

APPRENTICESHIP CURRICULUM
for
Retail Trainee Associate
Under
Retail Sector
for
NSQF compliance

**National Apprenticeship Promotion
Scheme**

1	Program Title :	Retail Trainee Associate
2	Program Code, if any :	NA
3	Any related NSQF approved QP/Course/NOS and code :	Retail Trainee Associate RAS/Q0103
4	Hours for theory (Block I) :	60
5	Hours for On the Job Training (Block II) :	2020
6	Certifying body for Basic Training Program :	Retailers Association's Skill Council of India
7	Certifying Body for On the Job training :	Industries under Retailers Association's Skill Council of India
8	Any Licensing requirements, wherever applicable:	Nil
9	Minimum eligibility criteria: (Educational and/ or technical Qualification)	10th Standard Pass
10	Trainer's Qualification and Experience:	<ul style="list-style-type: none"> • Preferably 12th Standard Pass • Certified for Job Role: Retail Trainee Associate mapped to QP: "RASQ/Q0103, v1.0". Minimum accepted score as per SSC guidelines is 80% on the SSC prescribed online theory assessment test based on an industry validated question bank. • Recommended that the Trainer is certified for the Job Role: "Trainer", mapped to the Qualification Pack: "MEP/Q02601". Minimum accepted score for the trainer is 80% as per SSC guidelines. • 12th pass with 4 years of experience in Retail Store Operations or Sales including minimum 1 year of supervisory experience OR • 12th pass with 4 years of experience in Retail Store Operations or Sales including minimum 1 year of training experience OR • Retail Diploma/Graduate with 2 years of experience in Retail Store Operations or Sales including minimum 1 year of supervisory experience OR • Retail Diploma/Graduate with 2 years of experience in Retail Store Operations or Sales including minimum 1 year of training experience
11	NCO code and occupation :	NCO-2015/5223.0105 – Store Operations
12	Proposed NSQF level :	03
13	Indicative list of training tools required to deliver this qualification (may be attached) – Attached in Annexure 1	

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Formal structure of the curriculum

	Modules	Notional hours-Theory	Notional hours-Practical	Total duration
Basic Training Program	<ol style="list-style-type: none"> 1. Introduction to retail (Bridge Module) 2. Store operations 3. Replenish & display products on the shelf 4. Visual merchandising 5. Prepare the products for sale 6. Retail Service Skills 7. Loyalty Schemes Store Security 8. Health, safety & hygiene 9. Work effectively in a retail team 	30	30	60
On the Job Training Program	<ol style="list-style-type: none"> 1. Program Introduction 2. Overview of Store Processes 3. Help maintain health & safety and Cleanliness & hygiene 4. Store Security 5. Display stock to promote sales 6. Plan, prepare and dress visual merchandising displays 7. Dismantle and store visual merchandising displays 8. Prepare products for sale 9. Promote loyalty schemes to customers 10. Provide information and advice to customers 11. Create a positive image of self & organisation in the customer's mind 12. Work effectively in a retail team 	20	2000	2020

15 **Total Pass marks**

		Pass Marks- Theory	Pass Marks- Practical
	Basic Training Program	70%	70%
	On the Job Training Program	70%	70%
16	Job description-brief : Individuals in this position display merchandise and interact with customers to understand their needs to service them with sales of relevant product offerings whilst working cordially within the team and retail organization		
17	Progression from the qualification (Please show Professional and academic progression) Professional: <ul style="list-style-type: none"> • Retail Store Operations: The apprentice may be employed with retail stores in general / modern trade in front line store operations. • Marketing: The apprentice can horizontally choose to progress in Visual Merchandising, Brand building and marketing • Self-employment (Retail business): The apprentice may be encouraged to start his/her own retail business. Academic: <ul style="list-style-type: none"> • Can progress to any NSQF Level 4 certification 		
18	Employment avenues/opportunities <ul style="list-style-type: none"> • Department Store • Supermarket • Specialty Store • Fresh Food stores • Quick Service Food Stores 		
19	Assessment strategy Basic Training & On the job:. <ol style="list-style-type: none"> 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 Theory and Skills Practical for each PC 2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC 3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS. 4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below). 5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion. 6. To pass the Qualification Pack , every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment. 7. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack 		
20	Curriculum update version and date :		Ver 1.0 11-10-2018
21	Curriculum revision date:		10-10-2019

Curriculum

S. No.	Module Name	Key Learning Outcomes
Theory/Basic Training Program- Block I		
1.	Introduction to retail Theory Duration (hh:mm) 02:00 Practical Duration (hh:mm) 00:00	At the end of this module, the learner will be able to – <ul style="list-style-type: none"> • Outline the origin and growth of retail sector in India. • Identify the different formats of the organized retail sector • Describe the roles and responsibilities of a trainee associate. • List the qualities required to effectively carry out daily activities at an organized retail store.
2	Store operations Theory Duration (hh:mm) 02:00 Practical Duration (hh:mm) 00:00	At the end of this module, the learner will be able to – <ul style="list-style-type: none"> • State the meaning and importance of store operations. • Identify the important store opening functions. • Identify the staff responsibilities towards store opening functions. • Identify the post store opening activities. • Describe the staff responsibilities towards post store opening activities. • Identify the day-end activities. • Identify the important registers maintained in the store.
2.	Replenish & display products on the shelf Theory Duration (hh:mm) 04:00 Practical Duration (hh:mm) 04:00	At the end of this module the learner will be able to – <ul style="list-style-type: none"> • State the importance of setting up the products on display at the store. • State the meaning and importance of stock replenishment. • Outline the process for displaying the products in a store. • Describe the process of setting up and dismantling product displays. • State the importance of labeling. • List the tools and equipment used for labeling • Identify the methods of using the labeling equipment • Describe the process of shelf edge labeling and removal of labels on the shelves and products • Identify how to display and label the stock on the shelves. • Identify how to dismantle a product display. • Identify the method of replenishing stocks on the shelves.

		<ul style="list-style-type: none"> • State the importance of waste management and disposal. • Identify the process of managing the waste.
3	<p>Visual merchandising</p> <p>Theory Duration: 8:00</p> <p>Practical Duration: 8:00</p>	<p>At the end of this module, the learner will be able to –</p> <ul style="list-style-type: none"> • State the meaning of visual merchandising (VM). • Explain the role of VM in promoting sale at the store. • Identify the different elements of VM and their role. • Identify the different methods of setting up a VM display that represents the organization’s brand value • Explain how to use different tools and methods to create an effective VM display. • Describe the importance of setting up the window display. • Identify the methods of setting up an attractive window display. • Describe the methods that can be used to evaluate the VM displays. • Identify the different types of VM displays and fixtures used in the store to display the products. • Identify the methods used to assemble and dis assemble the VM displays • State the safety and security measures that need to be followed during setting up and dismantling VM displays
4	<p>Prepare the products for sale</p> <p>Theory Duration: 4:00</p> <p>Practical Duration: 4:00</p>	<p>At the end of this module the learner will be able to –</p> <ul style="list-style-type: none"> • Outline the methods to identify the products the associate is responsible to prepare for sale. • Describe the elements of quality standards to be followed while putting the products for sale. • Identify the methods used to check the condition of products on display. • Describe the methods to put the products together and place them after they are assembled. • Identify how to deal with products that are damaged. • Identify the methods to manage waste. • Identify the tools used to put the products together. • Describe the process to be followed whenever there is any difficulty in putting the products together. • Identify the reporting hierarchy for sorting out problems associated with display of merchandise. • State the role of associate in updating stock records to account for merchandise on display. • Identify the reports to be prepared after arranging the products meant for sale. • State the health, safety and statutory guidelines to be followed while handling of products.
5	<p>Retail Service Skills</p> <p>Theory Duration: 4:00</p> <p>Practical Duration:</p>	<p>At the end of this module the learner will be able to –</p> <ul style="list-style-type: none"> • State the meaning of customer service. • Describe the elements that aid in providing good customer service • Describe the methods of identifying customer requirements • Describe the methods to build an effective rapport with the customers

	4:00	<ul style="list-style-type: none"> • Describe the ways in which the information can be shared with customers. • State the importance of customer loyalty. • Identify how to resolve customer problems / complaints without losing their loyalty. • State the policies of the company with respect to products and customer service. • Identify the escalation matrix that needs to be followed to resolve customer complaints. • Identify the different kinds of customers • Describe the techniques that can be applied to deal with different kinds of customers
6	<p>Loyalty Schemes</p> <p>Theory Duration: 2:00</p> <p>Practical Duration: 2:00</p> <p>Corresponding NOS Code: RAS/N0118</p>	<p>At the end of this module the learner will be able to –</p> <ul style="list-style-type: none"> • State the importance of loyalty schemes meant for customers • Identify the different types of loyalty schemes • Describe the features and benefits of the loyalty schemes • Identify the documentation process involved in enrolment of customers onto loyalty schemes • Describe the method of enrolling the customers onto the loyalty schemes.
7	<p>Store Security</p> <p>Theory Duration: 2:00</p> <p>Practical Duration: 2:00</p>	<p>At the end of this module the learner will be able to –</p> <ul style="list-style-type: none"> • State the meaning and importance of loss prevention • Identify the different types of losses and shrinkage in the store. • Describe the consequences of shrinkage • Identify the methods in which the shrinkage/loss can be prevented • Describe the features of electronic article surveillance equipment used in the store. • Identify the matters that lead to security threats at the stores. • Identify the process of handling the EAS equipment • List the consequences of not keeping self and the store secure. • Describe the role of associate in keeping the store secure. • Identify the different situations that lead to security threats at the store • Identify how to be alert of the situations that lead to security risks.
9	<p>Health, safety & Hygiene</p> <p>Theory Duration: 4:00</p> <p>Practical Duration: 4:00</p>	<p>At the end of this module the learner will be able to –</p> <ul style="list-style-type: none"> • State the company procedures and legal requirements for dealing with accidents and emergencies. • Identify legal and company requirements for reporting accidents and emergencies. • Explain company procedures for evacuation, including how the alarm is raised and where emergency exits and assembly points are. • State the Health and safety policies laid down by your company and by law. • Describe the role of an associate in maintaining health & safety at the store • Identify the personal protective equipment that needs to be used by the associate on a regular basis

		<ul style="list-style-type: none"> • Describe the role of an associate in maintaining hygiene at the store. • Illustrate approved procedures for dealing with health and safety risks. • State the instructions for using equipment and materials. • Illustrate techniques for speaking and behaving in a calm way and emergency response techniques while dealing with accidents and emergencies. • Explain how to use machinery and escape methods to have minimal loss to material and life.
10	<p>Work effectively in a retail team</p> <p>Theory Duration: 2:00</p> <p>Practical Duration: 2:00</p>	<p>At the end of this module the learner will be able to –</p> <ul style="list-style-type: none"> • Explain policies and procedures relating to the job role. • Outline the value system of the organisation. • State the employee rights and obligations. • Identify the reporting hierarchy and escalation matrix. • Identify how to use language and concepts appropriate to cultural differences. • Interpret the use of non-verbal communication. • Explain scope of information or materials required within the parameters of the job role. • State the consequences of poor team participation on job outcomes. • Identify workplace health and safety requirements

On the Job Training Program- Block II

S. No.	Module Name	Key Learning Outcomes
1	<p>Program Introduction</p> <p>Theory Duration 18:00</p> <p>Practical Duration 32:00</p>	<p>At the end of this module the learner will be able to –</p> <ul style="list-style-type: none"> • Identify the deliverables under the Apprenticeship scheme and on-the-job program construct • Explain the features of various types of retail formats. • State the elements of code of conduct of the employer • State the policies pertaining to human resource and workplace of the employer • Describe the role & responsibilities for self during the training period • Familiarize with various departments and teams through store walk
2	<p>Overview of Store Processes</p> <p>Theory Duration 00:00</p> <p>Practical Duration 50:00</p>	<p>At the end of this module the learner will be able to –</p> <ul style="list-style-type: none"> • Identify with the activities and processes involved in Pre-Store Opening • Identify the activities and processes involved during Store Opening • Identify the activities and processes during Store Closing • Identify the elements involved in Loss Prevention & Shrinkage • Assist in carrying out the activities involved during pre-Store opening, Store opening and store closing under the close supervision of competent authority.
3	<p>Help maintain health & safety and Cleanliness & hygiene</p>	<p>At the end of this module the learner will be able to –</p> <ul style="list-style-type: none"> • Assist in carrying out company procedures and legal requirements for dealing with accidents and emergencies in the form of a mock drill.

	Practical Duration 192:00	<ul style="list-style-type: none"> • Speak and behave in a calm way while dealing with accidents and emergencies. • Report accidents and emergencies promptly, accurately and to the right person. • Carryout evacuation process followed during emergency through a mock drill. • Follow relevant health and safety procedures based as per the organisation policies while carrying out the day to day task • Use cleaning equipment in a safe manner and maintain the work surfaces clean. • Comply to the cleaning benchmarks of the organisation • Carryout waste disposal as per the pre-defined process • Comply to the grooming and personal hygiene policy of the organisation • Follow manufacturer's / suppliers guidelines while handling any product/equipment • Use personal protective equipment wherever applicable. • Use the safety procedures / processes advised in the standard operating procedures while handling any kind of equipment / product / material • Carry out lifting and goods handling by using appropriate lifting & handling techniques
4	Store Security Practical Duration: 192:00	<p>At the end of this module, the learner will be able to –</p> <ul style="list-style-type: none"> • Identify and report store's security risks (shoplifting, theft by staff, aggressive customers, vandalism, terrorist activity, etc.) to the right person. • Follow company procedures for preventing security risks while he/she works. • Report any security breach in the store to the right person. • Activate and deactivate all loss prevention and security devices as per the requirement. • Secure all the security alarms.
5	Display stock to promote sales Practical Duration 192:00	<p>At the end of this module, the learner will be able to –</p> <ul style="list-style-type: none"> • Identify the need for the display in relation to stock, space, position of the display and dates. • Check the display area for the right size and report any concerns promptly. • Identify and obtain the materials equipment and products required for setting up a display • Clear, clean and prepare the display area before use. • Setup the display of stocks on the display area with. • Check that the display has the required levels of stock. • Clean and store equipment and excess materials; dispose of waste safely, correctly and promptly. • Attach the right labels to the right products after checking the label for clear, accurate and legal information. • Report promptly any information on labels that may need change.
6	Plan, prepare and dress visual merchandising displays	<p>At the end of this module, the learner will be able to –</p> <ul style="list-style-type: none"> • Identify the purpose, content and style of the display. • Identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it. • Evaluate whether the place to put the display is likely to fulfil the design brief.

	<p>Practical Duration 192:00</p>	<ul style="list-style-type: none"> • Create new and effective ways of improving the visual effect, within his/her limits of design brief, company's visual design policies and authority. • Use merchandise and props that are most likely to attract customers' attention and promote sales. • Identify other merchandise and props when those originally specified are not available or not suitable, and agree the selections with the right person. • Verify arrangements for delivery of merchandise & props with the right people, allowing enough time for deliveries to arrive before display must be installed. • Update stock records to account for merchandise on display. • Use the design brief to identify the focal points of the display. • Choose appropriate shapes, colours and groupings that suit the purpose and style of the display. • Check that lighting is installed in line with the design brief. • Check that the finished display meets health and safety guidelines and legal requirements. • Position merchandise, graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need. • Group merchandise appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the design brief. • Check that all the parts of the display are suitable for the purpose of the display and meet requirements. • Check that the display meets requirements for easy access, safety and security. • Identify safety and security risks to the display and choose suitable ways of reducing risks. • Encourage colleagues to provide constructive comments about the display. • Make any authorized adjustments to achieve the visual effect and to make the display safe and • secure. • Regularly check the display's visual effect. • Report any problems and risks promptly and accurately to the right person.
7	<p>Dismantle and store visual merchandising displays</p> <p>Practical Duration 192:00</p>	<p>At the end of this module, the learner will be able to –</p> <ul style="list-style-type: none"> • Dismantle displays safely to avoid parts being damaged during dismantling. • Return the parts of the display to the appropriate places promptly and, if needed, in a saleable condition. • Dispose of unwanted materials safely and keep accurate records of this if needed. • Clean display sites and parts using safe and approved cleaning materials and equipment • Work out accurately the storage space required and identify the required protective packaging and security measures. • Store items in suitable places and with clear and accurate labels. • Keep accurate and up-to-date records of items in storage. • Identify damaged items, missing items and dangers and risks to health and safety, and report these promptly to the right person. • Check that storage facilities and items in storage are clean, safe, secure and accessible only to those authorized.

8	<p>Prepare products for sale</p> <p>Practical Duration 192:00</p>	<p>At the end of this module, the learner will be able to –</p> <ul style="list-style-type: none"> • Check that all expected items and parts of the product are in the package. • Remove all unwanted packaging and safely dispose of waste. • Gather the tools needed for putting products together. • Use safe work methods and follow manufacturers' instructions when putting products together. • Check that products have been assembled correctly and can be used safely. • Ask the right person for help when products are proving difficult to put together. • Check regularly that products on display are in a satisfactory condition. • Remove damaged products from display and follow company procedures for dealing with them.
9	<p>Promote loyalty schemes to customers</p> <p>Practical Duration 192:00</p>	<p>At the end of this module, the learner will be able to –</p> <ul style="list-style-type: none"> • Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining. • Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme. • Respond positively to any questions or objections that the customer raises. • Provide relevant information to the customer to help them decide whether to join the scheme. • Treat the customer politely at all times and in a way that promotes goodwill. • Respond accurately when customers are interested in joining the scheme. • Engage with customers who are showing signs of interest to sign up for the scheme and provide application forms to those willing to join the scheme then and there. • Fill in the membership application accurately with the customer, using the information they provide, and give the customer proof of their membership. • Check with the customer that their details, as shown on the membership documentation, are correct.
10	<p>Provide information and advice to customers</p> <p>Practical Duration 192:00</p>	<p>At the end of this module, the learner will be able to –</p> <ul style="list-style-type: none"> • Acknowledge promptly and politely customers' requests for information and advice. • Identify the customer's needs for information and advice. • Communicate information and advice to customers in ways they can understand. • Provide relevant, complete, accurate and up-to-date information and advice to customers. • Check politely that the information and advice provided meets the customer's needs. • Find other ways to help the customer when the information and advice given is not satisfactory. • Identify the nature of the complaint from information obtained from customers. • Acknowledge the complaint clearly and accurately and apologise to the customer.

		<ul style="list-style-type: none"> • Follow legal requirements and company policies and procedures for dealing with complaints. • Refer requests, issues, and complaints promptly to the right person & explain the referral procedure clearly to the customer, when it is beyond his/her responsibility to sort them. • Discuss and agree the options for solving the problem with the customer. • Take action to implement the option agreed with your customer. • Work with others and your customer to make sure that any promises related to solving the problem are kept. • Keep your customer fully informed about what is happening to resolve the problem. • Check with your customer to make sure the problem has been resolved to their satisfaction. • Give clear reasons to your customer when the problem has not been resolved to their satisfaction.
11	<p>Create a positive image of self & organisation in the customer's mind</p> <p>Practical Duration 192:00</p>	<p>At the end of this module, the learner will be able to –</p> <ul style="list-style-type: none"> • Comply to organisation's standards of appearance and behaviour. • Greet respectfully and speak politely to customers. • Identify and confirm the customer's expectations. • Treat customers courteously and helpfully at all times. • Keep customers informed and reassured. • Adapt his/her behavior to respond effectively to different customer behavior. • Respond promptly to a customer seeking assistance. • Check with customers to fully understand their expectations. • Respond promptly and positively to customers' questions and comments. • Allow customers time to consider associate's response and give further explanation when appropriate. • Provide customers the information they need about the services or products offered by the organization. • Identify information that customers might find complicated and check whether they fully understand. • Explain clearly to customers any reasons why their needs or expectations cannot be met.
12	<p>Work effectively in a retail team</p> <p>Practical Duration 192:00</p>	<p>At the end of this module, the learner will be able to –</p> <ul style="list-style-type: none"> • Speak and behave in a courteous and helpful way at all times. • Identify and take opportunities to enhance the level of assistance offered to colleagues • Complete allocated tasks as required. • Use questioning techniques to clarify instructions or responsibilities. • Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task. • Interpret, confirm and act on legal requirements in regard to antidiscrimination, sexual harassment and bullying. • Plan and organise daily work routine within the scope of the job role. • Prioritise and complete tasks according to required timeframes. • Share work fairly with colleagues, taking account of your own and others' preferences, skills and time available.

		<ul style="list-style-type: none">• Discuss and agree with the right people goals that are relevant, realistic and clear.• Check team's progress regularly and, when necessary, change the way of working.• Encourage and support colleagues when working conditions are difficult.• Give clear, accurate and relevant information and advice relating to tasks and procedures.• Explain and demonstrate procedures clearly, accurately and in a logical sequence.
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List of Assessable outcomes/assessment criteria

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
RAS/N0105 To display stock to promote sales	PC1. Identify the need for the display in relation to stock, space, position of the display and dates.	100	10	5	5
	PC2. Check that the display area is the right size and report any concerns promptly.		5	2.5	2.5
	PC3. Gather the materials, equipment and stock needed for the display and check that they are clean, safe and in good working order.		10	5	5
	PC4. Follow company procedures for clearing, cleaning and preparing the display area before use.		5	2.5	2.5
	PC5. Set up and dismantle the display safely, in line with plans and within the time allowed.		10	5	5
	PC6. Check that the display is clean, tidy and safe for use.		5	2.5	2.5
	PC7. Check that the display has the levels of stock needed.		10	5	5
	PC8. Clean and store equipment and excess materials; get rid of waste safely, correctly and promptly.		5	2.5	2.5
	PC9. Check requirements for labelling stock.		10	5	5
	PC10. Check information on the label is clear, accurate and legal before starting to label stock.		5	2.5	2.5
	PC11. Report promptly any information on labels that may need changing.		5	2.5	2.5
	PC12. Attach the right labels to the right products.		5	2.5	2.5
	PC13. Position labels so that they are securely fastened and customers can see them clearly.		10	5	5
	PC14. Complete labelling within the time allowed.		5	2.5	2.5
Total			100	50	50

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
RAS/N0106 To plan and prepare visual merchandising displays	PC1. Identify the purpose, content and style of the display.	100	10	5	5
	PC2. Identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it.		10	5	5
	PC3. Evaluate whether the place to put the display is likely to fulfil the design brief.		10	5	5
	PC4. Create new and effective ways of improving the visual effect, within his/her limits of design brief, company's visual design policies and authority you have.		15	7.5	7.5
	PC5. Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.		10	5	5
	PC6. Identify other merchandise and props when those originally specified are not available or not suitable, and agree the selections with the right person.		10	5	5
	PC7. Verify arrangements for delivery of merchandise & props with right people, allowing enough time for deliveries to arrive before display must be installed.		15	7.5	7.5
	PC8. Check the progress of deliveries and take suitable action if delays seem likely.		10	5	5
	PC9. Update stock records to account for merchandise on display.		10	5	5
	Total		100	50	50
RAS/N0107 To dress visual merchandising	PC1. Use the design brief to identify the focal points of the display.	100	10	5	5

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
displays	PC2. Choose shapes, colours and groupings that are suited to the purpose and style of the display.		5	2.5	2.5
	PC3. Create displays that achieve the required visual effect and are consistent with the company's visual design policy.		5	2.5	2.5
	PC4. Position merchandise, graphics and signs in ways that promote sales.		5	2.5	2.5
	PC5. Check that lighting is installed in line with the design brief.		5	2.5	2.5
	PC6. Check that the finished display meets health and safety guidelines and legal requirements.		10	5	5
	PC7. Position merchandise, graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need.		5	2.5	2.5
	PC8. Group merchandise appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the design brief.		5	2.5	2.5
	PC9. Make sure that lighting is installed in line with lighting requirements.		5	2.5	2.5
	PC10. Check that all the parts of the display are suitable for the purpose of the display and meet the requirements.		5	2.5	2.5
	PC11. Check that the display meets requirements for easy access, safety and security.		5	2.5	2.5
	PC12. Identify safety and security risks to the display and choose suitable ways of reducing risks.		5	2.5	2.5

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC13. Consider how the display looks from all the directions from which customers will approach it.		5	2.5	2.5
	PC14. Encourage colleagues to provide constructive comments about the display.		5	2.5	2.5
	PC15. Promptly make any adjustments that he/she is authorised to make and that are needed to achieve the visual effect and to make the display safe and secure.		5	2.5	2.5
	PC16. Regularly check the display's visual effect.		5	2.5	2.5
	PC17. Promptly report to the right person any problems and risks that he/she is not responsible for sorting out himself/herself.		10	5	5
	Total		100	50	50
RAS/N0108 To dismantle and store visual merchandising displays	PC1. Dismantle displays safely.	100	5	2.5	2.5
	PC2. Protect the parts of the display from being damaged during dismantling.		10	5	5
	PC3. Return the parts of the display to the appropriate places promptly and, if needed, in a saleable condition.		10	5	5
	PC4. Get rid of unwanted materials safely and keep accurate records of this if needed.		10	5	5
	PC5. Clean display sites and parts using safe and approved cleaning materials and equipment.		10	5	5
	PC6. Work out accurately the storage space required.		10	5	5
	PC7. Identify the protective packaging he/she needs and the security measures that need to be in place.		10	5	5
	PC8. Store items in suitable places and with clear and accurate labels.		5	2.5	2.5

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC9. Keep accurate and up-to-date records of items in storage.		10	5	5
	PC10. Identify damaged items, missing items and dangers and risks to health and safety, and report these promptly to the right person.		10	5	5
	PC11. Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them.		10	5	5
	Total		100	50	50
RAS/N0109 To prepare products for sale	PC1. Check that all expected items and parts of the product are in the package.	100	10	5	5
	PC2. Remove all unwanted packaging and safely get rid of waste.		10	5	5
	PC3. Gather the tools he/she needs for putting products together.		10	5	5
	PC4. Use safe work methods and follow manufacturers' instructions when putting products together.		10	5	5
	PC5. Check that products have been assembled correctly and can be used safely.		20	10	10
	PC6. Ask the right person for help when products are proving difficult to put together.		15	7.5	7.5
	PC7. Check regularly that products on display are in a satisfactory condition.		10	5	5
	PC8. Promptly remove damaged products from display and follow company procedures for dealing with them.		15	7.5	7.5
	Total		100	50	50
RAS/N0118 To promote loyalty schemes to customers	PC1. Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining.	100	10	5	5

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC2. Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme.		10	5	5
	PC3. Respond positively to any questions or objections that the customer raises.		10	5	5
	PC4. Provide relevant information to the customer to help them decide whether to join the scheme.		5	2.5	2.5
	PC5. Treat the customer politely at all times and in a way that promotes goodwill.		5	2.5	2.5
	PC6. Recognise accurately when customers are interested in joining the scheme.		10	5	5
	PC7. Take opportunities to ask customers who are showing signs of interest to sign up for the scheme.		10	5	5
	PC8. Fill in the membership application accurately with the customer, using the information they provide.		10	5	5
	PC9. Give the customer proof of their membership.		10	5	5
	PC10. Check with the customer that their details, as shown on the membership documentation, are correct.		10	5	5
	PC11. Give application forms to customers who show interest but are not willing to join the scheme there and then.		10	5	5
	Total		100	50	50
RAS/N0119 To keep the store secure	PC1. Notice and correctly identify security risks.	100	20	10	10
	PC2. Follow company procedures for reporting security risks.		20	10	10

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC3. Report security risks to the right people promptly and accurately.		20	10	10
	PC4. Follow company procedures for preventing security risks while working.		20	10	10
	PC5. Notice where stock may have been stolen and tell the right person about it.		20	10	10
	Total		100	50	50
RAS/N0121 To maintain health and safety	PC1. Notice and correctly identify accidents and emergencies.	100	5	2.5	2.5
	PC2. Get help promptly and in the most suitable way.		5	2.5	2.5
	PC3. Follow company policy and procedures for preventing further injury while waiting for help to arrive.		5	2.5	2.5
	PC4. Act within the limits of his/her responsibility and authority when accidents and emergencies arise.		5	2.5	2.5
	PC5. Promptly follow instructions given by senior staff and the emergency services.		10	5	5
	PC6. Follow company procedures and legal requirements for reducing health and safety risks as far as possible while working.		10	5	5
	PC7. Use safety equipment correctly and in the right situations.		5	2.5	2.5
	PC8. Get advice and help from the right people when he/she concerned about his ability to work safely.		10	5	5
	PC9. Take suitable safety measures before lifting to protect himself/herself and other people.		10	5	5
	PC10. Use approved lifting and handling techniques.		10	5	5
	PC11. Check that any equipment he/she needs to use is fit for use.		5	2.5	2.5

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC12. Use lifting and handling equipment in line with company guidelines and manufacturers' instructions.		5	2.5	2.5
	PC13. Plan a safe and efficient route for moving goods.		10	5	5
	PC14. Make sure that he/she understands his/her responsibilities when he/she asks others to help in lifting and handling operations.		5	2.5	2.5
	Total		100	50	50
RAS/N0123 To keep the store clean and hygienic	PC1. Get the equipment and materials that are suitable for the surfaces that need cleaning.	100	5	2.5	2.5
	PC2. Safely position the cleaning equipment and materials and any items he/she must move.		5	2.5	2.5
	PC3. Keep the risk of spillages to a minimum and clean up any spillages promptly and thoroughly.		10	5	5
	PC4. Get rid of rubbish and waste promptly and safely.		5	2.5	2.5
	PC5. Disturb other people as little as possible while cleaning.		5	2.5	2.5
	PC6. Check that surfaces are thoroughly clean.		10	5	5
	PC7. Store cleaning equipment and materials correctly and promptly when he/she has finished cleaning.		5	2.5	2.5
	PC8. Use suitable equipment to tidy work areas.		5	2.5	2.5
	PC9. Check that equipment is safe to use before starting to use it.		5	2.5	2.5
	PC10. Get rid of waste and litter safely and in line with company procedures.		5	2.5	2.5
	PC11. Disturb other people as little as possible while getting rid of waste and litter.		10	5	5

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC12. Store equipment correctly and promptly after use.		5	2.5	2.5
	PC13. Wear protective clothing that is clean and suitable for the work he/she needs to do.		10	5	5
	PC14. Dispose correctly of used clothing and products.		5	2.5	2.5
	PC15. Use effective practices and techniques for keeping his/her hair, skin and nails clean enough for the work he/she does.		10	5	5
	Total		100	50	50
RAS/N0124 To provide information and advice to customers	PC1. Acknowledge promptly and politely customers' requests for information and advice.	100	10	5	5
	PC2. Identify the customer's needs for information and advice.		10	5	5
	PC3. Communicate information and advice to customers in ways they can understand.		10	5	5
	PC4. Provide information and advice to customers that is relevant, complete, accurate and up to date.		10	5	5
	PC5. Check politely that the information and advice provided meets the customer's needs.		10	5	5
	PC6. Find other ways to help the customer when the information and advice given is not satisfactory.		10	5	5
	PC7. Refer requests for information or advice to the right person when he/she cannot help the customer.		5	2.5	2.5
	PC8. Identify the nature of the complaint from information obtained from customers.		10	5	5
	PC9. Acknowledge the complaint clearly and accurately and apologise to the customer.		5	2.5	2.5

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC10. Follow legal requirements and company policies and procedures for dealing with complaints.		10	5	5
	PC11. When it is not his/her responsibility to sort complaints, refer them promptly to the right person & explain the referral procedure clearly to the customer.		10	5	5
	Total		100	50	50
RAS/N0130 To create a positive image of self & organisation in the customers mind	PC1. Meet the organisation's standards of appearance and behaviour.	100	5	2.5	2.5
	PC2. Greet customers respectfully and in a friendly manner.		5	2.5	2.5
	PC3. Communicate with customers in a way that makes them feel valued and respected.		10	5	5
	PC4. Identify and confirm your customer's expectations.		5	2.5	2.5
	PC5. Treat customers courteously and helpfully at all times.		5	2.5	2.5
	PC6. Keep customers informed and reassured.		5	2.5	2.5
	PC7. Adapt his/her behaviour to respond effectively to different customer behaviour.		10	5	5
	PC8. Respond promptly to a customer seeking assistance.		5	2.5	2.5
	PC9. Select the most appropriate way of communicating with customers.		5	2.5	2.5
	PC10. Check with customers that he/she has fully understood their expectations.		5	2.5	2.5
	PC11. Respond promptly and positively to customers' questions and comments		5	2.5	2.5
	PC12. Allow customers time to consider his/her response and give further explanation when appropriate.		5	2.5	2.5

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC13. Quickly locate information that will help customers.		5	2.5	2.5
	PC14. Give customers the information they need about the services or products offered by the organisation.		10	5	5
	PC15. Recognise information that customers might find complicated and check whether they fully understand.		5	2.5	2.5
	PC16. Explain clearly to customers any reasons why their needs or expectations cannot be met.		10	5	5
	Total		100	50	50
RAS/N0137 To work effectively in a retail team	PC1. Display courteous and helpful behaviour at all times.	100	5	2.5	2.5
	PC2. Take opportunities to enhance the level of assistance offered to colleagues		5	2.5	2.5
	PC3. Meet all reasonable requests for assistance within acceptable workplace timeframes.		10	5	5
	PC4. Complete allocated tasks as required.		5	2.5	2.5
	PC5. Seek assistance when difficulties arise.		5	2.5	2.5
	PC6. Use questioning techniques to clarify instructions or responsibilities.		10	5	5
	PC7. Identify and display a non discriminatory attitude in all contacts with customers and other staff members.		5	2.5	2.5
	PC8. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.		5	2.5	2.5
	PC9. Follow personal hygiene procedures according to organisational policy and relevant legislation.		5	2.5	2.5

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
	PC10. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.		5	2.5	2.5
	PC11. Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying.		10	5	5
	PC12. Ask questions to seek and clarify workplace information.		5	2.5	2.5
	PC13. Plan and organise daily work routine within the scope of the job role.		10	5	5
	PC14. Prioritise and complete tasks according to required timeframes.		10	5	5
	PC15. Identify work and personal priorities and achieve a balance between competing priorities.		5	2.5	2.5
	Total		100	50	50

Annexure A:

List of Tools and Equipment

S. No.	Equipment Name	Minimum number of Equipment required (per batch of 30 trainees)	Unit Type	Is this a mandatory Equipment to be available at the Training Center (Yes/No)	Dimension/Specification /Description of the Equipment/ ANY OTHER REMARK
1	Display Racks (Gondola)	2	Piece	Yes	Size 3' X 1.5' X 5, Non Branded
2	Display/Boards/ Standees for product categories and offers (Different Types)	3	Piece	Yes	Size 3' X 3' ; 2' X 6', Non Branded
3.	Calculator	2	Piece	Yes	Casio or equivalent
4.	Stock Almira	1	Piece	Yes	Size 3' X 2' X 6', Godrej or equivalent
5.	Point of Sale (POS) Terminal (Computer, Cash drawer, Receipt printer, Barcode scanner, Card swiping machine)	1	Piece	Yes	Multi-branded
6.	Dummy Products (Products with ad -on accessories such as mobile handsets with ear phones etc.) with barcode, specifications, price tags	30	Piece	Yes	Multi-branded
7.	VM elements	17	Piece	Yes	Different types of VM elements with quantity : like 1.Mannequins - Full/Half Bust 2. Dangers 3. Wobblers 4. Hangers, 5. Banners 6. Posters 7. POS Display (LED Lightbox)

					8. Signage Board 9. Offers /Policy Signage)
8.	Shopping Basket/Shopping Cart	1	Piece	Yes	60L capacity, Non Branded