABELING IN MERCHANDISING DISPLAY

What is Packaging?

A package is basically an extension of the product which offered for sale to customers. In many situations, packaging is important than product. Packaging involves decisions of labels of product. It also includes decisions about sizes and types of containers for product with outer package.

Importance of Packaging

The importance of packaging can be understood from the following points:

1. Protection of product: the objective of packaging consumer goods protects the product from
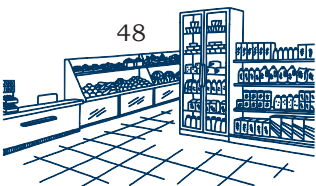
external environment. It also aims to keep product safe from damages as well as ease of handling while distributing product.

2. Recognition of the product: packaging is done to give the product in final form to the ultimate customer. This makes the product brand recognisable and appealable. Attractive packaging plays a major role in promotion of the product.

3. Storage and usage: packaging facilitates production and use of products. Packages may be designed to ease to handling by consumers and channel partners.

Techniques of packaging in merchandising display

Retail packaging is a challenge, especially with the amount of customer attention increasing every day. Packaging plays an important role in merchandising display. It is done to attract more number of customers. Some important and popular techniques in packaging merchandising display are:

1. Paper bags: are reusable, recyclable, and environment friendly. Retail stores design their paper bags with their own company or brand logo to recall customers about purchase brand.

2. Plastic retail shopping bags: are available in different colours. They are easy to carry and look attractive. However, the use of these bags has been banned in many states of the country.

3. T-shirt shaped bags resemble a classic sleeveless t-shirt when held up by the handles. A "Thank You" message is printed on these bags as an appreciation message for customers. These bags are usually made of paper, plastic or jute.

4. Merchandise bags: are used inclusively for professional or personal purposes. These are petite yet reliant and strong. They tend to make everyday tasks convenient and is an effortless way to keep organised
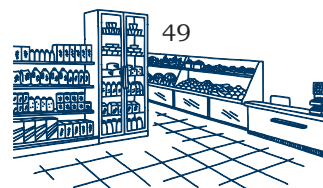
5. Euro tote bags: are made with recycled paper and have rope handles. Smaller sizes are used for jewellery, while larger sizes are most often used by shoe stores.

6. Boutique bags: are made from a variety of material, such as plain, simple white paper or natural kraft paper.

7. Recycled bags: today most of the retail stores are using recycled bags as per the norms and rules of the government. These are not harmful and are acceptable by more number of people.

8. Food and gourmet boxes: are used for string or comfortably carrying food products. These boxes are prepared carefully so as to make them leak proof as well as easy to hold when filled with food items.

9. Gift box: varies from product to product depending on its quality and price.

10. Customised bags and bones for special events: are prepared during special occasions in a specific manner to catch the attention of customers.

Labeling in merchandise display

Label refers to a small printed slip made of paper, metal or leather. It includes the product information, indicating value of contents and the price of the product.

Purpose of labeling

The purpose of labeling are:

(a) to facilitate exchange of goods.

(b) to encourage self-service.

(c) to know about the product and its producer.

(d) to get information on date of manufacturing and expiry.

(e) to learn about ingredients used in the product.

(f) to know the process of usage of product.

(g) to learn the name of the manufacturer and to examine their credentials.
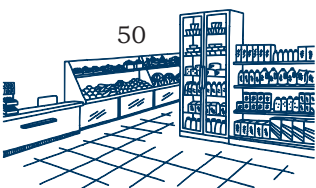
Types of labels

There are three kinds of labels, which are as follows:

(a) Brand label is used to make a brand more popular. People may prefer to buy the goods by watching the brand only.

(b) Grade label tells about the quality or grade of the product.

(c) Descriptive label gives maximum information about the product to the customer. It gives information like manufacturing date, expiry date, composition, usage, storage colour, price, etc.

Labeling techniques in retail stores

1. Pricing guns and tagging guns are used to apply price tags on products.

2. Jeweller tags are designed with paper and attached to the product, the price details of the product. The tags can be of different shapes and sizes to attract the customer.

3. Price tags are printed slips attached to the product that has the price written or printed on it.

4. Size labels are printed slips attached on the product that specify different sizes like Small(S) Medium(M), Large(L), etc.

6. Discount labels are prepared by the store on printed slip and attached to the products specifying the percentage of discount like 10%. 20%, 30%, 40%, 50% and so on.

7. Sale labels are placed such that they catch the attention of the customers.

Guidelines for Labeling the Merchandising Display

For effective labeling of the products, the retail store should follow some of the following guidelines:

• Label each product.

• Check requirements for labeling stock.
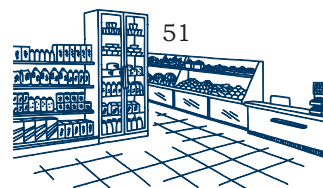
- Check information, whether it is accurate before labeling stock.
- Attach right labels on the right products.
- Complete labeling within the allotted time.

Practical Exercise

A field visit to a retail store to collect products with different types of packaging.

Material required

Checklist to visit notes, notepad, writing material

Procedure

1. Visit two different types of retail outlets, mall or a departmental store.
2. Tell the purpose of visit and take permission from the manager for visit.
3. Ask what types of bags are available in the store.
4. Ask what types of labels are available in the store.
5. Prepare a report based on your findings.
6. Discuss the report in the class and submit the report to the subject teacher.

Check Your Progress

A. Fill in the blanks

1. A _____ is basically an extension of the product which is offered for sale to customers.
2. Packaging is done for selling the product in final form to the _____.
3. _____ is information tag, in the form of wrappers which are attached to product's package.
4. The objective of packaging consumer goods _____ product from external environment.
5. Packaging _____production and use of products.

B. Multiple choice questions

1. The importance of packaging is_____.
   (a) protection of the product
   (b) recognition of the Product
   (c) storage and usage
   (d) All of the above
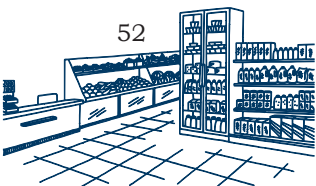
2. Which of these is not a labeling technique used in retail stores?
   (a) Pricing guns
   (b) Random tags
   (c) Tagging guns
   (d) Jeweller tags

3. Recycled bags are_____.
   (a) made of plastic
   (b) acceptable by more number of people
   (c) harmful
   (d) environment friendly

4. The purposes of labeling is_____.
   (a) to learn about ingredients of the product.
   (b) facilitate exchange of goods
   (c) encourage self-service
   (d) All of the above

5. Which of these is not a type of labeling?
   (a) Name label
   (b) Brand Label
   (c) Grade Label
   (d) Descriptive Label

C. State whether the following statements are true or false

1. A package is an extension of product offered for sale to customers.
2. Packaging of the products is to distract more number of customers.
3. Check information on the label whether it is clear, accurate and legal before starting to label stock.
4. Recycled bags are harmful for the environment.
5. Grade label gives maximum information of product to the customer.

D. Match the columns

	Column A		**Column B**
1.	Paper Bags	A	used inclusively for professional or personal purposes
2.	Plastic Retail Shopping Bags	B	appreciation for the customer
3.	Euro Totes	C	fashion nowadays
4.	T-Shirt Shaped Thank You Bags	D	these bags are now banned
5.	Merchandise Bags	E	used to carry shopping products like garments, shoes, etc.
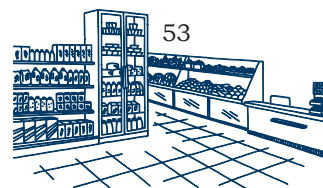
E. Short answers questions

1. Describe the meaning of packaging.
2. Why is packaging important?
3. What is a lable?
4. List the various techniques of labeling.

F. Check your performance

1. Demonstrate the packaging in merchandising display.
2. Demonstrate the various labeling techniques in retail stores.
3. Draw a chart containing the guidelines for labeling the merchandising display.

SESSION 4: CLEANING AND STORING OF MERCHANDISE DISPLAY

Importance of Cleanliness in Retail

To ensure the overall customer experience is positive and memorable for store visitors it is essential to maintain a clean, tidy and professional space. A positive customer experience will be influenced by the overall environment and have a direct impact on purchase behaviour.

- It creates a positive image of the store.
- It makes the customer spend more time in the store.
- Clean stores create better profits.

Cleaning Tools and Techniques

There are a number of techniques for cleaning the merchandise display. Some of the important tools used for cleaning are:

(a) Cleaning solutions are any combination of detergent and water used to wash down retail store.

(b) Brooms are long-handled brush of bristles or twigs, used for sweeping, whereas a mop consists of a bundle of thick loose strings or a sponge attached to a handle, used for wiping floors or other surfaces.

(c) Dusters are clothes or pads use for dusting furniture and other appliances.
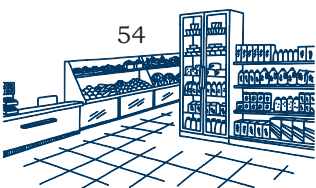
(d) Brushes and sponges are implemented with a handle and a block of bristles, hair, or wire, used especially for cleaning, applying a liquid or powder to a surface, or arranging hair.

(e) Step tools and ladders are low set of hinged steps, often folding into or under a stool, used typically in a kitchen for reaching high shelves.

(f) Vacuum cleaners are electrical machines that are used for cleaning the retail store. They use an electric motor that spins a fan, sucking in air and any small particles with it.

Storage of Merchandise

After receiving and verification of the merchandise, it is placed in the racks (in distribution centre). This merchandise is usually tagged, ticketed and packed at the distribution centers. The consignments which were received from manufacturers are repacked in smaller packets as requirements of various stores. This is called breaking bulk. These consignments are then loaded in a transport vehicle (trucks) using conveyer belts at the loading docks. Some of the consignments are such that they are sent directly to retail stores without storing them at the distribution centre. They are checked, verified and reloaded to a truck for outbound deliveries.

Tools and Equipment for Storing Merchandise Displays

Every retail store has a member of tools and equipment for storing merchandise. Some of the tools used for storage are as given below:

Steel shelving with plastic shelf

Steel shelf is flat length of steel or rigid material, attached to a wall that provides a surface for the storage or display of objects.

Steel shelves with premium plastic stacking bins

Steel shelf with premium plastic shelf are containers or enclosed space for storage made of plastic.
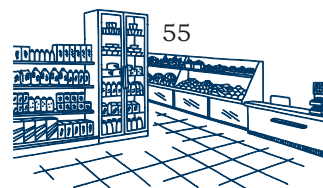
1. Pallet rack and safety netting: pallet rack is a storage aid system. It is designed to store material on pallets, whereas a safety net is a net placed to catch an acrobat or similar performer in case of fall. It provides superior safety and prevents damage.

2. Mesh guards generally hard, strong, durable, soft alloy of iron widely used as a structural material.

Practical Exercise

A field visit to learn the uses of cleaning tools and techniques.

Material required

Checklist to visit notes, writing material

Procedure

1. Visit a retail store.
2. Explain the purpose of the visit to the manager of the store.
3. Observe the different types of tools used for cleaning merchandise display.
4. Observe the need of cleanliness in a retail store to attract customers.
5. Find out the different types of shelves and racks for storage of goods.
6. Prepare a report on your observations and submit to the subject teacher.

Check Your Progress

A. Fill in the blanks

1. Clean stores mean better_____.
2. _____ are clothes or pads use for dusting furniture and other appliances.
3. _____ is usually tagged, ticketed and packed at the distribution centers.
4. Steel shelf is a flat length of steel or rigid material, attached to a _____.

B. Multiple choice questions

1. Cleaning tools include _____.
   (a) cleaning solutions
   (b) brooms and mops
   (c) dusters
   (d) All of the above
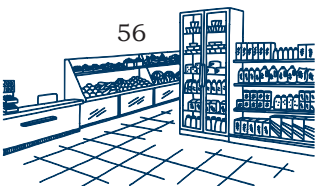
2. Which of these is not a storage place for merchandise?
   (a) Pallets
   (b) Shelves
   (c) Bins
   (d) Mesh guards

3. The consignments received from manufacturers and repacked in smaller packets depending upon the requirement of the store is called _____.
   (a) breaking bulk
   (b) storage of goods
   (c) load
   (d) verification

4. Tools used for storage of goods include _____.
   (a) steel shelving
   (b) pallet rack
   (c) storage bin racks
   (d) All of the above

C. State whether the following statements are true or false

1. Goods are checked, verified and reloaded to a truck for outbound deliveries.

2. Cleanliness creates negative image of store.

3. After receiving and verification of the merchandise, it is placed in the racks.

4. Pallet rack is a storage aid system.

D. Write short notes on

1. Importance of cleanliness in a retail store

2. Cleaning tools and techniques used in retail

3. Storage tools for merchandise

E. Check your performance

1. Demonstrate the use of cleaning tools and techniques.

2. Demonstrate the use of tools for storing merchandise displays.

Unit 3
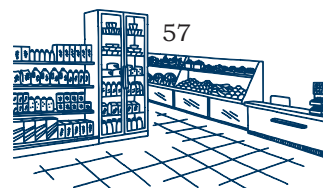
Visual Merchandising

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Visual merchandising is a marketing practice that uses floor plans colour, lighting, displays, technology and other elements to attract customer attention.

Evaluation of visual display is important to calculate the percentage of how many store visitors actually brought something. Constant evaluation of displays is done to boost sales and undertake corrective action where necessary.

Existing displays are dismantled around the sales floor when new merchandise comes. Since the fairly new products will still be selling, sometimes it is required to switch displays two weeks after their arrival. While dismantling the displays, the retailer must be aware of the possible dangers.

In this unit we will explore about how visual displays are conceived and managed, which includes planning and designing techniques and evaluating and dismantling of display.

SESSION 1: PLAN AND DESIGN OF VISUAL DISPLAYS

Store owners and managers are always looking for the best possible means to promote items in their stores. But it is not possible to place all the items in retail display. A retailer needs to create attractive displays to get customer attention.

Role of Display in Retailing

Retail displays are a strategic aspect of business that can help attract customers, retain their interest and increase sales. Refer to the points given below to understand the role of display in retailing.

1. Display is a multi-sensory tool.
2. Retailers use displays to catch customer attention and bring them into the store to make purchase.
3. It contributes to a brand's personality and the characteristics associated with the brand.
4. Displays are used to distinguish a store from its competitors.
5. Display reminds customers about the benefits of a product and of its availability.
6. Display reinforces the retailer's communication campaign.
7. A display presents the products in a coherent proposition, which provides a message.
8. Displays often catalyse impulse purchase by buyers.

Concept and Importance of Design Brief

It is a written document outlining a projects aims and objectives. It outlines the deliverables and scope of the project including any product or works, timing and budget.

A well outlined and detailed brief helps a designer to stay focused on the goal of the project. It also acts as a reference for the duration of the project and can be used to support design decisions made, should there be any questions or disputes. The importance of design brief can be understood through the following points.

1. It serves as an essential point of reference.
2. It can consist of a multitude of elements each detailing and describing a specific part of the scope.
3. Briefs are used to evaluate the effectiveness of display.
4. Retailers rely on it as it helps in clearly communicating about the kind of look and feel desired.
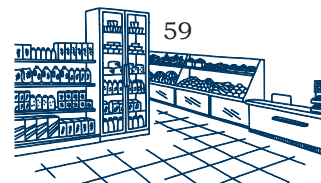
Analysis of Design Brief

Key features to be considered	Commentary
Function Where will the product be used? What will my product be used for?	My product will be used to hold trophies medals, and other valuables. My final idea is intended to be used at home only as it is where you want to keep your valuables.
Performance How might the product be used?	The final design can be used anywhere in the household but more to the point it will have to be on a desk as it is not going to be big enough to place on the floor.
Purpose Market Who might use the product? It there other competition with a similar product? What types of people are most likely to buy product?	I am aiming my product at people above the age of 14. This is because most people start to win trophies and medals at the ages of 14 onwards There is no other known competition. People that are playing sports and writing medals or winning anything one way or another are most likely to be buying my product.
Quantity How many will be needed?	I will be making one trophy cabinet out of a batch of 50.
Style What will the product look like? Will the product appeal to the target market?	The product has a square curved base with small stands at the base, which will keep the cabinet balanced and standing. There are drawers at the bottom to keep certificate and also any other types of thing that can go into a portfolio. Yes the futuristically design and appeal ability will help to make the product sell very well.
Quality What level of quality will be used to make my product? Does the dent have special requirements? Are their national standards to be met?	I will make my product to the highest quality possible. The client requires lots of storage space and enough space to hold around 20 trophies and medals. The national standards are that the product doesn't break during the use or damage anyone's property.
Cost What will each item cost to produce? What level of profit is needed? What is the final cost likely to be?	Each item will cost around ₹200 to make and will be sold at .....99. I hope to achieve around a ₹100 profit from selling each individual unit. The final cost, Dependant on if the product sells well will be upped to ₹350 to make more profit.
Timescale When does the client wish the project to be finished? When should the product be ready for the same?	The client wishes the project to be made on a 40 hour timescale. I am hoping to finish the product within the set time although final modifications could the time needed to make the final design.

Fig. 3.1: Sample analysis of design brief

Potential Places for Product Display

Retailer has two places for merchandising display.

These two techniques have the greatest effect on impulse buying.
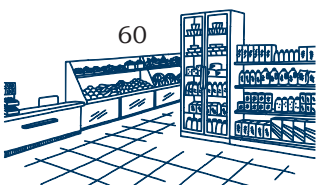
1. Interior displays: have all products displayed within the store. It is a very useful technique to provoke customers for impulse purchase. Interior display communicates with the customer. It uses lights to highlight display and captures customer attention.

2. Exterior displays: have the products displayed at the window of retail store. It attracts the pass way customers.

Window displays encourage consumers and by-passers to enter the store and look around. It also promotes latest fashion.

Importance of Light, Colour, Texture, Shape and Dimensions in Visual Display

The importance of light, texture, color, shape and dimensions in visual display can be explained in following ways.

1. Lighting: is the basic requirement of a store to attract customers attention to merchandise in display.

There are three types of lighting, which are as given below.

   (a) Primary lighting: refers to the store's main lighting. The customers should have enough light to feel comfortable in the store. Too dim and the store will look dingy, making it difficult to read product labels.

   (b) Secondary lighting: refers to lights focused on areas of the store that require more light, such as changing rooms or lighting used to highlight specific areas in order.

   (c) Atmosphere lighting: is all about visual appeal and much less focused on illumination.

2. Colour: contributes significantly in display and appearance of a store. A person's mood can have a huge impact on their buying decisions, therefore, choosing the right colour scheme for displays can really ensure the store looks extra attractive to customers and sets tone for their experience.
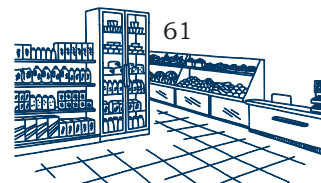
Colour Associations	
Blue	Productive, relaxing, trustworthy, reliable
Green	Pleasing, restful, tranquil, fresh, natural
Red	Passion, excitement, youth, bold
Yellow	Warmth, happiness, optimism, clarity
Orange	Exhilarating, vibrant, friendly, cheerful
Purple	Creative, imaginative, wise, royalty
Brown	Eco-friendly, healthy, dependable, solid
Black	Powerful, sleek, wealthy, luxurious
Pink	Calming, romantic, feminine, innocent

2. Texture: can help making a lasting impact on customers. Touch is a powerful sensitisation and offering tactile quality of surface design gives retailers a great opportunity to make a lasting impact.

3. Dimensions and shape: three-dimensional development of floor plans and three-dimensional displays maximise sales. It provides depth, movement and flow of products in store.

Practical Exercises

Activity 1

Visit a retail store to learn the basic aspects of visual merchandising

Material required

Writing material checklist

Procedure

1. Discuss in the class about how to identify the potential places for visual display before visit.
2. Visit retail outlets or a mall or departmental store located in your area.
3. Interact with the owner and employees.
4. Ask the following questions

Questions to the Retailer

(a) What is the role of visual merchandising?
(b) What is the importance of systematic arrangement of merchandise?
(c) What factors affect the potential places for visual display in retail outlets?
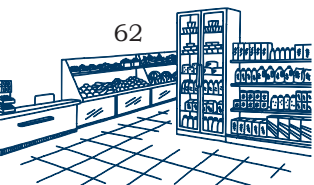
(d) What is the importance of light, colour, texture, shape and dimension in visual display?

5. Prepare a report based on your observation and write in about 100 words.

Activity 2

Organise a visual display in the class with available items

Material required

Writing material, notebook, checklist

Procedure

1. Divide the class into groups with four in each group.
2. Each group may choose a product (existing brands) and prepare a display within the class with the available material.
3. The group leaders may present the theme and highlights of the display.
4. The best display and presentation may be rewarded by the subject teacher.

Check Your Progress

A. Fill in the blanks

1. _____ needs to create attractive displays to get customer attention.
2. _____ are used to distinguish a store from its competitors
3. A _____ is a written document of display design developed by a person or a team.
4. Displays often catalyse _____ purchase by buyers.

B. Multiple choice questions

1. _____ contributes significantly in display and appearance of store.
   (a) Colour
   (b) Product
   (c) Merchandise
   (d) None of the above
2. _____ is the touch and feel of visual merchandising.
   (a) Textile
   (b) Texture
   (c) Product
   (d) Design
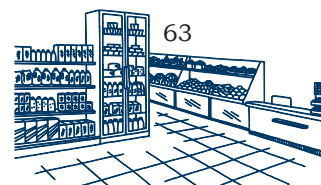
C. State whether the following statements are true or false

1. Displays usually do not change over time.
2. Merchandising consists of three techniques.
3. Display reminds customers about the benefits of a product and of its availability.
4. Incorrect sequence of retail's offerings will delight the customers into purchasing.

D. Short answers questions

1. Discuss the role of display in retailing.
2. What is the importance of design brief in visual merchandising?
3. List the potential places for visual display in a retail store.
4. Briefly explain the importance of lights, colours, texture, shape and dimensions in visual display.

E. Check your performance

1. Locate places for visual display in a retail store.
2. Check the light, colour, texture, and shape during the day as well as night according to the age groups of the customers.
3. Demonstrate the dimensions in visual display.

SESSION 2: DRESSING TECHNIQUES OF VISUAL DISPLAY

Visual merchandising is a combination of aesthetics, psychology and marketing. A visual merchandiser creates window and interior displays in shops and departmental stores with an aim to maximise sales.

Role of Window Dressing in Merchandising

Window dressing is designing visuals and messages that will impact how the consumer is feeling and create a bond between a potential customer and a product in a shop using signs, stimuli and visual symbols.

Focal Points for a Visual Display

The main purpose of visual merchandise displays is to keep customer interested during their shopping experience. Sight lines are the natural point that your eyes are sight lines drawn to as you enter a shop. At the end of this line begins the focal point, which show the most enticing products with a strong visual interest.

While adjusting the merchandising layout, keep the following in mind:

1. Visual display focal points are viewed in round, therefore balance these areas accordingly.
2. Lighting should never be forgotten, as eyes are typically drawn towards light.

Dressing Mannequins and Other Props

It is a common thought that dressing a mannequin is easy (Fig. 3.1). But as with most things that look easy, there is a technique or strategy that is involved.

Given below are the steps to dress a mannequin, and other props.

1. Dismantle the mannequin: depending on what parts need to be removed, lay them next to where they need to be reattached on the floor.
2. First, dress the bottom (pant or skirt) and shoes.
3. Now, attach the legs to the floor base.
4. Turn the legs back upright and re-attach to the torso.
5. Now detach the arms from the upper body (torso).
6. Carefully slide arms through the sleeves of the shirt.
7. Re-attach the torso to arms.
8. Finish dressing the mannequin or props.
9. Keep the garment tags tucked in and out of sight.
10. View mannequin or prop from all angles.

Fig. 3.1: Designing of Mannequins

Display of Different Types of Merchandise

Many retailers allocate a considerable amount of resources for display and presentation of their products. Every product offered for sale within a retail outlet is subject to some display principle. The method of display may include using shelves or some form of hanging fixtures.

Fig. 3.2: Mix and Match Products

Retailers use organisational logic based on the understanding of how a customer actually selects a product.

1. Event displays: merchandise that has some connection to an event, holiday or festival is displayed together to maximise the impact of the range. The purpose of these displays is to showcase the range of merchandise that the retailer has.

2. Table top display: involves the presentation of merchandise on table tops with the aim of encouraging customers to interact with the product range.

3. Hot spots: display promotional merchandise in areas of high customer density.

4. Lifestyle displays: utilise props that reflect the same theme, such as apparel, home furniture, accessories, etc.

5. Brand displays: present goods that are included in a brand range collectively.

Choosing a suitable type of grouping

Grouped displays of products give additional reasons to customers to buy more items. Mixing and matching the products (Fig. 3.2) can have the following benefits:

1. Grouping saves the customers' time invested in searching for products.

2. Groupings are also done in categories. It means merchandise of the same colour, price, size, or type are placed together (Fig. 3.3).

Fig. 3.3: Grouping Displays

3. The rule of three: is commonly used by retailers. It means creating display with sets of three (Fig. 3.4). This means that based on how products are arranged; three of them are placed side by side, instead of just one.
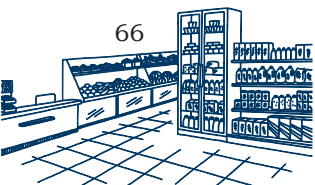
Safety Guidelines for Visual Display

Given below are the guidelines for safe display and to avoid mishaps.

1. Merchandising hazards: merchandise can fall and causes injuries in stores.

2. Shelves: do not overcrowd the shelves with products.

3. Ceiling and floor display: secure floor-to-ceiling displays.

4. Mannequins: secure mannequins such that they do not fall on shoppers.

5. Overhead signs: should be fixed firmly to ceiling grids.

6. Lighting: prevents customers from tripping on cords.

7. Props: ensure that wall-mounted products are fixed with nails and screws not pin.

Fig. 3.4: Rule of Three Displays

Dressing Techniques for Different Types of Merchandise

Using unique dressing techniques may help support retail sales by creating and appealing and enticing environment for the customer.

Consider the following points while dressing techniques for visual display.

1. Plan in advance: window display takes time to create.

2. Create theme: depending on the season, choose right colours.

3. Choose props to frame visual display.

4. Find one focal point: use colourful and bold patterns to attract customers, interest.

5. Multiple layers of height: this technique of arrangement is to let the customer discover various items in the window.

6. Keep display at eye level for passersby.

7. Do not clutter: avoid using too many patterns or colours.

8. Use three colours: while dressing a retailer can use three colours to attract customers.

9. Change the display monthly.

Types of Visual Displays and their Selection

1. Storefront window displays: can generate a first impression that influences the decision of a customer to enter the store or not.

2. Showcase displays: have a glasstop or sides and are used to display objects in a store.

3. Found-space displays: refer to product presentations that utilise small but nonetheless usable areas of the store.

Practical Exercises

Activity 1

Visit a retail store to observe the basic aspects of visual merchandising.

Material required

Writing material, checklist.

Procedure

1. Visit any retail outlet store located in your area.
2. Interact with the owner and employees.
3. Ask following questions.

Questions for the Retailer

(a) How do you identify the focal points for visual display?
(b) Why is the dressing technique important in visual merchandising?
(c) What dressing techniques do you follow?

4. Prepare a report of their response in 100 words.

Activity 2

Visit a retail store to learn the basic aspects of visual merchandising.

Material required

Writing material, checklist.

Procedure

1. Divide the class into groups.
2. Each team may visit a mall or department store or retail store where visual merchandising is being used.

3. Observe the visual merchandising and compare it with the lessons learned till now.
4. Take photographs with permission.
5. Come back to the class and make a presentation of your findings.
6. Use photographs if possible.
7. The teacher may reward the best presentation.

Check Your Progress

A. Fill in the blanks

1. _____ communicates with the target audience through display.
2. _____ communicate with customers.
3. The main purpose of visual merchandise displays is to keep the customer interested during shopping _____.
4. A focal point is a place where customers' eyes focus on _____look at display.
5. _____ lines should be used to persuade the customer around the store.

B. Multiple choice questions

1. Every _____ offered for sale within a retail outlet is subject to some display principle.
   (a) product
   (b) design
   (c) sales
   (d) type
2. Method of _____ may be in the form of shelving or hanging fixture.
   (a) merchandise
   (b) display
   (c) grouping
   (d) None of the above
3. _____ communicate with the customers.
   (a) Clothes
   (b) Product
   (c) Dresses
   (d) Money
4. _____ refers to rule of three.
   (a) Visual merchandisers
   (b) Merchandise display
   (c) Store products
   (d) None of the above
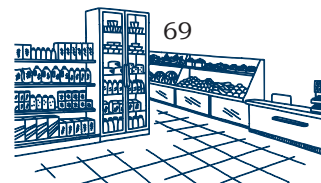
5. _____ is done in categories
   (a) Creating
   (b) Producing
   (c) Grouping
   (d) All of the above

C. State whether the following statements are true or false

1. Designs create positive impression on sales revenue of business.
2. Sight lines are located at side point.
3. Every product offered for sale within a retail outlet is subject to some display principle.
4. Rule of three is commonly used by the retailer.
5. Falling merchandise may not cause injuries in the store.
6. Window display takes time to create.

D. Short answer questions

1. Explain what a visual merchandising or dresser does.
2. What are the different types of displays of merchandising?
3. Explain the rule of three in visual merchandising.
4. Mention a few tips on visual merchandising.
5. List the safety guidelines for a display.

E. Check your performance

1. Identify the need of dressing in merchandising.
2. Identify the focal points for a visual display in a given situation.
3. Demonstrate dressing of mannequins and other props.
6. Identify the type of visual displays and their selection for separate products in various retail stores.

SESSION 3: EVALUATING VISUAL MERCHANDISING DISPLAY

It is important to measure the effectiveness of visual merchandising. There are several ways to measure the effectiveness.

- Does the entrance area feature an item or display that best represents what the store is known for? For example, if it is a special occasion store, whether signage for special occasion or dress or item is place at the entrance area.
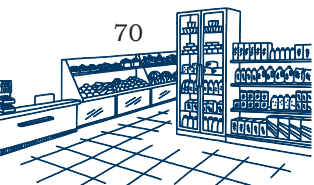
- Does display showcase have promotional items?
- Whether displays are helping increase the number of customers?

Importance of Evaluation of Visual Display

Visual display is evaluated monthly. It ensures consistent customer experience and helps in retail planning. Constant evaluation also helps avoid any risk and in taking timely corrective action (Fig. 3.5).

In case of any problem, the store visual merchandising executive reports to the area visual merchandising executive. The area visual merchandising reports to the zonal visual merchandising executive for further approval or clarification or guidance (Fig. 3.6).

Fig. 3.5: Arranging Visual Displays

Evaluating the Visual Display

A visual display should be carefully located to maximise visibility and draw customers to a particular area of the store. The following points must be considered while evaluating the visual display:

1. Location of display: whether the display is located taking into account the following parameters:
   (a) Mains power
   (b) Light levels
   (c) Accessibility and visibility
   (d) Closeness to merchandise
2. Communication of visual display: all the displays are designed for the purpose of communication. A display be evaluated based on the following:
   (a) What do you want to say?
   (b) What do you want the customer to do?
   (c) How will it fit in with the style of the store?
3. Merchandising: a display is designed principally to sell the product, so it is evaluated with the

Fig. 3.6: Reporting Hierarchy

focus on merchandise which are highlighted in line with:

(a) Changes

(b) Trends

(c) Seasonality

(d) Price promotions

(e) Established fixtures and tools

4. Maintain the visual display.

(a) View display from all visible angles.

(b) Consider lighting at different times of the day.

(c) Ensure inventory is adequate.

Practical Exercise

Visit a retail store to learn the methods for reducing risks and sorting problems at the store.

Material required

Writing material, checklist.

Procedure

1. Make a group of five students.
2. Ask them to visit a retail outlet located in the nearby area.
3. Ask them to interact with the owner.
4. Ask the following questions.

Questions to the Retailer

(a) On what parameter is the evaluation of visual display done at the store.

(b) How are risks reduced and problems sorted at the store?

(c) How are adjustments and improvements made in displays?

(d) Prepare a report of their replies in 100 words.

Check Your Progress

A. Fill in the blanks

1. Retailers examine evaluations by performing _____.
2. _____ is evaluated every month.
3. Constant _____ of displays is done to avoid any risk.
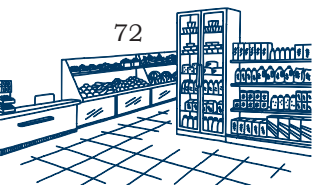
4. _____ time to evaluate, create and maintain visual displays.

5. Consider how display looks from all _____.

B. State whether the following statements are true or false

1. All the displays are designed for the purpose of communication.
2. A display is designed principally not to sell products.
3. Promptly report to the right person for problems and risks that cannot be sorted easily.
4. Discourage the staff to comment about the display.

C. Match the columns

	Column A		Column B
1.	Location of Display	A	View from all visible angles
2.	Merchandising	B	All displays are designed for the purpose of communication
3.	Maintain	C	Where the display is located
4.	Communication of visual display	D	A display is designed principally to sell products

D. Short answer questions

1. What questions are required to be asked and answered when evaluating a visual merchandising display?
2. Mention the guidelines for making adjustment and improvement in visual display.
3. What are the main points to consider when evaluating a visual display?

E. Check your performance

1. How to follow the recording for sorting out problems and reducing risks?
2. Demonstrate the evaluation of the visual display and making adjustments and improvements of visual display.

SESSION 4: DISMANTLING OF MERCHANDISE DISPLAY

Planning and designing a display is a creative activity. Dismantling of display should be planned as carefully as assembling of display. The displays need to be left
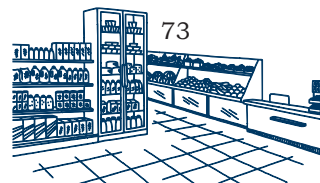
clean, tidy, safe for use and ready for next display. Display equipment and material should be restored or returned to the correct stock area. Proper expertise is required at the time of dismantling also.

It is a big task to identify the unwanted material which is no longer in use or which is destroyed at the time of dismantling. The following points should be considered while identifying unwanted material:

- Dismantle logically, particularly when dealing with equipment above head height.
- Lighting and bulbs should be checked.
- New merchandise need to be kept separately from old material.
- Be aware of dangers, such as spillages, leads, step ladders, etc.

Dismantling Displays Safely

A display should be carefully dismantled. Given below are a few guidelines for safely dismantling the display:

- Check that the display is clean, tidy and safe for use.
- Do not disturb the customer or staff while dismantling displays.
- Follow the retail procedures for clearing.
- Protect display from any damage while dismantling.
- Get rid of unwanted material safely.
- Keep accurate records.
- Clean display sites.
- Arrange the necessary tools and equipment for ladders and heights.

Returning Parts of Display

Given below are the guidelines to return the parts of a display.

- Return products to designated places.
- Dispose of unwanted products from dismantled.
- Keep records of disposal of products from dismantled displays.
- Clean display sites.
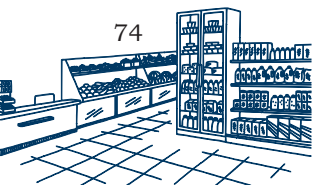
- Store products in secure but accessible places.
- Report damaged and missing items.

Practical Exercise

Visit a retail store to understand the techniques of dismantling displays.

Material required

Writing material, checklist.

Procedure

1. Form a batch of 5–10 students.
2. Ask them to visit a retail or departmental store located in your area.
3. Meet the store manager and greet them.
4. Tell them the purpose of the visit.
5. Ask the following questions.

Questions to the Retailer

(a) What is the role of display in marketing?
(b) How do you dismantle displays?
6. Prepare a report of their replies in 100 words.
7. Discuss with your classmates to identify the techniques used for visual display.
8. Prepare a report based on your interaction.

Check Your Progress

A. Fill in the blanks

1. _____ should be placed safely to avoid injury.
2. Planning and designing a display is a _____ activity.
3. Display equipment and material should be _____ or returned to correct stock area.
4. _____ logically, particularly when dealing with equipment above head height.
5. Keep records of _____ of products from dismantled displays.

B. State whether the following statements are true or false

1. Dismantling of display should be planned as carefully as assembling of display.
2. It is an easy task to identify the unwanted material.
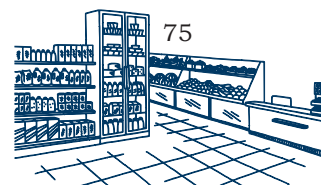
3. New merchandise need not be kept separately from old material.

4. Report of damaged and missing items.

C. Short answers questions

1. Discuss the meaning of dismantling.
2. Explain the importance of dismantling.
3. Describe the unwanted material.

D. Check your performance

1. Spell out techniques for dismantling displays and prepare a report on it.
2. Demonstrate the unwanted material and how to get rid of them safely.

Unit 4
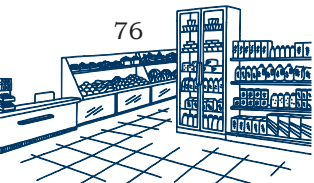
Product Arrangement for Sale

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Product placement is an essential part of the retail industry.

Arrangement of products in stores is essential. As a customer, you might have observed that the products are properly arranged according to product classifications, but at times the owners of the products organise the products in a certain way due to various reasons. In large retail stores, merchandise managers implement plans and rearrange products by guiding the store keeper. This unit will discuss about arranging products for sale, guidelines followed for display and dealing with damaged goods.

SESSION 1: PRODUCT ARRANGEMENT FOR SALE IN STORES

The products from different manufactures are displayed for sale in retail stores. These products are arranged in a systematic manner in shelves based on the space in a store. The display of goods is prioritised on the basis of manufacturer's competitiveness as some of them buy from the display window section and the floor space to promote their product.

The products are divided section wise, giving a clear view of all the products available in the store and makes it easy for the customers to pick the products in this way as they move in store. The need for arranging

products in this manner also improves the profit of the retail store.

1. Repeat Customers: are the basic reasons for rearrangement of products. Rearrangement of products displays offer more products to customer, which in turn increases sales.

2. Sales promotion: strategies help in increasing the number of customers. It involves rearrangements of products for a better display.

3. Brand image: some retailers rearrange the products to maintain their existing brand image. Monthly rearrangement of products and changing of colour schemes are essential for improving sales.

4. Seasonal: products are displayed separately on a holiday counter. Holiday sales are on another display.

Shelf Techniques for Arranging Products in Stores

The arrangement of products in a store is mostly based on demand of the product. The three important shelf techniques are as given below.

1. Top shelf: smaller brands, food and drinks should be kept here, smaller brands usually do not have budgets for a more favourable place.

2. "Bulls-eye zone" (second and third shelves): the best sellers are kept in the second and third shelves. The brand buys the space for these products and therefore, higher-priced items are displayed in these shelves.

3. Kids' eye-level shelf: products which appeal to the children are kept in the last shelves of the rack such that children can reach out for a product.

Floor Plan Techniques for Arranging Products in Stores

The floor plan plays a critical role in managing the store flow and traffic. Given below are some floor plan techniques.

1. Straight floor plan: involves positioning of shelves in straight lines. It helps in an organised flow of
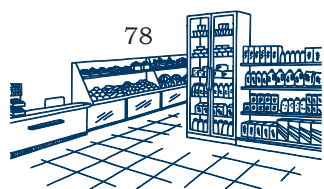
customers. It is one of the most economical and common layouts used in large retail stores.

2. Diagonal floor plan: offers more visibility to store staff and customers. It is suitable for smaller retail spaces.

3. Angular floor plan: is made of curves and angles to give a spacious look. It is usually adopted by high-end retailers and it reduces the amount of display area but focuses instead on fewer, popular products.

4. Geometric floor plan: uses racks. This layout is used for trendy products like cosmetics, watches, etc.

Prefix Span Algorithm

With a great variation of products and user buying behaviours, shelf on which products are being displayed is one of the most important resources in retail environment. Retailers can not only increase their profit but also decrease cost by proper management of shelf space allocation and products display.

To solve this problem, an approach to mine user buying patterns using Prefix Span algorithm and placing products on shelves based on the order of mined purchasing can be done. Fig. 4.1 shows a simple retail store layout and Fig. 4.2 shows a hierarchical structure of the supermarket.

Safety Measures in Arranging the Products in Shelves

Given below are few measures to be taken while arranging the products in shelves.

1. Clean the shelves and cover them neatly as per product display.

2. Record the required details of the products that are placed in the shelves.

3. Check each individual product
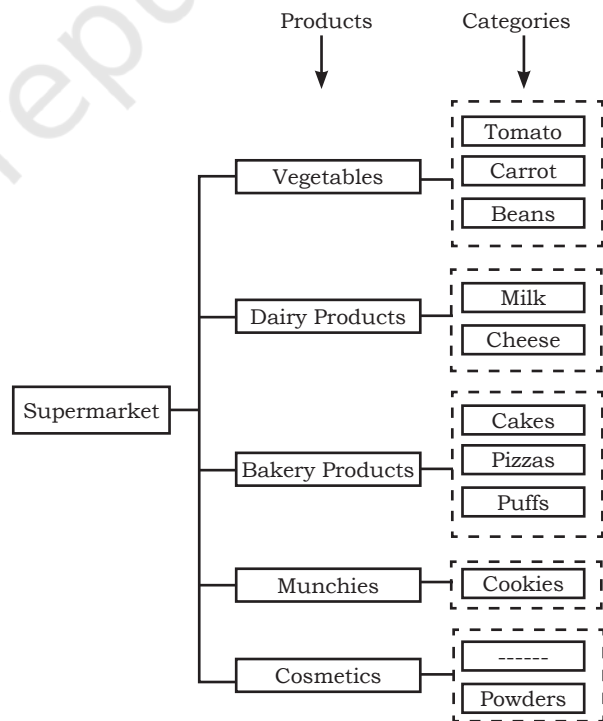
Fig. 4.2: Hierarchical structure of the supermarket
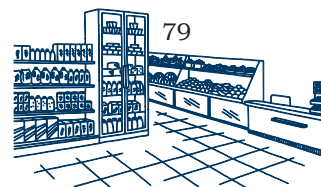
taken out of the carton for any damage or packing errors or label errors, etc., on the products.

4. If any damaged products are seen in the carton, inform the store manager.

5. Do not over load the store shelf with excess products. Place the products systematically such that they are easy to pick by the customers.

6. Inspect the shelves, if any fittings are damaged see that they are repaired. This will avoid accidental fall of goods from the shelves.

7. Check stock levels regularly to avoid shortage of products.

8. Rearrange the shelves whenever needed to ensure the availability of products to customers.

9. Attach the product price tags or shelving attachments like offers if any.

10. Change shelf heights in adjustable shelving as per the size and demand of the products.

Display of Products for Sale

Once the task of arranging of products in the shelves is done, it is important to check the display of products from the customers point of view.

1. Check if the placement of products is systematic and attractive.

2. Verify if the price tags and offer tags are properly pined on to the shelves.

3. See that there is no unwanted stuff or carton lying around the shelves and floor area.

4. Check if the products are placed in the right place as per the label.

5. Check if picking up of a pack will not disfigure the arrangement of the remaining products in the shelf.

Mention the order of picking the product with signs if it is mandatory to follow. For example, fruits are placed on one another, if the customer picks a fruit from down row all the other fruits will roll down if the instructions are not given.
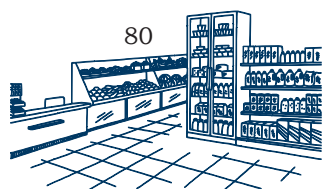
Practical Exercises

Activity 1

Visit retail a store to draw a chart containing shelf techniques in arranging products for sales in store.

Material required

Writing material, checklist.

Procedure

1. Make a group of five students.
2. Ask them to visit a nearby retail store.
3. Meet the store manager and greet them.
4. Tell them about the purpose of visit and take permission for visit.
5. Observe the activities undertaken for arrangement of products for sale in a retail store.
   (a) Identify the shelf and floor techniques followed in retail store and note the details and plan of the store and floor.
   (b) Note down the details of the sections of the store and placement of products in each shelf.
   (c) Outlay the product placement from entrance to exit of the store and observe if prefix span algorithm is used in the retail store.
   (d) Discuss with the store staff about the safety measures undertaken at the store.

Activity 2

Visit a retail store to study the floor techniques.

Material required

Writing material, checklist.

Procedure

1. Make a group of five students.
2. Ask them to visit a nearby retail store.
3. Meet the store manager and greet them.
4. Tell them about the purpose of the visit and take permission for visit.
5. As per your visit to the retail store, did you understand any of the below given activities or procedures being followed there. Tick mark the appropriate answer.

S. No.	Activity or Procedures	Yes	No
1.	Did you understand the shelf and floor techniques of the retail store?		
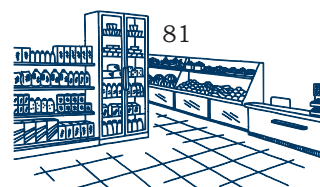
2.	Could you understand the sections and the placement of goods		
3.	Did you note down the safety measures in the product placement.		
4.	Understand the display of products in the shelves from the customers' perspective		
5.	Understand the product placement in store		

Check Your Progress

A. Fill in the blanks

1. The display of goods is prioritised on _____ competitiveness.

2. Need of arranging products improves the _____ of retail store.

3. _____ arrangement is critical element for success of retail store.

4. Sales promotion strategies use to increase more _____.

5. Some retailers rearrange products for maintain their existing _____.

B. Multiple choice questions

1. "This keeps current customers coming back to the store", this statement is given in which of the points of need for arranging products?
   (a) Repeat customers
   (b) Sales promotions
   (c) Brand image
   (d) All of the above

2. "Some retailers rearrange products routinely as part of rebranding", this statement is given in which of the points of need for arranging products?
   (a) Brand image
   (b) Seasonal
   (c) Sales promotion
   (d) None of the above

3. "Products which appeal to children", are placed in which shelf.
   (a) "Bulls-Eye Zone"
   (b) Top Shelf
   (c) Kids' Eye-Level Shelf
   (d) All of the above

4. The most economical layout used in large retail stores
   is_____
   (a) angular floor plan
   (b) diagonal floor plan
   (c) straight floor plan
   (d) None of the above

C. State whether the following statements are True or False

1. The three important shelf techniques are top shelf, bull's eye zone, kid's eye level zone.
2. The floor plan which organises the flow of customers is diagonal floor plan.
3. The floor offering more visibility for store staff and customers is straight floor plan.
4. The layout consisting of curves and angles is called angular floor plan

D. Match the columns

	Column A		Column B
1.	Straight floor plan	A	an approach was proposed for removal (mining) of customer buying patterns from trade history databases
2.	Angular floor plan	B	offers more visibility for store staff and customers
3.	Diagonal floor plan	C	involves positioning shelves in straight line
4.	Geometric floor plan	D	consists of curves and angles to give a spacious look
5.	Prefix Span algorithm	E	uses racks and other fixtures to give a unique feel and design to the store

E. Short answer questions

1. Describe the meaning of arrangements of products for sale.
2. What is the need for arranging products?
3. Discuss the shelf techniques in arranging products for sales in stores.
4. What is a floor plan?
5. Describe the Prefix Span algorithm.
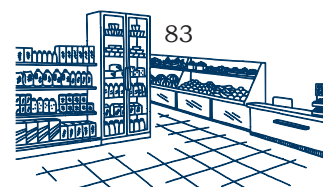
F. Check your performance

1. Demonstrate the arrangement of different products for sale in store.
2. Draw a chart containing shelf techniques in arranging products for sales in stores.
3. Spell out the floor plan techniques in arranging products for sales in store.

SESSION 2: GUIDELINES IN ARRANGEMENT OF PRODUCTS

Standard Guidelines for Product Placement or Display

Every retail store prepares the guidelines based on the products being sold in the store. But there are some general guidelines followed by the most of the retail stores while placing different products for display, which are as given below.

1. The goods are checked thoroughly to avoid any errors in the display of products. For example, expired products, products banned by the government, damaged goods, anti-social products, etc.
2. The shelves where the products are placed to display must be in a good condition to avoid accidents.
3. The shelves and cases for the stores must be suitable to the size, weight and volume of product displayed.
4. The printed information on the displayed product must be clear and visible.
5. Regular monitoring of the displayed items and refilling the gaps and rearranging is required.
6. See that the display standards set by the manufacturers are followed while displaying their product.
7. Must maintain the colour combinations to bring attention to the shelves where products are placed.

8. Check the lighting at the store shelves to avoid dull look of display and there will be attraction at the products display.
9. Tags related to offers, festivals or schemes must be placed along with the displays.
10. Posters must be placed to advertise the products.

Hierarchy in Retail Store

A retail store offers products to customers under a single roof. Just like all organisations have a structure to delegate responsibilities among employees, so does a retail store. An effective retail store hierarchy is helpful in delegating responsibilities. The role and responsibilities of employees in retail store hierarchy are as follows:

1. Area manager: is responsible for handling retail store in a specific area. They maintain all records and present them before their head office. The area manager has to handle all sales and purchases issues of the retail store.

2. Head store manager: is responsible for functioning and output of retail store. They are also responsible for hiring retail staff and provide training to the hired staff and motivate them for effective growth.

3. Assistant store manager: is responsible for training of retail staff for selling and displaying. The assistant store manager gives demo to staff members of new products in the store. They are also involved in market research to know the latest trends and also decides the display of products in the retail store.

4. Floor manager: is responsible for a particular floor in the retail store. They look after records of sales, stock and demand of products. Floor manager also controls working of retail staff.

5. Account manager: is responsible for maintaining sale and purchase records. They also maintain all the transactions like credit and debit or cash (Fig. 4.3).

Area Manager

Head Store Manager

Assistant Store Manager

Floor Manager

Account Manager
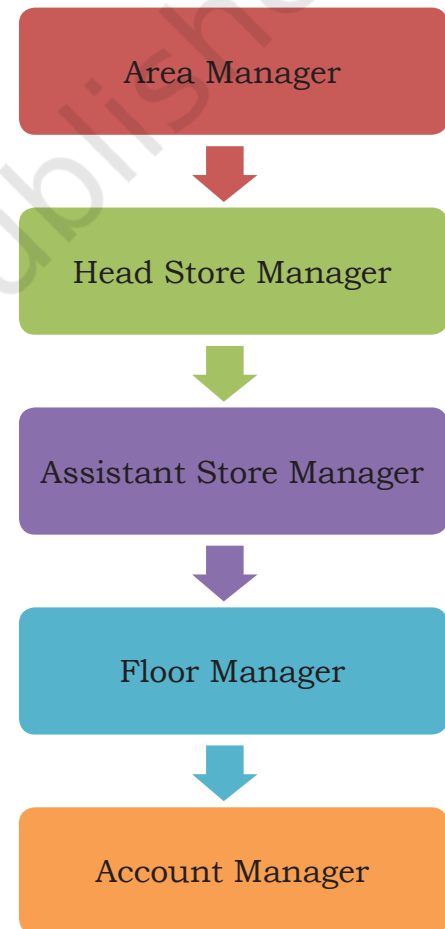
Fig. 4.3: Retail Store Hierarchy
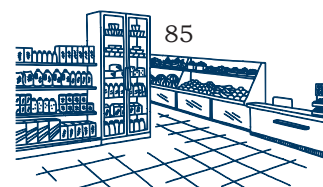
Whom to approach in case of difficulty in arranging products

As we have studied the various levels in retail store management, now we will study whom the CSA has to approach in case of difficulty in arranging the goods.
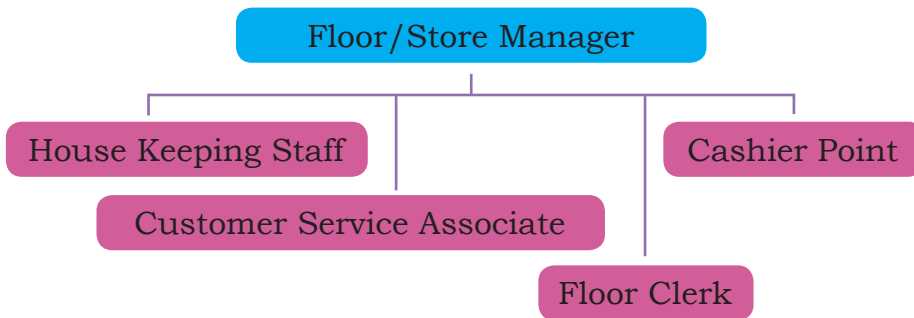
Floor manager is the key contact person to deal with queries and guidance needed by the staff working under their supervision in the retail store. See Fig. 4.4.

The person to contact in case of difficulty in arranging goods in retail store is the floor manager and we will see some of the common difficulties arise in placing the goods.

```
Floor/Store Manager
├── House Keeping Staff
├── Customer Service Associate
├── Floor Clerk
└── Cashier Point
```

Fig. 4.4: Supervision of Floor Manager

1. If enough shelve space is not sufficient.
2. If there is any problem with other staff supporting the product placement
3. If there is any damage of goods while placing in shelves.
4. If there is any overlapping of instructions directly from higher level in product placement.
5. Place selection for any display of product posters need to be positioned in the store based on the manufacturers criteria.
6. Guidance in waste disposal process and policy.
7. Guidance for decorating store with offers special event or annual celebrations.
8. Any maintenance work to be done for the furniture, fixtures or electric lightings.
9. Rearrangement of shelves based on time slot provided by the manufacturer.
10. Sale of Non- Seasonal or Clearance sale checking the expiry dates of the old goods.
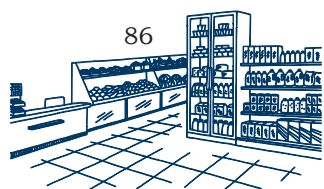
Practical Exercise

Visit a retail store to observe the hierarchy of arranging the products in retail store.

Material required

Writing material, checklist.

Procedure

1. Make a group of five students.
2. Ask them to visit a nearby retail store.
3. Meet the store manager and greet them.
4. Tell them about the purpose of the visit.
5. Observe the hierarchical levels of the retail store.
6. Whom does the staff approach for placing products in shelves?
7. Did you understand the below activities and procedures followed in the retail store.
8. Tick mark the appropriate option.

Sl. No.	Activity or Procedures	Yes	No
1.	Do you know the general guidelines followed in the retail store in arranging products?		
2.	Did you understand the hierarchy level and various functions of the levels?		
3.	Did you notice the staff under the supervision of Floor Manager?		
4.	Did you understand the procedures in placing the products in shelves?		
5.	Do you know the contact person to be approached for displaying the goods?		

9. Note down the observation in your notebook.
10. Prepare a report based on your observation and submit to the class teacher.

Check Your Progress

A. Fill in the blanks

1. The shelves where the products are placed to display must be in good condition to _____.
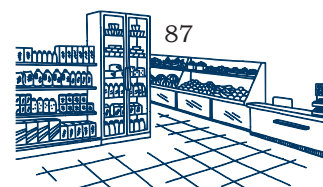
2. The displayed products must have all the _____very clear and visible.

3. Every retail store prepares the _____ based on the products sold.

4. _____ placed to advertise the products must be highlighted and placed in the right positions.

5. All organisations have a structure to _____ responsibilities among employees.

B. Multiple choice questions

1. The staff that handle all sale and purchase issues in retail is _____
   (a) area manager
   (b) head store manager
   (c) assistant store manager
   (d) None of the above

2. _____ decides positioning of various products in store.
   (a) Area manager
   (b) Head store manager
   (c) Assistant store manager
   (d) All of the above

3. The role of _____ is to keep an eye on all the workers.
   (a) head store manager
   (b) floor manager
   (c) assistant store manager
   (d) All of the above

4. The staff who enters all credit and debit related details in accounts is the _____.
   (a) Accounts manager
   (b) Floor manager
   (c) Assistant store manager
   (d) None of the above

C. State whether the following statements are True or False

1. Floor manager keeps all records for stocks available.

2. Duty of account manager includes is maintaining all sales and attendance records.

3. Display must maintain the colour combinations to bring attention to the shelves where products are placed.

4. Store assistant is the key contact person to deal with queries and guidance needed by the staff working.

D. Match the columns

	Column A		Column B
1.	Head store manager	A	responsible for particular floor
2.	Account manager	B	smooth functioning and productive output of retail
3.	Assistant store manager	C	responsible to handle retail in particular area
4.	Floor manager	D	responsible for training employees for selling and displaying items
5.	Area manager	E	responsible for maintaining all sale and purchase records

E. Short answer questions

1. Discuss the standards guidelines for products placement for display.
2. State the hierarchy of products.
3. Describe the difficulties in arranging products.

F. Check your performance

1. How to follow the guidelines for product placement or display?
2. Spell out hierarchy of arranging the products in retail store.
3. How to approach in case of difficulty in arranging products?

Session 3: Dealing with Damaged Goods

Goods that are broken, cracked, scratched, etc., and cannot be sold to consumers in its present form are called damaged goods. The damage of goods can occur during transit, due to improper handling of goods, semi manufactured goods, improper packing, etc.

Identifying Damaged Goods

Identifying damaged goods is an important process before placing the products in shelves. Once delivery of goods arrives at the retail store, all pallets should be placed on the floor for checking. Dealing with damaged goods is a complex matter.

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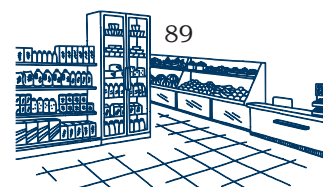
1. All cartons should be checked in comparison against the invoice according to store policy, and the details must be noted.

2. While checking the delivered stock, the retail staff should not do it in a hurry because of the pressure from the truck driver or delivery person. It is the job of the staff to thoroughly check all goods received.

3. All shortages, over-orders, missing and damaged goods should be noted on delivery invoice.

4. Count the number of cartons.

5. Whole cartons can be counted unopened.

6. Mixed cartons should be opened to check the contents.

7. Wet or damaged cartons should be opened to check the contents for any damage or breakage.

8. Goods should be checked for quality, leakages, if any, or any seal and also for expiry dates.

9. Any damaged or spoiled stock should be mentioned if not identified previously on delivery invoice.

10. Once all the process of identifying damaged goods is done, the information should be immediately forwarded to the concerned departmental store heads for verification and further it may be processed for claiming reimbursement for the damaged goods from whomever it may concern.

Procedure of Dealing with Damaged Goods

Once the damaged goods are identified, the following procedure should be adopted.

1. Separate damaged goods from normal goods

   (a) Repackage damaged goods

   (b) Immediately record in ledger, stock or bin cards, etc.

   (c) Move damaged goods to a separate location.

   (d) If commodities are food, make sure to use reconditioned goods first.

2. Report damage to immediate supervisor in store: notify the store supervisor and discuss how you can deal with the situation. Usually the responsibility
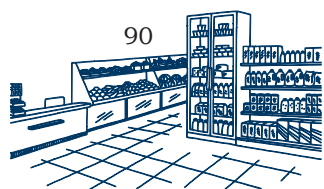
and rules for loss or damage reporting are designed by the retail store management.

3. Investigate the damage: the following things must be identify like:
   (a) Who was handling the goods when they got damaged?
   (b) What is the type of goods?
   (c) What quantity of goods are damaged?
   (d) What is the size and type of containers?
   (e) What is the estimated value of damaged?
   (f) When and where did the damage happen?
   (g) Where are the goods now?

4. Claim reimbursement for damages from responsible parties.

5. Dispose of damaged goods responsibly: the retailer has the responsibility to dispose of all damaged (and expired) goods. Retailer must dispose the damaged goods in the most transparent, cost-effective and environmentally responsible manner.

6. A retailer must ensure that the disposal is documented (with photographs) and give a formal report to the government.

Waste Management Measures in Retail

Retail stores generate lot of waste; in that most of the waste is recyclable. Recycling in a retail environment is similar to recycling at our homes, schools, or other businesses. The 3 Rs – reduce, reuse, and recycle are important guidelines that must be followed in most of the retail stores.

1. Collect the cartons, papers and other material separately and properly.

2. Record the details of each material waste and store these waste material safely for disposal as per the store's waste disposal policy.

3. Segregate the dry and wet waste separately.

4. Avoid using plastic bags for packing the goods purchased by the consumer, instead encourage the use of eco-friendly shopping bags like jute or cloth bags.

5. Reduce bulky packaging of products received by the wholesaler and encourage them to use

packaging material that is reusable or made with recyclable material.

6. Inform the concerned department about the waste accumulated daily or weekly depending on the type of waste accumulated in the store.

7. Proceed to dispose the waste with the help of the waste management policy followed by the retailer as per government environmental standards.

Practical Exercise

Visit a retail store to learn how to deal with the damaged goods.

Material required

Writing material, checklist.

Procedure

1. Make a group of four students.
2. Ask them to visit a retail store or departmental store.
3. Meet the retail store manager and tell them the purpose of the visit.
4. Observe the retail store operations.
   (a) Process of identifying damaged goods.
   (b) How are damaged goods dealt with?
   (c) How waste management done?
5. If you understood any of the below given activities and procedures followed in the retail store, tick the appropriate answer.

S. No.	Activity or Procedures	Yes	No
1.	Could you understand the process of identifying damaged goods?		
2.	Did you learn how to deal with damaged goods?		
3.	Waste management measures are followed in the retail store?		
4.	Understood the process of damage claims reimbursement?		
5.	Observed the process of disposal of the damaged goods?		

7. Make a report on the visit.
8. Present the report in the class.
9. Submit the report to the subject teacher.

Check Your Progress

A. Fill in the blanks

1. Goods that are broken, cracked, scratched, etc., which cannot be sold to the consumers are called _____goods.
2. Once _____of goods arrive at the retail store, pallets and other items are placed on floor for checking.
3. Mixed cartons are opened and _____are checked.
4. Wet or damaged cartons should be opened to check the contents for _____ and _____.

B. State whether the following statements are true or false

1. Goods should be checked for quality, leakages if any, or any damaged seal.
2. Retailer is responsible for disposing damaged good.
3. Retail stores generate a lot of waste; in that most of the wastes are recyclable material.
4. Mix the dry and wet waste separately.
5. Record the details of each material waste and store them safely for disposal as per the store's waste disposal policy.

C. Match the columns

	Column A		Column B
1.	Separate damaged goods from	A	to assign value of damaged goods
2.	Report the damage to the	B	normal goods
3.	Investigate the damage	C	responsible parties
4.	Claim reimbursement for damages from	D	by retailer
5.	Dispose of the damaged goods	E	immediate supervisor in the store

D. Short answer questions

1. Define damaged goods.
2. How to identify the damaged goods?
3. What are the steps to deal with damaged goods?
4. Discuss the waste management measures in retail.

E. Check your performance

1. Identify and pickup the damaged goods from given goods.
2. Demonstrate how to deal with damaged goods and observe suitable rules and regulations.
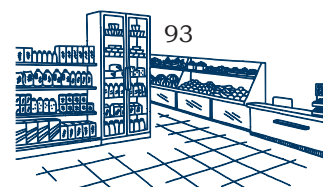
Session 4: Selling Process and Salesmanship

Selling process is a series of steps. They are followed by the retailer while selling a product. It is a complete cycle. It starts from identifying customers to closing a deal.

Selling Process

Process of selling covers various steps like prospecting, pre-approach, approach, presentation, handling objections, closing and follow-up. The seven steps of selling processes are explained below in detail.

1. Prospecting: is the beginning of the process, which covers searching for customer with potential demand.
2. Pre-approach: in this stage the retailer collects information about potential customers and understands them before making a sales call.
3. Approach: in this step the retailer meets the customer for the first time.
4. Presentation: in this step the retailer talks about how a product will satisfy a customer's needs and add value to life.
5. Handling objections: in this step the retailer clarifies all doubts and questions that the customer has and eliminates all their objections to buying the product.
6. Closing: in this step, the customer is asked to place an order for the product.
7. Follow-up: this is the final step, where the retailer follows up with customers to ensure satisfaction and builds a relationship in order to repeat business with them.

The selling process is depicted in Fig. 4.5.

Importance of Salesmanship

In retailing, salesmanship plays an important role in selling the products. A salesman is the link between a retailer and the customer at retail store.

1. Salesmanship is necessary for presenting goods in a retail store. Salesmen increase sales volume by selling more products, which bring larger profits to manufacturers.

Fig. 4.5: Selling Process

Flowchart (top to bottom):
- Prospecting and qualifying
- Pre-approach
- Approach
- Presentation and demonstration
- Handling objectives
- Closes
- Follow-up
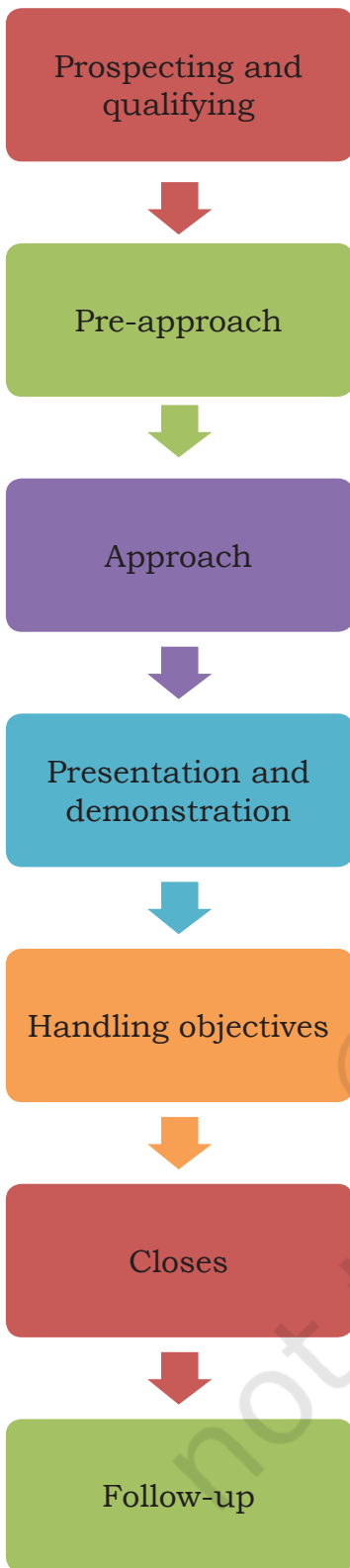
2. Salesmen educate customers and help them with decision making. Salesman increase retail turnover and reduce customer dissatisfaction. Consumers select best products as per their requirements, taste and money.

Qualities of a Successful Salesperson

The qualities of a successful salesperson are as follows:
1. Establish good relationship with customers.
2. Learn to take place quickly and adapting smoothly.
3. Plan efficiently and manage time and efforts.
4. Work hard to achieve their goals.
5. Communicate clearly with customers.
6. Think analytically.
7. Produce quality and quantity products.
8. Possess and live up to high moral. characteristics.

Personal Selling vs. Salesmanship

The difference between two terms, which are widely used in marketing are as follows:

Difference between Personal Selling and Salesmanship

Personal Selling	Salesmanship
It is a secondary function and performed after convincing of the consumer.	It is primary function and consumer's are influenced before selling.
It is the process of making sales.	It is the process of persuading and winning customer's confidence.
It is an act done by any person.	It is a complicated process and cannot be performed easily.
It refers to transferring ownership of products to customer in exchange for money.	It refers to convincing the customer by sound arguments for object of persuading to buy particular goods.
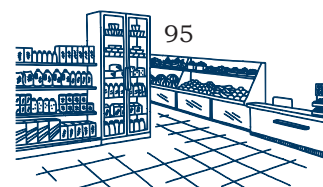
Practical Exercise

Visit a retail store to observe the salesmanship in a given situation.

Material required

Writing material, checklist.

Procedure

1. Form a group of five students.
2. Ask them to visit a retail store.
3. Meet the store manager and greet them.
4. Tell them the purpose of visit and take permission for visit.
5. Observe the salesperson's activities while selling goods to the customers.
6. Note down the following:
   (a) Steps of selling process.
   (b) Functions of salesman.
7. Tick the appropriate answer in the given table.

S. No.	Activity or Procedures	Yes	No
1.	Did you understand the steps in selling process?		
2.	Did you understand the difference between personal selling and salesmanship?		
3.	Understood the functions of salesmanship?		
4.	Understood the importance of salesmanship?		

8. Prepare a report on it and submit to the subject teacher.

Check Your Progress

A. Fill in the blanks

1. Retail selling process is important for a salesman to attract _____ to increase sales.
2. _____ is the process which covers searching for customer with potential demand.
3. In _____ step retailer meets customer for first time.
4. _____is necessary in presenting goods in retail store.
5. Salesmen _____ customers.

B. Multiple choice questions

1. Which step is not a part of the personal selling?
   (a) Prospecting   (b) Pre-Approach
   (c) Auditing   (d) All of the above
2. Salesperson clarifies all doubts and questions of customer in _____.
   (a) handling objection   (b) closing
   (c) follow-up   (d) None of these
3. Salesperson talks about how a product will satisfy the customer's needs and add value in _____.
   (a) approach   (b) prospecting
   (c) presentation   (d) None of these
4. Salesperson meets customer for first time in _____.
   (a) approach   (b) prospecting
   (c) presentation   (d) All of these

C. State whether the following statement are true or false

1. Customer is asked to place an order for product is called follow-up.
2. Salesmanship is the process of convincing customers to buy goods.
3. Salesman is the link between a retailer and customer.
4. Personal selling is primary function to be performed after convincing a consumer.
5. Salesmanship is the secondary function to influence customer before conduction of selling.

D. Short answer questions

1. What is selling?
2. Discuss the steps of selling process.
3. Differentiate between the personal selling and salesmanship.
4. Describe the importance of salesmanship.
5. What are the qualities of a successful salesmanship?

E. Check your performance

1. Make a chart on steps involved in selling process.
2. Identify and play the role of the personal selling and salesmanship techniques in a given situations.
3. Demonstrate the qualities of a successful salesman and convincing customers in given situations.

Unit 5

Health and Safety Management

Human safety mainly focuses on the safety of health, hygiene and environment of all people, including customers, employees and the management. Everyone at a workplace, including employer, supervisor, workers, employees and customers have the responsibility to promote hygiene and safety.

Most of the units in an unorganised sector of retailing do not follow basic hygiene or safety practices.

A retail outlet must not be harmful for customers. Hazards associated with retail environment are often thought to be low risk but accidents remain common and can inflict significant extra costs on a business. This unit will highlight the importance of health and safety at workplace, how to avoid accidents and emergencies and related laws.

Session 1: Health and Safety Requirements

Meaning of Health and Safety

In terms of a retail store, it is the retailer's responsibility to ensure, as far as is reasonably practicable, the health and safety of workers and others who could be put at risk by the work of the business, such as customers, visitors, children and young people, or the general public.

Definition of health

As defined by the World Health Organization (WHO), health is a "state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity".

Definition of safety

Safety is the state of being 'safe', the condition of being protected from harm or other non-desirable outcomes.

Regular risk assessments should be conducted at retail stores to identify health and safety problems, and initiate necessary measures to eliminate or mitigate them as far as possible.

Health and Safety Requirements Laid by the Retailer and Law

As a retail store owner, it is imperative to ensure that the retail space is safe for both customers and employees. It is always expected from every trainee associate to identify and follow health and safety needs laid down by the retailer and the law, which are in place to act as a monitor to avoid all kinds of health or safety hazards.

Following are the factors to keep in mind while undertaking health and safety measures at a retail store:

(a) Abiding by the law: a retailer has to show that he or she is following all safety practices in his retail store.

(b) Risk assessment: a risk assessment examines the hazardous conditions at a workplace to identify risks and implement measures to prevent or reduce the risks.

(c) Safety readiness from expected perils: as per the Health and Safety legislation, it is required to follow health and safety rules.

(d) Ergonomics: it is the science of matching a retail store's requirements to the retailer's capabilities. For example, if a retailer hires a weak person to lift heavy boxes for hours on end, there are more chances of risk injury to the employee due to poor ergonomics.

(e) Air quality: without inadequate ventilation, air starts to collect mold, fungus, bacteria or odours in a retail store. Law recommends installing machines that cycle fresh outdoor air and circulates it throughout the store.

(f) Visual inspection of premises: as per the law, it is important to visually inspect the store premises to ensure no hazards are visible, which include uneven flooring, spills and misplaced boxes.

(g) Crime: the retailer should install a surveillance camera in different parts of the store for safety purposes. Hiring a guard may also help monitor the store.

(h) Training: employees of the retail store should be trained to tackle any situation inviting danger.

(i) Insurance: the retailer must get the retail store insured.

Ways to Encourage Colleagues to Follow Health and Safety Norms

Health and safety programme is a process for managing the prevention of work-related injuries and diseases at the workplace. Retailers have the responsibility towards employees to ensure their health and safety at the workplace (Fig. 5.1).

RESPONSIBILITIES OF WORKER
- Follow the health and safety requirements as per the job
- Ask for training before you begin work
- Immediately report any injury to a first aid attendant or supervisor
- Take the initiative and correct unsafe conditions immediately
- Make suggestions to improve health and safety standards

EMPLOYER'S RESPONSIBILITIES
- Provide a safe and healthy workplace
- Ensure employees' training, and keep records of that
- Provide a comprehensive occupational health and safety programme, including a written health and safety policy and procedure
- Initiate an immediate investigation into incidents
- Provide adequate first aid facilities and services
- Provide personal protective equipment (PPE), where required

RESPONSIBILITIES OF SUPERVISER
- Instruct workers for safe work procedures
- Ensure that only authorised and trained workers operate tools and equipment or hazardous chemicals
- Ensure that equipment and materials are properly handled, stored and maintained correctly
- Enforce health and safety requirements
- Train and check that your work is being done safely
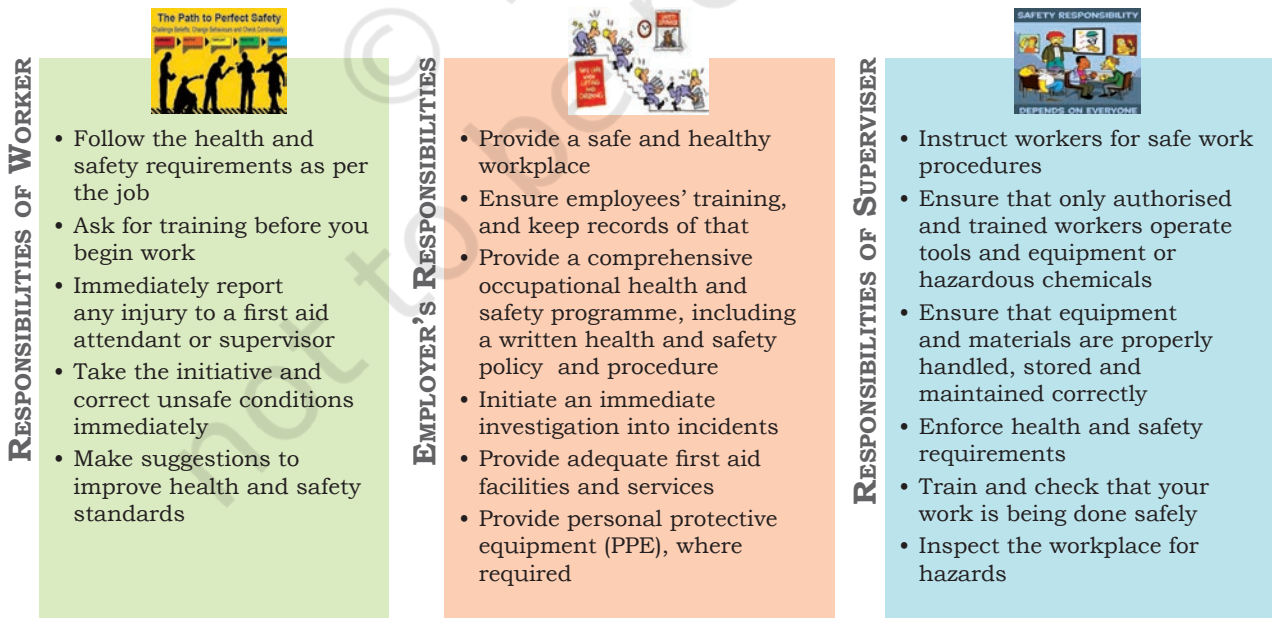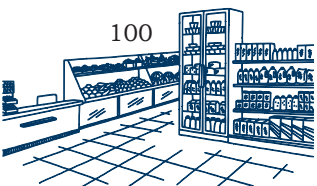- Inspect the workplace for hazards

Fig. 5.1 Health and safety responsibilities of co-worker

Following are the ways to encourage colleagues to follow the health and safety norms:

(a) Create a plan: an employer should identify hazards at the workplace and take steps to minimise them, develop a safety plan and tell all colleagues to ensure their safety and what is expected from them.

(b) Workplace inspection: colleagues get encouraged if equipment and tools are checked and the workplace is inspected on a regular basis. They take safety practices seriously.

(c) Training: all employees should be trained adequately and encouraged to follow health and safety practices.

(d) Supervision: is required to ensure that all colleagues perform their job properly and safely. They should understand that if they do not follow instructions, they will not only endanger their safety but also be held liable for an incident, which could have serious consequences.

(e) Informal communication: meet the staff and colleagues regularly and encourage them to share health and safety ideas for improving safety at the workplace.

(f) Discharge health and safety responsibilities at workplace: the retailer should try to integrate health and safety with all work process at the workplace, and provide guidelines that define the health, safety and security measures, as well as, the required action and responsibility for execution with the vision of an injury-free organisation.

Practical Exercises

A field visit to observe health and safety practices at a retail store

Material required

Checklist, notebook and pen or pencils

Procedure

1. Form a group of five students.
2. Ask them to visit a retail store or a mall located in your area.
3. Greet and interact with the store manager.
4. Tell him or her the purpose of the visit and take permission for visiting the store.
5. Interact with the employees and ask the following questions. Write their replies in 100 words.
   (a) How do you maintain the health and safety in your retail store?
   (b) What are the safety measures for the security of a retail store?
   (c) What are the ways to encourage your co-workers to adopt health and safety measures?
6. Identify the areas which require health measures.
7. Observe the safety equipment and collect the details.
8. Discuss the findings with your friends, teachers and retail authorities.
9. Prepare a report and submit it to your teacher.

Check Your Progress

A. Fill in the blanks

1. _____ is a process for managing the prevention of work-related injuries and diseases at the workplace.
2. _____ is a "state of complete physical, mental, and social well-being, and not merely the absence of disease or infirmity".

B. Multiple choice questions

1. Without proper ventilation, air in retail store starts to collect _____.
   (a) mold   (b) fungus
   (c) bacteria or odour   (d) All of these
2. A risk assessment examines the _____ conditions at a workplace
   (a) uneven flooring   (b) spills
   (c) misplaced boxes   (d) hazardous

C. State whether the following statements are True or False

1. Employees at the retail store need not be trained to tackle any situation inviting danger.
2. Ergonomics is the science of matching the retail store's requirements to the retailer's capabilities.
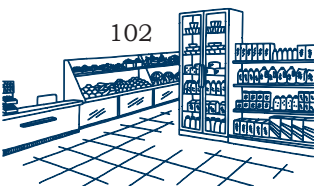
D. **Short answer questions**

1. What is health?
2. Define safety.
3. State the requirements by a retailer for maintaining health and safety standards.
4. Discuss ways to encourage colleagues to follow health and safety norms.

E. **Check your performance**

1. Demonstrate practices for maintaining health and safety conditions at a retail store.
2. List the steps of health and safety requirements laid down by the retailer and law.
3. List the ways to encourage colleagues to follow health and safety norms.

Session 2: Equipment and Material

Risk for Retail Stores

There can be a number of unforeseen situations, which may pose potential threats for a workplace and workers at a retail store. These are called 'risks', which if not handled properly, can turn into emergencies. Emergencies can be natural or manmade. These include events, such as climbing accidents, electrocution, road and fire accidents, machine injuries, etc. An emergency can cause physical or environmental damage. It can also disrupt retail business operations.

Types of potential risks at a retail store

Slips, trips and falls, lifting and carrying heavy loads, and standing for long periods of time are some of the ways that may injure retail workers at work.

(a) Risk of musculoskeletal injuries (sprains and strains): lifting, carrying, pushing or pulling heavy loads can put workers at risk of serious injury. Workers are at risk from lifting and carrying injuries, particularly, when a load is too heavy, it is difficult to grasp. When handling heavy loads, the physical effort is strenuous and the workers are required to bend and twist. Injuries and conditions can include muscle sprains
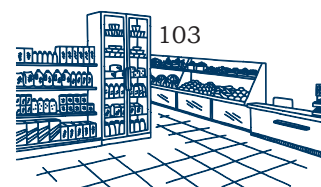
and strains, injuries to muscles, ligaments, intervertebral discs and other structures in the back, and injuries to soft tissues, such as nerves, ligaments and tendons in the wrists, arms, shoulders, neck or legs.

(b) Risk while using power tools and equipment: the employee may be required to use power tools if he or she works in a hardware store or a business, such as a bicycle or furniture shop where his or her job involves assembling products. Power tools can be extremely dangerous if not used correctly. Common accidents associated with power tools include abrasions, cuts, lacerations, amputations, burns, electrocution and broken bones.

Some other risks which turn into emergencies at retail store include

- Gas leaks
- Explosions
- Snake bite or poisoning
- Electrocution
- Equipment failure
- Emergencies requiring evacuation
- Hazardous substances and chemical spills
- Internal emergencies
- Serious injury events or medical emergencies
- Bomb threats
- Hostage situations or terrorism

Risk assessment is the keystone for effective management of health and safety.

Types of Equipment and Material Used in Stores for Health and Safety

Following are the types of equipment and material used in retail stores for health and safety:

(a) First aid kit: is the basic thing required when an injury occurs with employees at a retail store.

(b) Equipment for preventing and extinguishing small fires: many things, including heating system,
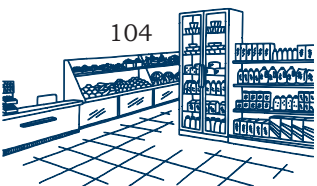
discarded cigarettes, electric appliances, poor housekeeping or improper storage of chemicals can start fires. Quick action can prevent a small fire from becoming uncontrollable. Fire extinguishers are commonly used at retail stores. It must be available and the retail staff should be trained how to use it. They must be of the correct type for the hazard:

Type A – for combustibles

Type B – for flammable or combustible liquids

Type C – for electrical equipment

Type ABC – for general fires

(c) Smoke detector: is a device that senses smoke, typically as an indicator of fire. Commercial security devices issue a signal to a fire alarm control panel as part of a fire alarm system.

(d) Floor markers: floor marking is the process of using visual cues, such as lines, shapes, and signs on floors to make a space easier for people to navigate. These cues divide spaces, highlight hazards, outline workstations and storage locations, and convey important safety or instructional information. Floor markers are often part of a larger visual communication system that includes wall signs and labels like 'Caution Wet Floor'.

(e) Personal protective equipment: employers have duties concerning the provision and use of personal protective equipment (PPE) at work. PPE protects users against health or safety risks at work. It can include items, such as safety helmets, gloves, eye protection gear, high-visibility clothing, safety footwear and safety harnesses. It also includes respiratory protective equipment (RPE).

Dealing with Risks at Retail Outlets

Occupational Health and Safety (OHS) is an area concerned with protecting the safety, health and welfare of people engaged in work or employment.
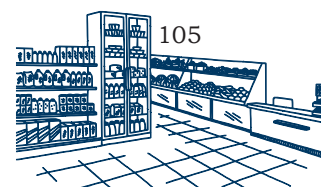
Following are the actions to deal with health and safety risks at retail stores:

(a) Training: the retailer must train employees on how to use personal protective equipments.

(b) Written certification: is given to employees as a proof upon acquiring formal training required to deal with risks. The certificate contains:

- Name of employee trained

- Date(s) of training

- Subject of the certification

(c) First aid: case of health emergency at the workplace, the injured person should be given immediate attention and first aid before medical help arrives.

(d) Avoiding electrical hazards: deal with electrical hazards, the retail workers should inspect the wiring. All electric boxes should be covered. All switch boxes and circuits should be labelled.

(e) Avoiding musculoskeletal injuries: deal with musculoskeletal injuries (sprains and strains), it is advised that employees should avoid long periods of repetitive movement, take micro-breaks and change positions. They should avoid awkward positions and use an adjustable chair.

(f) Avoiding risks related to lifting: for preventing injury due to lifting, it is suggested that retail workers lift smaller loads, by planning and adjusting weight distribution ahead of time.

(g) Avoiding the risk of slipping: avoid slips, it is advised to wear fitting, non-slippery footwear. The walkways and work areas should be clear of boxes and other material. Any spill should be reported to the person responsible for getting it cleaned and placing a floor marker till it is cleaned.

(h) Avoiding the risk of falling: avoid risks related to falling from a height, it is recommended to use a stepladder rather than crate to reach items placed at a height.
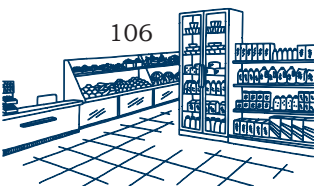
(i) Avoiding risk related to power tools: avoid risks related to any tool or equipment, if it is operating, it is recommended not to walk until it comes to a complete stop.

(j) Avoiding risk of shoplifting and robbery: it is always advised to put all equipment related to security and surveillance in place and make sure that notices are placed. The store must be well lit, and a check must be kept on anyone who may be watching the store or loitering in or around it. Keeping a security guard will help avoid the risk of robbery and shoplifting.

(k) Safety data sheets: avoid all other risks the retailers must hand out safety data sheets to their staff or put those on the notice board.

Use of Equipment with Manufacturer's Instructions

It is mandatory that an equipment at the retail store is always used as per the manufacturer's instructions in order to understand its operations. In a retail store, the following are the reasons to follow the manufacturer's instructions.

• Manufacturer's instructions provide information about the controls and wearing protective equipment to protect against hazards associated to a machine or equipment.

• By reading the instructions and information provided by the manufacturer, retailers can potentially save their amount.

Hence, we can say health and safety of workers in retail business are important aspects for an organisation's smooth and effective functioning. Good health and safe performance ensures an accident-free environment.

Practical Exercise

A field visit to observe the equipment or material for health and safety practices at a retail store
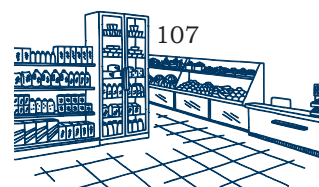
Material required

Checklist, notebook and pen or pencils

Procedure

1. Form a group of five students.
2. Ask them to visit a retail store or a mall.
3. Meet the store manager and greet him or her.
4. Tell him or her the purpose of the visit and take permission for visiting the store.
5. Interact with the employees and ask the following questions. Write their replies in 100 words.
   • What are the types of risk faced by the retail outlet?
   • What type of equipment and material are used for health and safety of a retail store?
   • How do you deal with risks in a retail organisation?
   • How do you use safety equipment in a retail organisation?
6. Identify the equipment which require health and safety instructions before use.
7. Observe the safety equipment and collect details about the equipment.
8. Discuss the findings with your friends, teachers and retail authorities.
9. Prepare a report and submit it to your subject teacher.

Check Your Progress

A. Fill in the blanks

1. _____ may disrupt retail business operations.
2. A _____ is a device that senses smoke, typically as an indicator of fire.

B. Multiple choice questions

1. Risks which turn into emergencies at a retail store include _____.
   (a) uneven flooring
   (b) spills
   (c) misplaced boxes
   (d) All of the above

2. Contact with electrical equipment can cause _____.
   (a) shock
   (b) trip
   (c) slip
   (d) None of the above
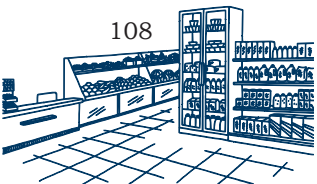
3. _____ is a type of equipment and material used in retail stores for health and safety.
   (a) Knife
   (b) First aid kit
   (c) Hammer
   (d) Bat

C. State whether the following statements are true or false

1. There can be a number of unforeseen situations that never are potential threats.
2. Quick action cannot prevent a small fire from becoming uncontrollable.

D. Match the columns

	Column A		Column B
1.	Smoke detector	A	Used for small injuries
2.	Fire extinguishers	B	Kept as a word of caution
3.	First aid kit	C	Used for preventing and extinguishing small fires
4.	Markers	D	Used for protecting from harm
5.	Personal protective equipment	E	Detects smoke or fire

E. Short answer questions

1. Discuss the various types of risk in a retail organisation.
2. Explain the various types of equipment and material used to deal with risks.
3. How should a retailer deal with risk?

F. Check your performance

1. Demonstrate the usefulness of various safety accessories used in a store.
2. How to select equipment for common safety and health concerns and problems in given situation.

SESSION 3: DEALING WITH ACCIDENTS AND EMERGENCIES

Most retail stores are well-run and provide a safe haven for shoppers. Store owners do everything they can to make their stores hazard-free and as safe as possible for their customers. Unfortunately, with thousands of customers coming and going in retail stores every day,
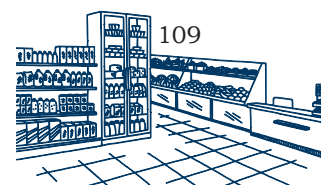
there are bound to be accidents and injured customers or workers.

Reasons for Accidents in Retail Stores

There are many reasons for accidents inside a retail store that can be hazardous to the customers. The reasons are as follows:

- Leaky ceilings may cause wet spots on floor
- Narrow walkways
- Uneven floor conditions
- Unexpected fire, accidents may take place owing to power short-circuits

Thus, we find that retail stores are prone to accidents and the retailers have to take precautions to avoid such accidents.

Meaning of Emergencies

Emergencies refer to a dangerous or serious situation like an accident that happens and needs immediate action. An accident may lead to emergencies. A retailer is expected to take remedial steps in emergency conditions.

Emergency conditions

There are a number of emergency conditions occuring in a retail store, which may cause threats to the store, employees and customers. These emergency conditions may emerge owing to manmade mistakes or sometimes they are natural. The various emergency conditions occurring in a retail store are as follows:

- Explosion
- Insect bite
- Rat menace
- Electrocution
- Slip down
- Equipment failure
- Extreme environmental conditions — summers, winters, rainy, windy, lighting, etc.
- Hazardous substances and chemical or acid spills
- Loss of power, water supply, structural collapse
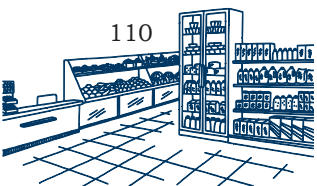
- Bomb threats
- Robberies and shootings

These emergencies shall lead to immediate attention and actions by the retailer. He or she must always be alert to undertake remedial measures to tackle these emergency situations.

Dealing with Accidents

Injuries can be the result of several different types of dangerous situations in retail stores. However, if an accident occurs at the retail store, the incident must be recorded in the 'accident book', if required as per the rules of the store. The management may need to check such records to grant sick or accident pay. Accidents can be dealt with by

- developing an initial plan,
- calling for help,
- contacting the doctor,
- changing the layout of facility/store, or
- updating emergency procedures.

Emergency Problems

There are many types of emergencies that can occur during what started out as a 'normal day' in retail. A retailer is responsible for ensuring that when an emergency occurs, the required procedures are in place to deal with the situation. Not planning for these events now could result in someone being injured later. An emergency is an unplanned critical event that could cause serious injury, illness, death and property damage.

A retailer or employees of a retail store must not panic during emergencies but remain calm, check for any other danger, protect themselves first and the injured persons from fire, explosions or other hazards, treat most life-threatening problems like bleeding or shock first, check for broken bones, and if someone has injured their spine do not move the person, and do call emergency services like fire brigade or hospital, if required.

Emergency action plan

Due to the speed with which emergencies occur, it is important that the retailer responds appropriately. To do this, every retail store should have emergency

response procedures based on its occupational health and safety (OHS) policies. The retailer must ensure that every staff member is aware of the action plan. While developing an emergency action plan a retailer must conduct a hazard assessment.

An emergency action plan must communicate the following:

- Procedures for emergency evacuation, including type of evacuation and exit route assignments
- Procedures to be followed by employees who remain to operate critical operations before they evacuate
- Procedures to account for all employees after evacuation
- Procedures to be followed by employees performing rescue or medical duties
- Means of reporting fires or other emergencies
- The name or job title of every employee who may be contacted by employees who need more information about the plan or an explanation of their duties under the plan

Recognise when evacuation procedure starts

A retailer wishes no emergency or disaster takes place in retail store. Accidents and emergencies can occur with anyone, anytime and anywhere. A disorganised mass departure or evacuation results in injury and property damage. That is why, when developing and following emergency action plan, keep the following points in mind:

- Conditions in mass departure
- A clear chain of command in the store
- At many places, an 'evacuation warden' is there to assist others in evacuating and to account for personnel
- Specific evacuation procedures, including routes and exits, are posted at accessible points for all employees
- Procedures for assisting staff with disabilities
- Retail staff must be capable enough to recognise when evacuating themselves
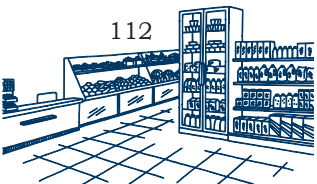
Retailer procedures for evacuation

The retailer procedures for evacuation include the following points:

- During emergency, local officials order to evacuate the premises. In some cases, they may instruct all employees to switch off water, gas and electricity supply points.
- If there is an alarm, listen attentively and follow whatever official orders are received.
- In other cases, a specially designated person within the store should be responsible for making the decision to evacuate or shut down operations.
- Protecting the health and safety of the retail staff and customers.
- In case of a fire, immediately evacuate to a predetermined safe area.
- Assessing a situation to determine whether an emergency exists.
- Supervising all efforts, including evacuating personnel.
- Coordinating with emergency services like medical and fire departments and inform them when necessary.
- Shutdown of plant operations directly.

Practical Exercises

Activity 1

A field visit to know how to deal with irate customers

Material required

Checklist, Writing material.

Procedure

1. Form a group of five students.
2. Ask them to visit a retail store or a mall.
3. Meet the store manager and greet him or her.
4. Tell him or her the purpose of the visit and take permission for visiting the store.
5. Interact with the employees and ask the following questions. Write their replies in 100 words.
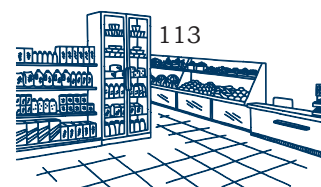
Questions to the retailer
- Are your customers irate with your working style?
- When do they get irritated?
- What are the reasons behind their irritation?
- How you deal with irate customers in a retail organisation?

6. Discuss the findings with your friends, teachers and retail authorities.

7. Prepare a report and submit it to the subject teacher.

Activity 2

Prepare a chart on company procedure for evacuation

Material required

Writing material and drawing sheet.

Procedure

1. Form a group of five students.

2. Ask them to visit a retail store or a mall.

3. Meet the store manager and greet him or her.

4. Tell him or her the purpose of the visit and take permission for visiting the store.

5. Interact with the employees and ask questions about the company procedure for evacuation. Write their replies in 100 words.

6. Discuss the findings with your friends, teachers and retail authorities.

7. Prepare a chart on the findings and present it in the class.

Check Your Progress

A. Fill in the blanks

1. Unexpected fire accidents may take place owing to power _____.

2. _____ refer to a dangerous situation, such as an accident.

3. Accidents may lead to emergencies and need immediate _____ of the retailer.

4. The retailer is expected to take _____ steps in emergency conditions.

5. Emergency situations are _____.

B. Multiple choice questions

1. Extreme environmental conditions include _____.
   (a) summer heat
   (b) cold
   (c) wet
   (d) All of the above
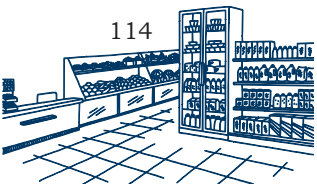
2. Which of the following is an emergency condition in retail outlets?
   (a) Electrocution
   (b) Slip down
   (c) Equipment failure
   (d) All of the above

3. To deal with an accident it is important to instantly _____.
   (a) develop an initial plan
   (b) declare holiday
   (c) send letters
   (d) None of the above

4. Emergency conditions in retail include _____.
   (a) explosion
   (b) insect bite
   (c) rat menace
   (d) All of the above

C. State whether the following statements are true or false

1. An accident, which takes place in retail stores, may lead to an emergency.
2. A trainee associate should protect himself or herself and the injured person from fire, explosions or other hazards.
3. During an emergency, local officials order to evacuate premises.

D. Short answer questions

1. What are accidents?
2. How are accidents in retail dealt with?
3. How to recognise when evacuation procedure starts?
4. Discuss the company procedure for evacuation.

E. Check your performance

1. Demonstrate how to deal with irate customers.
2. Prepare a chart on company procedures for evacuation.

SESSION 4: REPORTING ACCIDENTS AND EMERGENCIES

Meaning of Reporting

Reporting and recording of accidents and emergencies are legal requirements for a retail store.

The retail store must, therefore, notify the relevant local authority of work-related deaths or certain work-related injuries. Reporting involves

1. instructing employees to call the police, fire or medical emergencies,
2. listing emergency phone numbers and asking the employees to report all non-emergency issues also,
3. posting emergency phone numbers on the notice board at retail stores,
4. information about accidents and ill health, and
5. developing solutions for potential risks.

Legal Policies and Procedures for Retailers: Accidents and Emergencies

The retail stores need to plan for emergencies and special procedures need to be formulated by retailers in addition to the adoption of provision of relevant laws. The emergencies should be attended to immediately. Quick and effective action by retailers may help ease the situation and reduce or avoid the consequence and loss of property and life. Therefore, the retail store staff must be trained and be competent enough to tackle the emergencies.

Procedure and Legal Requirements

Normally, the retailers have to follow the following procedures when an emergency and accidents situations arise:

- First aid should be made available to reduce seriousness of injury.
- Notify accidents or emergencies to the store supervisor.
- Restrict entry in the danger zone to avoid risk of harming others.
- Warming alarms should be activated to alert the staff and customers in the store.
- Fire extinguishers should be used as per their operating procedures.
- Concerned officials like ambulance, fire brigade and police should be informed about emergencies and accidents.
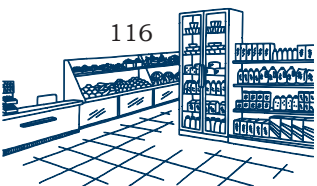
- Call the emergency services and guide them to reach retailer's premises.
- Make use of emergency lighting and exit doors to reach a place of safety.
- Alert people who are trained to meet the emergencies.

System of Reporting Accidents and Emergencies to Right Persons

It is important to report to the relevant enforcing authority — employers, or in certain circumstances others who control or manage the premises and keep records — of injuries, accidents and emergencies about:

- work-related deaths,
- work-related accidents which cause injuries to the retail staff, and
- injuries to customers in a retail store.

In this way the accidents and emergencies are reported in a retail store.

Practical Exercises

Activity 1

A field visit to know the retailer's procedure of reporting accidents and emergencies

Material required

Checklist, notebooks and writing material

Procedure

1. Form a group of five students.
2. Ask them to visit a retail store or a mall located in your area.
3. Meet the store manager and greet him or her.
4. Tell him or her the purpose of the visit and take permission for visiting the store.
5. Interact with the employees and ask questions about the retail procedure of reporting accidents and emergencies. Write their replies in 100 words.
6. Discuss the findings with your friends, teachers and retail authorities.
7. Prepare a report and submit it to the subject teacher.

Activity 2

Role-play on reporting accidents and emergencies to the right persons.

Material required

Writing material and drawing sheet

Procedure

1. Divide the class into groups of three each.
2. Ask them to perform the following activities in a retail lab.

   Role-play situation

   A customer enters a retail store to buy some goods but suddenly slips on the floor and gets injured on the head. Now, try to explain how a trainee associate will deal with the accident and report to the higher management.

   Role of students

   1st student: Customer

   2nd student: Trainee associate

   3rd student: Store manager

3. Finish the role-play within the time allotted to you.
4. Discuss the learnings from the activity and points to be covered.
5. Share your views before and after the role-play activity.

Check Your Progress

A. Fill in the blanks

1. _____ and recording of accidents and emergencies are legal requirements for a retail store.
2. _____ is used to reduce the seriousness of an injury.
3. _____ danger area to avoid risk of harming others and then attend emergency cases.

B. State whether the following statements are true or false

1. Fire extinguishers should be used as per their operating procedures.
2. Competent people who are trained to meet the emergencies need not be alerted.

C. Match the columns

	Column A		Column B
1.	First aid	A	cause serious injuries to workers
2.	Emergency equipment	B	reduce the seriousness of the injury
3.	Work-related accidents	C	trained to meet the emergencies
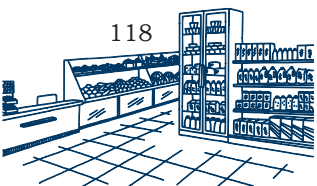
4.	Warning alarms	D	fire extinguishers
5.	Competent people	E	activated to alert the staff and customers in the store

D. Short answer questions

1. What is the meaning of reporting?
2. Discuss the retailer procedures for dealing with accidents and emergencies.
3. What is the system of reporting accidents and emergencies to the right person?

E. Check your performance

1. Demonstrate the procedure to deal with accidents and emergencies.
2. Perform a role-play on reporting accidents and emergencies to the right persons.

Answer Key

Unit 1: Fundamentals of Retailing

Session 1: Basics of Retailing

A. Fill in the blanks

1. Consumer   2. Manufacturer   3. Small, scattered

4. Unorganised   5. Organised   6. Goods, services

7. Hypermarkets

B. Multiple choice questions

1.d   2.c   3.c   4.a   5.a   6.b

7. a   8.c

C. State whether the following statements or true or false

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

D. Match the columns

1.F   2.G   3.G   4.A   5.H   6.B   7.E   8.C

Session 2: Trainee Associate Services to Customers

A. Fill in the blanks

1.Consumption   2.Customer satisfaction

3.Impulsive

B. Multiple choice questions

1.d   2.c   3.a   4.b   5.d   6.d

C. State whether the following statements are true or false

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

7.False.

D. Match the columns

1.E   2.C   3.D   4.F   5.A   6.H

7.B   8.G.

Session 3: Skills for Handling Retail Business

A. Fill in the blanks

1. Goal orientation 2. transaction   3.Patience

B. Multiple choice questions

1.d.   2.b   3.b   4.c   5.d   6.b   7.d

C. State whether the following statements are true or false

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

D. Match the columns

1.E   2.D   3.A   4.B   5.C

Session 4: Duties and Responsibilities of Trainee Associate

A. Fill in the blanks

1. customers   2. information   3. selling

B. Multiple choice questions

    1.d   2.a

C. State whether the following statements are true or false

    1.True   2.True   3.False

D. Match the columns

    1.C   2. E   3.A   4.B   5.D.

Unit 2: Display of Stock

Session 1: Role and Approaches to Merchandising Display

A. Fill in the blanks

    1. merchandise   2. Live   3. standing

    4. point of sale   5. promotional.

B. State whether the following statements are true or false

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

D. Match the columns

    1.D   2.C   3.A   4.E   5.B

Session 2: Standards and Legal Requirements of Merchandising Display

A. Fill in the blanks

    1. Merchandise   2. Displays   3. backgrounds

    4. match   5. technical

B. Multiple choice questions

    1.a   2.b   3.b   4.a   5.a

C. State whether the following statements are true or false

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

D. Match the columns

    1.B   2.C   3.A

Session 3: Packaging and Labeling in Merchandising Display

A. Fill in the blanks

    1. package   2.ultimate   3.Label

    4. protects   5.facilitates

B. Multiple choice questions

    1.d   2.b   3.d   4.d   5.a

C. State whether the following statements are true or false

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

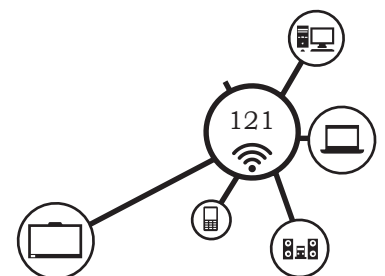**D. Match the columns**

    1.C   2.D   3.E   4.B   5.A

Session 4: Cleaning and Storing of Merchandising Display

A. Fill in the blanks

    1. profits   2. Dusters   3. merchandise

    4. wall

B. Multiple choice questions

1.d   2.a   3.a   4.d

C. State whether the following statements are true or false

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

Unit 3: Visual Merchandising

Session 1: Plan and Design of Visual Displays

A. Fill in the blanks

1. Retail   2. Information   3. Displays

4. design brief   5. impulse

B. Multiple choice questions

1.a   2.b

C. State whether the following statements are true or false

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

Session 2: Dressing Techniques of Visual Display

A. Fill in the blanks

1. Visual merchandiser   2. Displays   3. design brief

4. impulse

B. Multiple choice questions

1.a   2.b   3.c   4.a   5.c

C. State whether the following statements are true or false

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

Session 3: Evaluating Visual Merchandising Display

A. Fill in the blanks

1. Visual   2. Visual Display   3. evaluation

4. Estimate   5. directions.

B. State whether the following statements are true or false

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

C. Match the columns

1.C   2.D   3.A   4. B

Session 4: Dismantling of Merchandise Display

A. Fill in the blanks

1. Stepladders   2. creative   3. restored

4. Dismantle   5. disposal

B. State whether the following statements are true or false
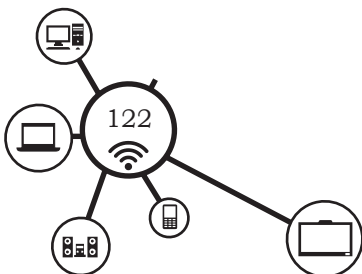
1.True   2.False   3.True   4. False

Unit 4: Product Arrangement for Sale

Session 1: Product Arrangement for Sale in Stores

A. Fill in the blanks

1. manufacturers   2. profit   3. Product

4. customers   5. brand image

B. Multiple choice questions

    1.a   2.a   3.c   4.c.

C. State whether the following statements are true or false

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

D. Match the columns

    1.C   2.B   3.D   4.E   5.A

Session 2: Guidelines in Arrangement of Products

A. Fill in the blanks

    1. avoid accidents   2. printed information   3.   guidelines

    4. Posters   5. delegate

B. Multiple choice questions

    1.c   2.b   3.b   4.a

C. State whether the following statements are true or false

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

D. Match the columns

    1.B   2.E   3.D   4.A   5.C

Session 3: Dealing with Damaged Goods

A. Fill in the blanks

    1. damaged   2.Delivery   3.contents

    4. damaged goods breakages

B. State whether the following statements are true or false

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

C. Match the columns

    1.B   2.E   3.A   4.C   5.D

Session 4: Selling Process and Salesmanship

A. Fill in the blanks

    1. customer   2. prospecting   3. Approach

    4. Salesmanship   5. educate

B. Multiple choice questions

    1.c   2.a   3.c   4.a

C. State whether the following statements are true or false

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

Unit 5: Health and Safety Management

Session 1: Health and Safety Requirements

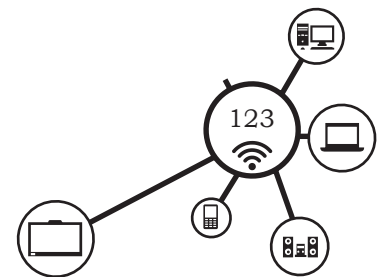**A. Fill in the blanks**

    1. Health and safety program   2. Health

B. Multiple choice questions

    1.d   2.d

C. State whether the following statements are true or false

    1. False   2. True

Session 2: Equipment and Material

A. Fill in the blanks

1. Emergencies   2. Smoke detector

B. Multiple choice questions

1.d   2.c   3.b

C. State whether the following statements are true or false

1. True   2. False

D. Match the columns

1.E   2.C   3.A   4.B   5.D

Session 3: Dealing with Accidents and Emergencies

A. Fill in the blanks

1. short circuit   2. emergencies   3. attention

4. remedial   5. unavoidable

B. Multiple Choice Questions

1.d   2.d   3.a   4.d

C. State whether the following statements are true or false

1. True   2. True   3. False

Session 4: Reporting Accidents and Emergencies
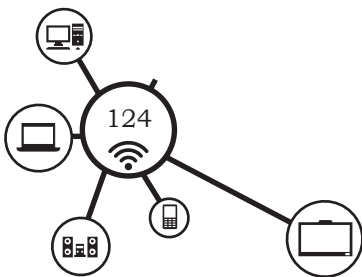
A. Fill in the blanks

1. Reporting   2. First-aid kit   3. Evacuate

B. State whether the following statements are true or false

1. True   2. False

C. Match the columns

1.B   2.D   3.A   4.E   5.C

Glossary

Abusive: *extremely offensive and insulting.*

Access: *approach or enter (a place)*

Accomplish: *achieve or complete successfully*

Adequate: *satisfactory or acceptable in quality or quantity*

Analyse: *examine (something) methodically and in detail, typically in order to explain and interpret it*

Annoy: *make (someone) a little angry; irritate*

Anticipate: *guess or be aware of (what will happen) and take action in order to be prepared*

Apology: *a regretful acknowledgement of an offence or failure*

Assemble: *(of people) gather together in one place for a common purpose*

Automated: *convert (a process or facility) to be operated by largely automatic equipment*

Barter: *exchange (goods or services) for other goods or services without using money*

Belligerent: *hostile and aggressive*

Breach: *an act of breaking or failing to observe a law, agreement, or code of conduct*

Calm: *not showing or feeling nervousness, anger, or other strong emotions*

Cautious: *(of a person) careful to avoid potential problems or dangers*

Churn: *move or cause to move about vigorously*

Collateral: *something pledged as security for repayment of a loan, to be forfeited in the event of a default*

Competent: *having the necessary ability, knowledge, or skill to do something successfully*

Consistent: *acting or done in the same way over time, especially so as to be fair or accurate*

Consumption: *the action of using up a resource*

Context: *the circumstances that form the setting for an event, statement, or idea, and in terms of which it can be fully understood*

Contingency: *a provision for a possible event or circumstance*

Courteous: *polite, respectful, or considerate in manner*

Credit: *the ability of a customer to obtain goods or services before payment, based on the trust that payment will be made in the future*

Criteria: *a principle or standard by which something may be judged or decided*

Curiosity: *a strong desire to know or learn something*

Debt: *a sum of money that is owed or due*

Default: *failure to fulfil an obligation, especially to repay a loan or appear in a law court*

Deferred: *put off (an action or event) to a later time; postpone*

Discretion: *the quality of behaving or speaking in such a way as to avoid causing offence or revealing confidential information*

Distinct: *recognisably different in nature from something else of a similar type.*

Domain: *a specified sphere of activity or knowledge.*

Elaborate: *involving many carefully arranged parts or details; detailed and complicated in design and planning*

Embarrassing: *causing (someone) to feel awkward, self-conscious, or ashamed.*

Essential: *absolutely necessary; extremely important*

Evolution: *the gradual development of something*

Expenditure: *the action of spending funds*

Fiscal: *relating to government revenue specially taxes*

Flexible: *able to be easily modified to respond to altered circumstances*

Formal: *done in accordance with convention or etiquette; suitable for or constituting an official or important occasion*

Frequent: *occurring or done many times at short intervals*

Gauge: *a tool for checking whether something conforms to a desired dimension , a means of estimating something*

Generic: *characteristic of or relating to a class or group of things; not specific*

Hire: *obtain the temporary use of (something) for an agreed payment*

Intermediate: *coming between two things in time, place, character, etc*

Lend: *allow (a person or organization) the use of (a sum of money) under an agreement to pay it back later, typically with interest*

Merchandise: *promote the sale of (goods), especially by their presentation in retail outlets*

Obligation: *an act or course of action to which a person is morally or legally bound; a duty or commitment*

Peer: *a person of the same age, status, or ability as another specified person*

Perceive: *become aware or conscious of (something); come to realise or understand*

Perception: *the way in which something is regarded, understood, or interpreted.*

Persuade: *cause (someone) to believe something, especially after a sustained effort; convince*

Pledge: *a solemn promise or undertaking*
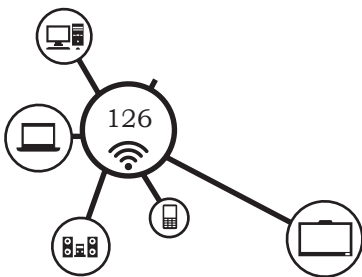
Prescribe: *recommend (a substance or action) as something beneficial*

Prompt: *(of an event or fact) cause or bring about (an action or feeling).*

Prompt: *done without delay; immediate.*

Relevant: *closely connected or appropriate to what is being done or considered*

Reliable: *consistently good in quality or performance; able to be trusted*

Reliable: *consistently good in quality or performance; able to be trusted.*

Remote: *(of a place) situated far from the main centres of population; distant*

Requisition: *a formal written demand that something should be performed or put into operation.*

Retention: *continued possession, use, or control of something*

Reveal: *make (previously unknown or secret information) known to others*

Review: *a critical appraisal of a book, play, film, etc. Published in a newspaper or magazine.*

Risk: *a situation involving exposure to danger*

Segment: *each of the parts into which something is or may be divided*

Sole: *belonging or restricted to one person or group of people.*

Status quo: *the existing state of affairs*

Stimuli: *a thing that arouses activity or energy in someone or something; an incentive*

Stipulations: *a condition or requirement that is specified or demanded as part of an agreement.*

Strategy: *a plan of action designed to achieve a long-term or overall aim*

Tenacity: *the quality or fact of being able to grip something firmly; grip*
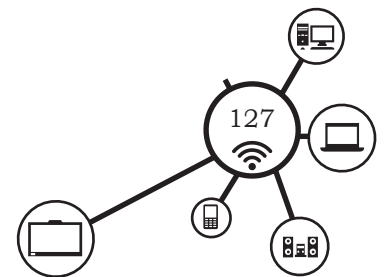
Trick: *a skillful act performed for entertainment or amusement*

Unique: *being the only one of its kind; unlike anything else*

Unique: *being the only one of its kind; unlike anything else*

Vague: *of uncertain, indefinite, or unclear character or meaning*

Verify: *make sure or demonstrate that (something) is true, accurate, or justified*

List of Credits

Unit 1

Figs. 1.1, 1.2, 1.5, 1.7, 1.8, 1.10, 1.11, 1.13, 1.14, 1.16 by
Punnam Veeriah

Unit 2

Fig. 2.2
   https://www.flickr.com/photos/jeepersmedia/14247152325
Fig. 2.3
   https://upload.wikimedia.org/wikipedia/commons/5/55/
   Speedway_Front_Counter_and_Cigarette_Display.jpg
Fig. 2.4
   https://www.simplifiedbuilding.com/projects/retail-display-
   ideas
   Fig. 2.5 https://upload.wikimedia.org/wikipedia/
   commons/c/c1/Chanel_MYER_Sydney_City_2013.jpg
Fig. 2.6
   https://www.siouxfalls.business/wp-content/
   uploads/2019/04/IMG_4320-1024x768.jpg

Unit 3

Fig. 3.1
   https://upload.wikimedia.org/wikipedia/commons/4/4c/
   Chanel_on_mannequins.jpg
Fig. 3.2
   https://upload.wikimedia.org/wikipedia/commons/5/59/
   Charleville-FR-08-no%C3%AAl_2018-mannequins-02.jpg
Fig. 3.3
   https://upload.wikimedia.org/wikipedia/commons/5/59/
   Charleville-FR-08-no%C3%AAl_2018-mannequins-02.jpg
Fig. 3.4
   https://www.pxfuel.com/en/free-photo-eeifi/download\
Fig. 3.5
   https://www.submerryn.com/2015/10/dressing-up-
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Further Reading

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