

Model Curriculum

Merchandiser

SECTOR: HANDICRAFTS AND CARPET
SUB-SECTOR: HANDICRAFTS
OCCUPATION: MARKETING AND MERCHANDISING
REF ID: HCS/Q9801, V1.0
NSQF LEVEL: 5



Certificate

CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

HANDICRAFTS AND CARPET SECTOR SKILL COUNCIL

for the

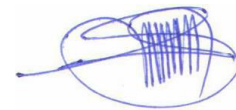
MODEL CURRICULUM

Complying to National Occupational Standards of
Job Role/ Qualification Pack: 'Merchandiser'-QP No. 'HCS/Q9801
NSQF Level 5'

Date of Issuance: **May 18th, 2018**

Valid up to: **May 17th, 2020**

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



Authorised Signatory
(Handicrafts and Carpet Sector Skill Council)

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Merchandiser

CURRICULUM / SYLLABUS

This program is aimed at training candidates for the job of a “Merchandiser”, in the “Handicrafts and Carpet” Sector/Industry and aims at building the following key competencies amongst the learner

Program Name	Merchandiser		
Qualification Pack Name & Reference ID.	HCS/Q9801, v1.0		
Version No.	1.0	Version Update Date	18/05/2018
Pre-requisites to Training	Graduate		
Training Outcomes	<p>After completing this programme, participants will be able to:</p> <ul style="list-style-type: none"> • Study the market • Analyse new products, fashion and trends • Understand customer preferences • Analyse internal trends • Analyse products, processes of the organisation • Finalise product lines and associated strategies • Agency management • Market monitoring • Interact with supervisor or superior • Work as a team by coordinating with colleagues within and outside the department • Report and Document • Follow safety procedure and practices • Achieve safety standards • Adopt healthy work practices • Achieve work productivity while maintaining health • Manage people • Plan products • Procure raw materials • Manage finance • Keep records 		

This course encompasses 7 out of 7 Compulsory NOS (National Occupational Standards) of “Merchandiser” Qualification Pack issued by “Handicrafts and Carpet Sector Skill Council”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p>Introduction</p> <p>Theory Duration (hh:mm) 05:00</p> <p>Practical Duration (hh:mm) 00:00</p> <p>Corresponding NOS Code Bridge Module</p>	<ul style="list-style-type: none"> Learn about the Handicrafts industry in India Responsibilities of a merchandiser Know the various Handicrafts products in India Get acquainted with the tools and equipments used by Merchandiser 	<p>Trade Magazines, Access To Online Journals, Water Soluble Pencil Colour, Display Board, Paper Clips, Note Pads, Photocopy paper, Punching Machine, Inkjet Printer, Digital Vernier Calliper, Ball Pens, Eye Glass, Calculator, Diamond Wt Chart, Clutch Pencil, Poster Colour Medium Hue, Stone Shapes Template, Pencil, Eraser, Compass, Designers Stationery, Design Studio, Paper Cutter, Brush, Steel / Plastic Scale, Micro tip Pilot pen, Inkjet Paper, Gateway Sheets, Copier Paper, Display File, Colour Palette, Pc With Flat Screen, Software</p>
2	<p>Analyze market for trends</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 60:00</p> <p>Corresponding NOS Code HCS/N9801</p>	<ul style="list-style-type: none"> Study the market using primary and secondary research to map the market trends Understand the difference between national and international market preferences Scan and analyze the competition in national and international markets Map the typical price points of competitors in national and international markets Map the competitor product lines in national and international markets Analyze the various product innovations in national and international markets Learn about current and future trends Interact with resellers to understand the 	<p>Trade Magazines, Access To Online Journals, Water Soluble Pencil Colour, Display Board, Paper Clips, Note Pads, Photocopy paper, Punching Machine, Inkjet Printer, Digital Vernier Calliper, Ball Pens, Eye Glass, Calculator, Diamond Wt Chart, Clutch Pencil, Poster Colour</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>end customer requirement, expectation, taste, buying occasion, etc</p> <ul style="list-style-type: none"> • Map the customer preferences across markets • Understand the latent customer demands for the product line • Interface with end customers, whenever possible, to elicit their demands • Track the changes in customer preferences over time to understand the nature of the product usage 	<p>Medium Hue, Stone Shapes Template, Pencil, Eraser, Compass, Designers Stationery, Design Studio, Paper Cutter, Brush, Steel / Plastic Scale, Micro tip Pilot pen, Inkjet Paper, Gateway Sheets, Copier Paper, Display File, Colour Palette, Pc With Flat Screen, Software</p>
3	<p>Study internal organizational trends</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 60:00</p> <p>Corresponding NOS Code HCS/N9802</p>	<ul style="list-style-type: none"> • Study the organizational history to identify trends • Understand the reasons for the trends • Understand the customer segment targeted by company • Map the position of the company in the markets and reasons for the same • Interpret the reasons for the company's position • Analyse the competition and their offerings • Map the various innovations of the company • Track the company's readiness to embrace new market lines • Gauge if the company is receptive to market demands • Analyse the historical sales pattern of the company • Analyse the key product line contributing to the major share of revenue and profit • Identify the peak and lean production period • Identify the reasons for the lean production period and ways to get new order during the season • Analyse the major customers / resellers and their product line • Interpret the designs / crafts / products where the organisation is strong to be positioned as a USP of the organisation • Interact with internal department heads to seek if there is any process improvement possible to come with new designs / patterns 	<p>Trade Magazines, Access To Online Journals, Water Soluble Pencil Colour, Display Board, Paper Clips, Note Pads, Photocopy paper, Punching Machine, Inkjet Printer, Digital Vernier Calliper, Ball Pens, Eye Glass, Calculator, Diamond Wt Chart, Clutch Pencil, Poster Colour Medium Hue, Stone Shapes Template, Pencil, Eraser, Compass, Designers Stationery, Design Studio, Paper Cutter, Brush, Steel / Plastic Scale, Micro tip Pilot pen, Inkjet Paper, Gateway Sheets, Copier Paper, Display File, Colour Palette, Pc With Flat Screen, Software</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
4	<p>Translate market cues to product lines</p> <p>Theory Duration (hh:mm) 20:00</p> <p>Practical Duration (hh:mm) 60:00</p> <p>Corresponding NOS Code HCS/N9803</p>	<ul style="list-style-type: none"> Decide on the product mix according to the markets and targeted segments Decide on the pricing that can be adopted Create attractive selling and promotion methods Ensure that the product mix decision is taken considering the investment, sales and intrinsic organizational readiness Present the reasons for the decision Map all the regulatory and compliance related procedures Shortlist agencies based on product offerings and terms & conditions Identify the right agencies for reaching the markets Negotiate with them on terms of price, quality and delivery Interface with the agencies regularly to ensure smooth working Ensure all agreed terms are met and fulfilled by either party Monitor if the lines as well as associated strategies are going fine in the respective markets Collect the relevant data Make the required market visits Monitor if the agencies are performing according to scope of service Analyze all the requisite data Interpret the results Present to the top management Document the analysis in appropriate formats 	<p>Trade Magazines, Access To Online Journals, Water Soluble Pencil Colour, Display Board, Paper Clips, Note Pads, Photocopy paper, Punching Machine, Inkjet Printer, Digital Vernier Calliper, Ball Pens, Eye Glass, Calculator, Diamond Wt Chart, Clutch Pencil, Poster Colour Medium Hue, Stone Shapes Template, Pencil, Eraser, Compass, Designers Stationery, Design Studio, Paper Cutter, Brush, Steel / Plastic Scale, Micro tip Pilot pen, Inkjet Paper, Gateway Sheets, Copier Paper, Display File, Colour Palette, Pc With Flat Screen, Software</p>
5	<p>Coordination and team work with colleagues and superior</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code HCS/N9901</p>	<ul style="list-style-type: none"> Receive job order and instructions from reporting supervisor Understand the work output requirements, targets, performance indicators and incentives Deliver quality work on time and report any anticipated reasons for delays Report on any grievances, production defects and any potential hazards Communicate on process flow improvements Communicate maintenance and repair schedule proactively to the supervisor Receive feedback on work standards Interact and clarify doubts on design, usage of materials & tools, quality & standards compliance, etc Report in time for shortage or need of raw materials 	<p>Trade Magazines, Access To Online Journals, Water Soluble Pencil Colour, Display Board, Paper Clips, Note Pads, Photocopy paper, Punching Machine, Inkjet Printer, Digital Vernier Calliper, Ball Pens, Eye Glass, Calculator, Diamond Wt Chart, Clutch Pencil, Poster Colour Medium Hue, Stone Shapes Template, Pencil,</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> Handover completed work to supervisor Communicate to the colleagues from within and other departments, clearly and effectively on all aspects to carry out the work among the team Maintain the etiquettes, use polite language, demonstrate responsible and disciplined behaviours to the colleagues Interact with colleagues from different functions and understand the nature of their work Put team over individual goals and multi task or share work where necessary supporting the colleagues Resolve conflicts and ensure smooth workflow Interact and understand the production requirement for the day from the previous and successive processing department and work accordingly Communicate and discuss work flow related difficulties in order to find solutions with mutual agreement Receive feedback from Quality Control and rework in order to complete work on time Share information with colleagues to enable efficient delivery of work Highlight any errors of colleagues, help to rectify and ensure quality output Work with cooperation, coordination, communication and collaboration, with shared goals and supporting each others performance Document all the details accurately relating to one's role as required Report on the work completed and keep it in records 	Eraser, Compass, Designers Stationery, Design Studio, Paper Cutter, Brush, Steel / Plastic Scale, Micro tip Pilot pen, Inkjet Paper, Gateway Sheets, Copier Paper, Display File, Colour Palette, Pc With Flat Screen, Software
6	<p>Maintain safe work environment</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code HCS/N9902</p>	<ul style="list-style-type: none"> Comply with safety procedures while on work to prevent accidents Take adequate safety measures while handling materials, chemicals and tools Wear appropriate personal protective gears such as gloves, protective goggles, masks etc. while working Undertake basic safety checks before operation of all tools and electrical equipments Wear appropriate and recommended clothing as per the work environment Follow recommended material handling procedure to control material and personal damage Perform all procedures as per 	Trade Magazines, Access To Online Journals, Water Soluble Pencil Colour, Display Board, Paper Clips, Note Pads, Photocopy paper, Punching Machine, Inkjet Printer, Digital Vernier Calliper, Ball Pens, Eye Glass, Calculator, Diamond Wt Chart, Clutch Pencil,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>company's work instructions for controlling operational risk</p> <ul style="list-style-type: none"> • Perform the duties in a manner which minimizes environmental damage • Dispose of waste safely and correctly in a designated area as per company's SOP • Report any accidents, incidents or problems without delay to the supervisor and take necessary immediate action to reduce further danger • Ensure zero accident at workplace • Adhere to safety standards and ensure no material damage 	<p>Poster Colour Medium Hue, Stone Shapes Template, Pencil, Eraser, Compass, Designers Stationery, Design Studio, Paper Cutter, Brush, Steel / Plastic Scale, Micro tip Pilot pen, Inkjet Paper, Gateway Sheets, Copier Paper, Display File, Colour Palette, Pc With Flat Screen, Software</p>
7	<p>Maintain personal health</p> <p>Theory Duration (hh:mm) 15:00</p> <p>Practical Duration (hh:mm) 25:00</p> <p>Corresponding NOS Code HCS/N9903</p>	<ul style="list-style-type: none"> • Always cover the mouth and nose with a dust mask while working and keep on changing when it gets blocked with dust • Follow work instructions strictly to reduce the amount of pollution at the work place e.g. wet the rock / craft material before working on it • Wear protective goggles over eyes and replace them when scratches on it obscure the vision • Wear gloves as per the materials used for making handicraft to avoid blisters; scratches and cuts • Undergo preventive health checkups at regular intervals • Take prompt treatment from the doctor in case of illness • Follow SOPs for dealing with blisters; scratches; accidental fires or any other type of emergencies at work 	<p>Trade Magazines, Access To Online Journals, Water Soluble Pencil Colour, Display Board, Paper Clips, Note Pads, Photocopy paper, Punching Machine, Inkjet Printer, Digital Vernier Calliper, Ball Pens, Eye Glass, Calculator, Diamond Wt Chart, Clutch Pencil, Poster Colour Medium Hue, Stone Shapes Template, Pencil, Eraser, Compass, Designers Stationery, Design Studio, Paper Cutter, Brush, Steel / Plastic Scale, Micro tip Pilot pen, Inkjet Paper, Gateway Sheets, Copier Paper, Display File, Colour Palette, Pc With Flat Screen, Software</p>
8	Basic business	<ul style="list-style-type: none"> • Allot work to the employees of the unit 	Trade Magazines,

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> • Make various records pertaining to all aspects of business • Maintain these records with periodic updation • Maintain necessary documents as per local government and regulatory requirement • Analyze the records and glean various trends from the same 	
	<p>Total Duration</p> <p>Theory Duration 125:00</p> <p>Practical Duration 280:00</p>	<p>Unique Equipment Required: Trade Magazines, Access To Online Journals, Water Soluble Pencil Colour, Display Board, Paper Clips, Note Pads, Photocopy paper, Punching Machine, Inkjet Printer, Digital Vernier Calliper, Ball Pens, Eye Glass, Calculator, Diamond Wt Chart, Clutch Pencil, Poster Colour Medium Hue, Stone Shapes Template, Pencil, Eraser, Compass, Designers Stationery, Design Studio, Paper Cutter, Brush, Steel / Plastic Scale, Micro tip Pilot pen, Inkjet Paper, Gateway Sheets, Copier Paper, Display File, Colour Palette, Pc With Flat Screen, Software</p>	

Grand Total Course Duration: **405 Hours, 0 Minutes**

(This syllabus/ curriculum has been approved by [Handicrafts and Carpet Sector Skill Council](#))

Trainer Prerequisites for Job role: “Merchandiser” mapped to Qualification Pack: “HCS/Q9801, v1.0”

Sr. No.	Area	Details
1	Description	The merchandiser liaisons with stakeholders to identify end customers product requirements as well as glean the market trends which will be reflected in the organizations’ product lines
2	Personal Attributes	The job requires the individual to have: ability to analyze market and customer trends, attention to details, pick up cues, communicate and liaison with wide variety of stakeholders and strong interpersonal skills.
3	Minimum Educational Qualifications	Masters
4a	Domain Certification	Certified for Job Role: “ <u>Merchandiser</u> ” mapped to QP: “ <u>HCS/Q9801, v1.0</u> ”. Minimum accepted score is 80%
4b	Platform Certification	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q0102”. Minimum accepted % as per respective SSC guidelines is 80%.
5	Experience	<ul style="list-style-type: none"> • Total 3 Years experience • 2 Years of sector-specific experience, • Min. 1 year of teaching experience.

Annexure: Assessment Criteria

Assessment Criteria	
Job Role	Merchandiser
Qualification Pack	HCS/Q9801, v1.0
Sector Skill Council	Handicrafts and Carpet

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for each PC.
2	Each NOS will assessed both for theoretical knowledge and practical
3	The assessment will be based on knowledge bank of questions created by the SSC.
4	Individual assessment agencies will create unique question papers for theory and skill practical part for each candidate at each examination/training center
5	To pass the Qualification Pack, every trainee should score a minimum of 70% in every NOS
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack.

	embrace new market lines				
	PC9. gauge if the company is receptive to market demands		5	2	3
Analyse the products, processes of the organisation	PC10. analyse the historical sales pattern of the company		5	2	3
	PC11. analyse the key product line contributing to the major share of revenue and profit		5	2	3
	PC12. identify the peak and lean production period		5	2	3
	PC13. identify the reasons for the lean production period and ways to get new order during the season		5	2	3
	PC14. analyse the major customers / resellers and their product line		5	2	3
	PC15. interpret the designs / crafts / products where the organisation is strong to be positioned as a USP of the organisation		8	3	5
	PC16. interact with internal department heads to seek if there is any process improvement possible to come with new designs / patterns		7	3	4
	TOTAL POINTS		100	38	62
HCS / N 9803	Translate market cues to product lines				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
Finalise product lines and associated strategies	PC1. decide on the product mix according to the markets and targeted segments	100	6	3	3
	PC2. decide on the pricing that can be adopted		6	3	3
	PC3. create attractive selling and promotion methods		6	2	4
	PC4. ensure that the product mix decision is taken considering the investment, sales and intrinsic organizational readiness		6	3	3
	PC5. present the reasons for the decision		5	2	3
	PC6. map all the regulatory and compliance related procedures		5	2	3
Agency management	PC7. shortlist agencies based on product offerings and terms & conditions		5	2	3
	PC8. identify the right agencies for reaching the markets		5	2	3
	PC9. negotiate with them on terms of price, quality and delivery		6	2	4
	PC10. interface with the agencies regularly to ensure smooth working		6	2	4
	PC11. ensure all agreed terms are met and fulfilled by either party		5	2	3
Market monitoring	PC12. monitor if the lines as well as associated strategies are going fine in the respective markets		6	2	4
	PC13. collect the relevant data		6	3	3
	PC14. make the required market visits		4	1	3
	PC15. monitor if the agencies are performing according to scope of service		3	1	2
	PC16. analyze all the requisite data		6	2	4
	PC17. interpret the results		6	3	3

	PC18. present to the top management		5	2	3
	PC19. document the analysis in appropriate formats		3	1	2
	TOTAL POINTS		100	40	60
HCS/N9901	Coordinate with colleagues and work as a team				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
Interact with supervisor	PC1. receive job order and instructions from reporting supervisor	100	4	3	1
	PC2. understand the work output requirements, targets, performance indicators and incentives		5	4	1
	PC3. deliver quality work on time and report any anticipated reasons for delays		5	1	4
	PC4. report on any grievances, production defects and any potential hazards		4	2	2
	PC5. communicate on process flow improvements		4	2	2
	PC6. communicate maintenance and repair schedule proactively to the supervisor		4	1	3
	PC7. receive feedback on work standards		4	2	2
	PC8. interact and clarify doubts on design, usage of materials & tools, quality & standards compliance, etc		5	2	3
	PC9. report in time for shortage or need of raw materials		4	1	3
	PC10. handover completed work to supervisor		4	2	2
Work as a team by coordinating with colleagues within and outside the department	PC11. communicate to the colleagues from within and other departments, clearly and effectively on all aspects to carry out the work among the team		5	2	3
	PC12. maintain the etiquettes, use polite language, demonstrate responsible and disciplined behaviours to the colleagues		5	2	3
	PC13. interact with colleagues from different functions and understand the nature of their work		4	2	2
	PC14. put team over individual goals and multi task or share work where necessary supporting the colleagues		4	2	2
	PC15. resolve conflicts and ensure smooth workflow		4	1	3
	PC16. interact and understand the production requirement for the day from the previous and successive processing department and work accordingly		4	1	3
	PC17. communicate and discuss work flow related difficulties in order to find solutions with mutual agreement		4	1	3
	PC18. receive feedback from Quality Control and rework in order to complete work on time		5	1	4
	PC19. share information with colleagues to enable efficient delivery of work		6	3	3
	PC20. highlight any errors of colleagues, help		4	2	2

	to rectify and ensure quality output				
	PC21. work with cooperation, coordination, communication and collaboration, with shared goals and supporting each others performance		4	1	3
Report and Document	PC22. document all the details accurately relating to one's role as required		4	1	3
	PC23. report on the work completed and keep it in records		4	1	3
	TOTAL POINTS		100	40	60
HCS/N9902	Maintain safe work environment				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
Follow safety procedure and practices	PC1. comply with safety procedures while on work to prevent accidents	100	8	2	6
	PC2. take adequate safety measures while handling materials, chemicals and tools		8	2	6
	PC3. wear appropriate personal protective gears such as gloves, protective goggles, masks etc. while working		8	2	6
	PC4. undertake basic safety checks before operation of all tools and electrical equipments		9	2	7
	PC5. wear appropriate and recommended clothing as per the work environment (eg: working in a furnace area)		9	2	7
	PC6. follow recommended material handling procedure to control material and personal damage		8	2	6
	PC7. perform all procedures as per company's work instructions for controlling operational risk		8	4	4
	PC8. perform the duties in a manner which minimizes environmental damage		6	2	4
	PC9. dispose of waste safely and correctly in a designated area as per company's SOP		8	2	6
	PC10. report any accidents, incidents or problems without delay to the supervisor and take necessary immediate action to reduce further danger		8	4	4
Achieve safety standards	PC11. ensure zero accident at workplace		10	2	8
	PC12. adhere to safety standards and ensure no material damage		10	2	8
	TOTAL POINTS		100	28	72
HCS/N9903	Maintain personal health				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
Adopt healthy work practices	PC1. always cover the mouth and nose with a dust mask while working and keep on changing when it gets blocked with dust	100	12	4	8
	PC2. follow work instructions strictly to reduce the amount of pollution at the work place e.g. wet the rock / craft material before working on it		10	2	8

	PC3. wear protective goggles over eyes and replace them when scratches on it obscure the vision		10	2	8
	PC4. wear gloves as per the materials used for making handicraft to avoid blisters; scratches and cuts		10	2	8
	PC5. undergo preventive health checkups at regular intervals		10	2	8
	PC6. take prompt treatment from the doctor in case of illness		11	3	8
	PC7. follow SOPs for dealing with blisters; scratches; accidental fires or any other type of emergencies at work		11	4	7
Achieve work productivity while maintaining health	PC8. ensure no productivity loss or absenteeism from work due to illness		13	3	10
	PC9. ensure no long term ill effect on the personal health		13	3	10
	TOTAL POINTS		100	25	75
HCS/N9904	Basic business management				
NOS Element	Performance Criteria		Out of	Theory	Skills Practical
People management	PC1. allot work to the employees of the unit according to their skill and experience	100	3	1	2
	PC2. train the employees of his/her unit with the appropriate skills required to make market relevant and quality products		3	1	2
	PC3. motivate the employees		2	1	1
	PC4. handle the grievances/issues that are raised by the employees		2	1	1
	PC5. manage the employee expectations		2	1	1
Product planning	PC6. gather and analyse the cues from the market		2	1	1
	PC7. ascertain the customer preference		3	1	2
	PC8. create product lines based on current market preference		3	1	2
	PC9. create product lines that are unique and able to price high		3	1	2
	PC10. price the products according to market trends		3	1	2
	PC11. decide the best way to market the product lines		3	1	2
Procurement of raw materials	PC12. make a list of raw materials required according to the product lines		2	0	2
	PC13. ascertain the quantity and right price to procure the materials		3	1	2
	PC14. identify the right locations/agents from where the raw materials can be procured		3	1	2
	PC15. negotiate to get the best price		3	0	3
	PC16. ensure quality materials are procured		4	1	3
	PC17. ensure the procured materials are stored in appropriate conditions		3	1	2
	PC18. maintain the bills and record the prices of procurement for future reference		3	1	2

Market interfacing	PC19. maintain healthy vendor relationships	3	1	2
	PC20. identify the nearest market	3	1	2
	PC21. analyze the prevalent price for product lines	3	2	1
	PC22. decide on the most effective means to access the market	2	1	1
	PC23. plan for cost effective transportation to the market	3	1	2
	PC24. position the product according to market requirements	3	1	2
	PC25. manage customer expectations	2	0	2
Financial management	PC26. analyze and ascertain the cost of production	3	1	2
	PC27. maintain the book of accounts related to the business	3	1	2
	PC28. own and operate a bank account	4	2	2
	PC29. identify cost effective means of running business	3	1	2
Record keeping	PC30. identify various aspects of business that require recording	3	2	1
	PC31. create formats for recording	3	2	1
	PC32. make various records pertaining to all aspects of business	3	2	1
	PC33. maintain these records with periodic updation	3	2	1
	PC34. maintain necessary documents as per local government and regulatory requirement	3	2	1
	PC35. analyze the records and glean various trends from the same	3	2	1
TOTAL POINTS		100	40	60