



Skill India
कौशल भारत - कुशल भारत



Participant Handbook

Sector
Retail

Sub-Sector
Retail Operations

Occupation
Store Operations

Reference ID: RAS/Q0103, Version 1.0
NSQF: Level 3



Trainee Associate



Shri Narendra Modi
Prime Minister of India

“ Skilling is building a better India.
If we have to move India towards
development then Skill Development
should be our mission. ”



Certificate

COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA

for

SKILLING CONTENT : PARTICIPANT HANDBOOK

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Trainee Associate' QP No. 'RAS/Q 0103 NSQF Level 3'

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Authorised Signatory
(Retailers Association's Skill Council Of India)

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About the Book

This *Participant Handbook* is designed to facilitate training for Trainee Associate Qualification Pack (QP). It provides learners with the necessary knowledge related to major retailing topics, such as Stock Display, Visual Merchandising, Preparing products for Sale, Loyalty Schemes and Promotions, Store Safety and Security, Store cleanliness and hygiene. It also gives an understanding of Effective Customer Service, ways of working cordially with the team and the Retail organization.

The job of a Trainee Associate requires you to walk around the store to display merchandise and interact with potential customers. As a Trainee Associate, you should have good agility and stamina to be able to perform these duties effectively.

Many modules have been revised to capture the diversity, varied perspectives, and current spirit of retailing. The handbook is divided into twelve National Occupational Standards (NOSs). NOSs are Occupational Standards which have been endorsed and agreed to by the Industry Leaders for various roles. The OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently.

Key characteristics of this handbook:

- (i) It discusses concept of retail management in an easy to learn manner.
- (ii) It presents retail concepts in an interactive and professional way.
- (iii) It gives opportunity to visualise in a professional retail set-up.
- (iv) It helps learners understand the job role and responsibilities of a Retail Trainee Associate.

Symbols Used



Key Learning Outcomes

The key learning outcomes are listed at the beginning of each module. These outline the focus areas that the learners will cover in each module.



Tips

Wherever possible, tips are included in every module. They provide additional insight to learners on a particular topic being discussed.



Steps

These provide step-by-step instructions for a specific process.



Notes

Notes at the end of each module is a space for learners to list down their key points related to the topic.



Activity

It is designed to bring or create the condition for learning.



Unit Objectives

These are listed at the beginning of each unit under every module. They highlight the focus areas that the learners will cover in every unit.

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सत्यमेव जयते
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1. Introduction

Unit 1.1 - Retail Sector in India

Unit 1.2 - Job Role of a Trainee Associate



Key Learning Outcomes

At the end of this module, you will be able to:

1. Understand the Retail Sector in India
2. Understand the Various Functions of a Retailer
3. Understand and Demonstrate the Job Role of a Retailer
4. Identify personal attributes required for performing the Job Role

UNIT 1.1: Retail Sector in India

Unit Objectives

At the end of this unit, you will be able to:

1. Understand the meaning of Retail
2. Describe the job role of a Trainee Associate
3. Understand the essence of Retailing

1.1.1 What is Retail?

The word “Retail” refers to the process of selling consumer goods or services to customers. Retail selling means selling in small numbers instead of selling in bulk. Products can be sold through multiple channels, like malls, departmental stores and e-commerce sites.



Fig. 1.1 Retail Outlet

Let us understand the meaning of Retail with the help of an example.

You are keen to purchase a mobile handset. You go to the nearby store and buy a phone for personal use. In the above case, you are the buyer who went to a fixed location, the nearby store. The store selling the handset is the retailer and the commodity being sold is the product. This is the concept of retail business. Retailers purchase goods in bulk quantities (large numbers) and sell these to the end-users, the customers.

1.1.2 What do the Retailers do?

A retailer is a link between a consumer and a wholesaler. Activities performed by retailers are:

A. Buying

Retailers buy a large variety of goods from different wholesalers after estimating customer demand. They select the best stock of goods from different wholesalers and assemble them under one roof. In this way, they perform a dual functions of buying and assembling of goods.

B. Breaking Down of Bulk Stock

Retailers break down the stock of goods into smaller quantities.



Fig. 1.2 Stock of Goods Under One Roof

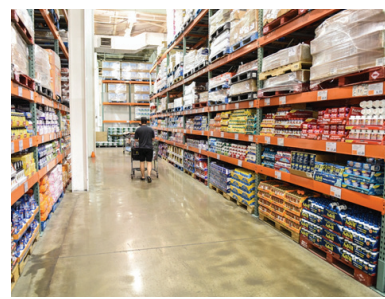


Fig. 1.3 Breaking Down of Bulk Stock

C. Maintaining Stock

Retailers maintain stocks of goods in such a way that products are available to customers whenever they want.



Fig. 1.4 Maintaining Stock

D. Product Promotion

The retailer gives valuable information about the products to customers in order to promote products and boost sales.



Fig. 1.5 Product Promotion



Fig. 1.6 Communication Channels

E. Transport and Advertising

Retailers buy products and transports these goods to locations which are convenient for customers to buy from.



Fig. 1.7 Transport



Fig. 1.8 Advertising

UNIT 1.2: Job Role of a Trainee Associate

Unit Objectives

At the end of this unit, you will be able to:

1. Understand who is a Trainee Associate
2. Understand the job role of a Trainee Associate
3. Explain the physical characteristics of a Trainee Associate

1.2.1 Who is a Trainee Associate?

A Trainee Associate is an individual who interacts with customers at the store to understand their needs and to provide them with relevant service and information. Trainee Associates are responsible for product display, store maintenance and store sales.



Fig. 1.9 Trainee Associate

1.2.2 What is the Job Role of a Trainee Associate?

Trainee Associates interact with customers to understand their needs and service them by effecting sales of relevant products. They should work cordially within the team and within the retail organisation. These individuals need to be physically fit and energetic to be able to work for long hours while ensuring great customer service. They would also need good interpersonal and listening skills.



Fig. 1.10 Interacting with Customer

1.2.3 Physical Characteristics of Trainee Associate

As a Trainee Associate, you would be required to walk around the store to display products, move around merchandise and interact with potential customers. As a Trainee Associate, you should be agile and have enough stamina to be able to perform these duties effectively. You should be able to handle and reach out for products that customers wish to see or buy. A good Trainee Associate should have appropriate listening and communication skills to be able to handle customer queries confidently to solve them efficiently.



Fig. 1.11 A Trainee Associate Standing on the Shop Floor

Tips

Do you know what the key job roles of a trainee associate are?

The following points describe the key job roles of a trainee associate:

1. To keep the store secure.
2. To maintain health and safety.
3. To keep the store clean and hygienic.
4. To display stock to promote sales.
5. To prepare products for sale.
6. To plan and prepare visual merchandising displays.
7. To dress up visual merchandising displays.
8. To dismantle and store visual merchandising displays.
9. To provide information and advice to customers.
10. To promote loyalty schemes to customers.
11. To create a positive image of self as well as the organisation in the customer's mind.
12. To work effectively with the team.

Exercise 

1. Match the following to list the basic activities of retailers.

(a)	Buying	(i)	Ensuring availability of stock for immediate purchase
(b)	Breaking Bulk	(ii)	Giving valuable information about the products to customers
(c)	Maintaining Stock	(iii)	Bringing the best merchandise from different wholesalers and keeping it under one roof for selling
(d)	Product Promotion	(iv)	Offering product in small quantities for sale

2. List any 5 points that describe the key job roles of trainee associate.

(a)	
(b)	
(c)	
(d)	
(e)	

3. Which of the following is a required personal attribute of a Trainee Associate?

- (a) Ability to do calculations
- (b) Ability to stand long hours
- (c) Ability to plan the store layout

Notes 
