Workbook

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National Open University

rai

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CERTIFICATE OF ORIGINALITY

     This is to certify that the Workbook BRLT-005 submitted to Indira Gandhi National Open University, Regional Centre _____ (specify the Regional Centre name) in partial fulfillment of the requirement for the evaluation and Viva-voce for the award of Diploma in Retailing is an authentic and original work carried out by Mr. / Ms. _____ under my supervision at the _____ (specify company & location).

_____

_____

     The matter presented in the Workbook is genuine and original work done by the student during his / her Internship from _____ to _____ (specify dates & months) and has not been submitted either to this University or to any other University / Institute for the fulfillment of the requirements of any course of study.

Enrolment No. ………………..
Programme : DIR

…………………………...

Signature of student

Date ……………………

Name and Address of the student

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Tel. No. …………………….
Mobile No. …………………
Email. ………………………

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Signature of Supervisor

Date .………………………..

Name, Designation and
Address of the Supervisor
(stamp with full address)

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Tel. No. ……………………
Mobile No. …………………..
Email. ………………………

NOTE: TO BE FILLED-IN AND SUBMITTED TO THE IGNOU REGIONAL CENTRE CONCERNED AFTER COMPLETION OF THE INTERNSHIP BUT BEFORE VIVA-VOCE TO BE ATTENDED BY THE STUDENTS.

Contents

INTERNSHIP AND VIVA-VOCE

The Internship (Training) is a mandatory requirement for all students of Diploma in Retailing for a period of six months. You will be attached to a Retail company in a particular location (City/Town) for undertaking the internship.

A Workbook has been prepared specifically for Internship. The contents of the Workbook will take you step by step into all aspects of retailing. It is necessary for you to go into course content in detail in each of the units supplied to you and understand what it means and write activities given in the study material. The purpose is to make you to acquire knowledge pertaining to retail before you are actually placed with a retail outlet for working and acquiring skills in retailing.

You will be writing your Workbook based on the Internship Schedule to be supplied to you by the University-rai during Induction or as and when you report to a retail outlet for doing the Internship. You will be writing the Workbook periodically and, if necessary, seek the guidance of your Supervisor. You will also have to get your Workbook authenticated by the Supervisor periodically.

There will be a compulsory ten day counselling in two spells - each of five days during the study of one year. On the last day of the first counselling spell, you are required to attend a Viva-voce at the Study Centre attached to you or any other Study Centre to be decided by the University. However, the second Viva-voce will be held at the Regional Centre concerned or at any other Regional Centre to be decided by the University at the end of the completion of all courses. The second Viva-voce will be a comprehensive one wherein you will be asked specific questions about the knowledge and skills you have acquired both theoretically and practically during the course of your study and Internship.

Module 1
About the Company

Objectives :

After working on this module, you will be able to:

- write down brief about the company's history and profile of activities;
- describe about the product-lines;
- explain the perception among customers about the company/group;
- identify competitors; and
- explain the future prospects of the company;

Assignment 1:

Write down a short brief about the company- its history, service proposition, product lines, perception amongst customers in the market, competitors, and future prospects.

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Company History & Service Proposition: _____

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*About Product Lines:*_____

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*Perception Among Customers About the Company/Group:*_____

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*About Competitors:*_____

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*Future Prospects:*_____

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Additional Notes Module 1:

Module 2
Stock Deck

Objectives

After working on this module, you will be able to:

- identify location for store;
- identify list of departments, sections and subsections to be built in;
- explain the list of products to be displayed for sale; and
- describe the suitable layout for a store.

Assignment 1:

Question 1.

Note down in detail locations of the merchandise in the store. A detailed list of departments, sections, sub-sections and products should be made, including different Stock Keeping Units (SKU) and Brands.

Merchandise Location in Store (Write briefly): _____

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List of Departments(Write briefly): _____

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*Sections & Sub-sections (Write briefly):*_____

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List of products from different sections & sub-sections (at least 5 products of different brands) (Write briefly):

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Question 2.

Store Layout: Make a layout of all levels of the store. Note down the individual sections and sub-sections. Check out other vital pieces of equipment, like manual cash memo books, spare till rolls, Loyalty/Customer Service Counter etc., and this should also be marked on the layout.

Layout of level 1 (With details marked) :

Layout of level 1 (With details marked) (contd.) :

Layout of level 2 (With details marked):

Layout of level 3 (With details marked):

Additional Notes Module 2:

Module 3
Building Product Knowledge

Objectives

After working on this module, you will be able to:

● analyse the products of similar line in the store;

● describe the differences between products of the same line;

● explain uses/benefits to be accrued to customers; and

● describe special terms and conditions, if any.

Assignment 1

Choose any one product in the retail store using the Table below as a guideline taking product Saffola Gold as an example and collect all the information regarding the product you have chosen and place all such information in the tables placed in the next two pages..

QUESTION	ANSWER –PRODUCT Saffola Gold
(A) Description	
What is the Product called?	Saffola Gold Oil
What is it made of?	70% Rice Bran Oil (RBO) and 30% of Safflower Oil (Kardi oil).
Who makes it?	Marico Industries
What variations are there?	Other Saffola Brand Oils are Saffola, Saffola Tasty Blend, Saffola Kardi
What are the differences between variations?	The oil composition is different, benefits are different, prices are different
How much does it cost?	Check product label (price varies, as it is a commodity)
How does it compare with similar items?	Check labels
(B) Use/Benefits	
What does it do?	Helps reduce cholesterol Absorbs less into your food Hence especially good for frying foods
How does it do it?	● **Contains Rice Bran Oil (RBO):** which has heart healthy nutrients in RBO such as tocotrienols and oryzanol are known for their cholesterol lowering ability. ● **Contains Safflower (Kardi) Oil:** which has Linoleic acid, an omega-6-polyunsaturated fatty acid, that helps reduce cholesterol levels. ● Contains Vitamin E that helps retard aging and prevents heart disease. ● **Has Low Absorb Technology:** LoSorb technology makes the oil more stable during deep-frying. When food is fried in Saffola Gold, there is lesser of the unhealthy degraded compounds formed.
What are the special features?	Oryzanol, Vitamin E, is a heart-healthy oil, as it reduces cholesterol
Any safety aspects/ precautions?	Nil
(C) Terms/Conditions	
Any special terms and conditions?	Nil

Write briefly about the product you have selected for study:

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Write briefly about the product you have chosen (from the retail store) for study:

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Assignment 2:

Using the following Table as a guideline put down the features and corresponding customer benefits of the same product you had chosen earlier under Assignment 1 in this Section:

An example is given below for Saffola Gold for your information.

Product Feature	Corresponding Benefit
Contains Oryzanol	This helps in reducing "bad cholesterol" and increasing "good cholesterol". It benefits the heart.
Contains Vitamin E	This helps to decrease the negative effects of ageing
Has LoSorb Technology	This allows less oils to be absorbed into the food, and is therefore a good option for deep frying food

Based on the above Table you are required to develop similar responses taking the previous examples you have studied in this section.

Table (Write briefly on a selected product/services you have choosen from the retail store):

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Table (Write briefly on a selected product/services):

Additional Notes Module 3:

Module 4
Up selling

Objectives

After working on this module, you will be able to:

- identify items that you can up sell;

- distinguish the original product and what will up sell in its place; and

- undertake personal up selling in store

Assignment 1

Go out into the sections of retail store and identify 20 items that lend themselves to up selling. Submit a report to the store in charge mentioning the original product and what will sell up/ complementary product/ non-complementary product/ solution.

Make at least 3 attempts at up selling on the floor, and include this data in your report.

List of 20 items that lend themselves to up selling mentioning original product & what will sell up?

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Note about the attempts made to up sell (Write briefly): _____

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Module 5

Personal Performance Tracking

Objectives

After working on this module, you will be able to:

- maintain a personal performance diary;

- note average transaction/ ticket size;

- explain per ticket conversion rate; and

- calculate sales per employee.

Assignment 1

Keep a Personal Performance Diary, in which note down each transaction everyday for a week and then compute the following:

- Personal "Average Transaction/Ticket Size"

- Personal "Items Per Ticket"

- Personal "Conversion Rate"

- Personal "Sales per Employee"

The data should be computed for a week's period, and shown to the floor in-charge. The floor-in-charge's comments may be reported in the Workbook below, along with the above data on Personal Performance.

Personal "Average Transaction / Ticket size"(for weeks period) (Write briefly): _____

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Personal "Items per ticket" (for a week's period) (Write briefly): _____

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Personal "Items per ticket" (for a week's period) (Write briefly): _____

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Personal Conversion ratio (for a week's period) (Write briefly):_____

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*Personal sales per employee (at least 5 employee for a week's period) (Write briefly):*_____

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*Personal sales per employee (at least 5 employee for a week's period) (Write briefly):*_____

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Additional Notes Module 5:

Module 6
Consumer Buying Behaviour

Objectives

After working on this module, you will be able to:

- identify customer shopping cycle;

- describe moments of contact between customer and the company;

- identify customer habits and information sought;

- evaluate decision making process of the customer; and

- describe what influenced the process.

Activity 1

Observe a customer during the shopping cycle and write down what exactly happened? While writing the notes, you may cover the following points. Write your response point-wise in the sequence given below:

1) What were the moments of contact between customers and the company?

2) What did the customer do?

3) What information did he seek?

4) Describe the customer (customer profile).

5) Find out the regular customer profile of the company- write down the demographics and psychographics of targeted customer profiles for the company, and compare the chosen customer with the targeted profile.

6) Describe the decision making process of the customer.

7) Describe what influenced this process?

What variables influenced the shopping behavior of the customer?

Moments of Contacts Between Customer &Store (Write briefly): _____

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Observation of Customer in Store/Section (Write briefly): _____

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What Information did Customer Seek (Write briefly):

About the Customer Profile (Write briefly): _____

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About regular customer profile of the store. (i.e. demographics & psychographics of targeted customer) compare with the chosen customer (Write briefly):

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Describe the decision making process of customer & what influenced him/her (Write briefly):

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Additional Notes Module 6:

Module 7
Functions of Various Departments

Objectives

After working on this module, you will be able to:

- identify the different departments in your store;

- describe major functions they carry out; and

- distinguish about the front end and back end administration.

Assignment 1

Describe the different departments in the retail store and the major functions of each department carries out.

This is both at the stores (front end) and at the HO (Back Office/ Administrative Office/ Central/ Regional Offices)

Departments at store level (front end) (Write briefly): _____

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*Departments at HO (back office/administrative office) (Write briefly):*_____

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Additional Notes Module 7 :

Module 8
Retail Formats

Objectives

After working on this module, you will be able to:

● visit large malls and classify the tenants;

● categorize them into a retail format based on their category/product mix;

● identify retail formats of respective stores; and

● report findings of 10 such retail stores.

Activity 1

Go into a large mall (or high street) and classify the mall tenants, categorising them into a retail format based on their retail strategy/mix. Write down the findings, and cover at least five stores.

Retail Store 1 (write briefly):

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Retail Store 5 (write briefly):

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Retail Store 5 (write briefly):

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Module 8
Retail Formats

Objectives

After working on this module, you will be able to:

- visit large malls and classify the tenants;

- categorize them into a retail format based on their category/product mix;

- identify retail formats of respective stores; and

- report findings of 10 such retail stores.

Activity 1

Go into a large mall (or high street) and classify the mall tenants, categorising them into a retail format based on their retail strategy/mix. Write down the findings, and cover at least five stores.

Retail Store 1 (write briefly):

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Retail Store 2 (write briefly):

Retail Store 3 (write briefly):

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Retail Store 4 (write briefly):

Retail Store 5 (write briefly):

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Retail Store 5 (write briefly):

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Module 9
Indian Retail Scenario

Objectives

After working on this module, you will be able to:

- explain how shopping in India has changed in the last 10 years;

- identify ladies (known to you) above 60 years of age and find out how they did shopping in their younger days;

- identify ladies below 30 years of age and ask them the same questions;

- analyze and compare how shopping habits and behaviour have changed over the years; and

- explain how technology, competition and supply chain management have affected the retailers.

Assignment 1

Write a short note on how shopping in India has changed in the last 5-10 years. You may speak to any two ladies (whom you know) above 60 years of age and ask them to describe how they used to go for shopping for clothes/ grocery/ electronic appliances/ jewelry, etc. years ago, when they were young. Then speak to another 2 young ladies below 30 years of age and ask them same questions. Compare and analyse how shopping habits and behaviour in India has changed.

Shopping culture of past 5-10 years (Write briefly): _____

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Shopping culture contd.....

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Current shopping culture (Write briefly): _____

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Current shopping culture (Write briefly): _____

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Current shopping culture contd......

Current shopping culture contd......

Assignment 2:

Speak to a store manager and understand their responses for the following:

1) What are the factors fuelling change in Indian retailing today?

2) How has the consumer changed over the last few years?

3) How has technology helped retailers?

4) How has competition amongst retailers affected the retail chains and the customer?

5) How have the improvements in the supply chain /vendors affected retailers?

Having understand responses, you are required to write the summary of your discussions alongwith the findings of the interview in a short note:

1) *Factors fuelling change in Indian retailing (Write briefly your note under a and b):*

a) *Summary:*

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b) *Findings:*

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2) *How has customer changed over last few years (Write briefly under a and b):* _____

a) *Summary:*

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a) *Findings:*

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3) How has technology helped retailers (Write briefly under a and b): _____

a) Summary:

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a) Findings:

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a) Summary:

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4) How has competition affected retailers & customer (Write briefly under a and b :_____ _____

a) Summary:

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a) Findings:

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5) How have the improvements in the supply chain affected retailers (Write briefly under a and b):

a) Summary:

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a) Findings:

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5) How have the improvements in the supply chain affected retailers (Write briefly under a and b):

a) Summary:

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6) Write down the conclusions in short question-wise in sequence : _____

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Module 10
Exceptional Sales Performance

Objectives

After working on this module, you will be able to:

- identify and interview three exceptional salespersons in the retail store;
- describe their progress in the retail company;
- evaluate how they have gained professional expertise;
- identify the important qualities a sales person should posses;
- identify what advise they would give to a beginner;
- define exceptional performance of the sales person; and
- conclude personal skills they have built and how they acquired them.

Activity 1

You are required to interview three excellent salespersons working in the retail store, and find out what made him/her exceptional. You could ask the following questions and understand their responses before you actually write down their interaction in the boxes given below:

1) Describe how you have progressed in the company?

2) How have you built up your professional expertise?

3) What are the important qualities that a salesperson should possess?

4) What advice would you give to a beginner, who first joins in a retail store?

5) How do you define exceptional performance for a sales person?

6) What personal skills have you built up in your career, and how did you acquire these?

Collate the data of the interviews and write down the findings of these interviews.

Sales person 1 :

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Sales person 1 (contd...)

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Sales person 1 (contd...)

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Sales person 2 :

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Sales person 2 (contd...)

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Sales person 3 :

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Sales person 3 (contd...)

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Module 11

Customer Service

Objectives

After working on this module, you will be able to:

● identify examples of returns/exchange policy;

● analyze whether customer service policy is customer friendly or not; and

● make suggestions for improvement.

Assignment 1

Log on to the Internet and find two examples of Returns/ Exchange Policy or "Customer Service Policy" from any retailer's site (Indian or international). Examine whether the policy is customer friendly or not and make suggestions to improve the policy.

Write briefly Returns/Exchange Policy or Customer Service Policy: _____

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Two examples about Returns/Exchange Policy or Customer Service Policy: _____

Example 1: _____

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Return/exchange policy of customer service policy (contd....):

Example 2:

Module 12
Security Processes of Retailers

Objectives

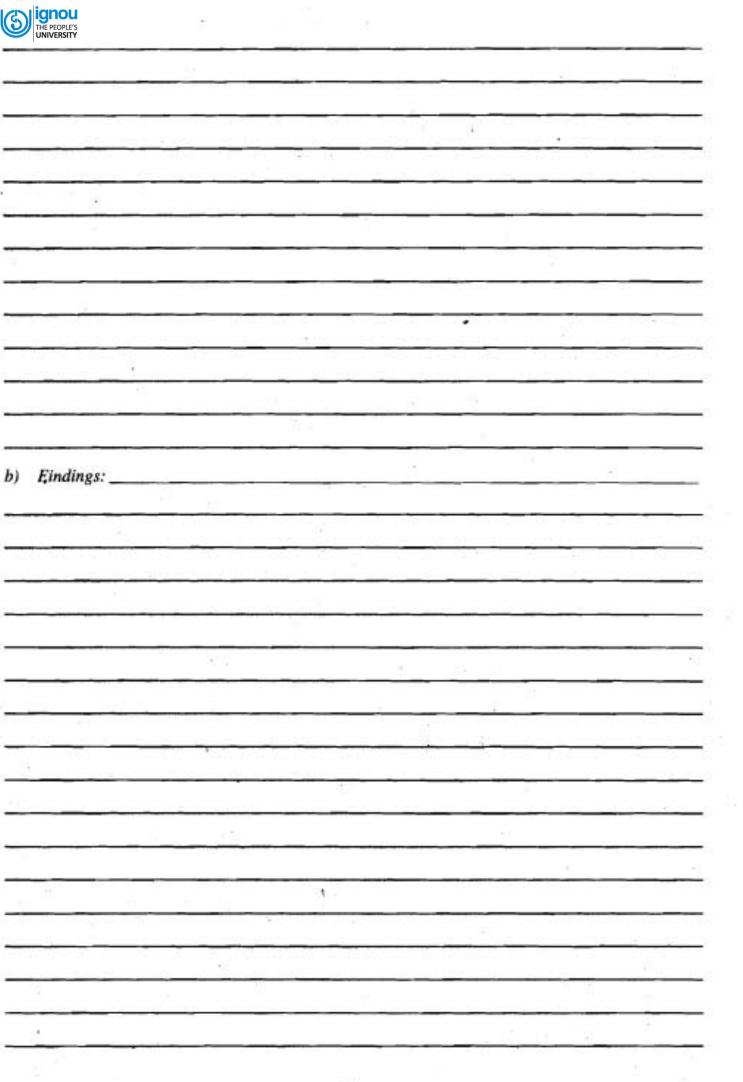After working on this module, you will be able to:

● make a comparative study of the store where you are working and that of its competitor for identifying security hazards and risks currently existing in both the stores;

● identify all security points in terms of lighting/visibility in store, cashiering process,

EAS system and wrong placement of fixtures; and

● report the findings with suggestions for improvement.

Assignment 1

Carefully study the retail store, and that of the competitor (or any other large store of an organized retailer), and identify all the security hazards and risks currently present in both the stores. This may include the arrangements for security guards, EAS system, bad lighting/visibility in the store, risky cashiering processes, wrong placement of fixtures etc. Finally record these findings with suggestions for improvement.

1) *Observations on security hazards of the store with which you are working:*

a) *Observations:* _____

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_b)_ _Findings:_ _____

2) *Observation on security hazards of the competitor's store:* _____

a) *Observations:* _____

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2) *Observation on security hazards of the competitor's store:*

a) *Observations:* _____

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b)   *Findings:*

3) Conclusion with findings & suggestion: _____

a) The retail store where you are working: _____

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b) Competitor's retail store with the store you are working: _____

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Module 13
Flow of Goods in the Retail Store

Objectives

After working on this module, you will be able to:

- collect data and make a process of how goods flow from the vender to the customer from the order placing process to the time its sold;

- explain the transportation, storage and delivery systems; and

- present the information in a flow chart.
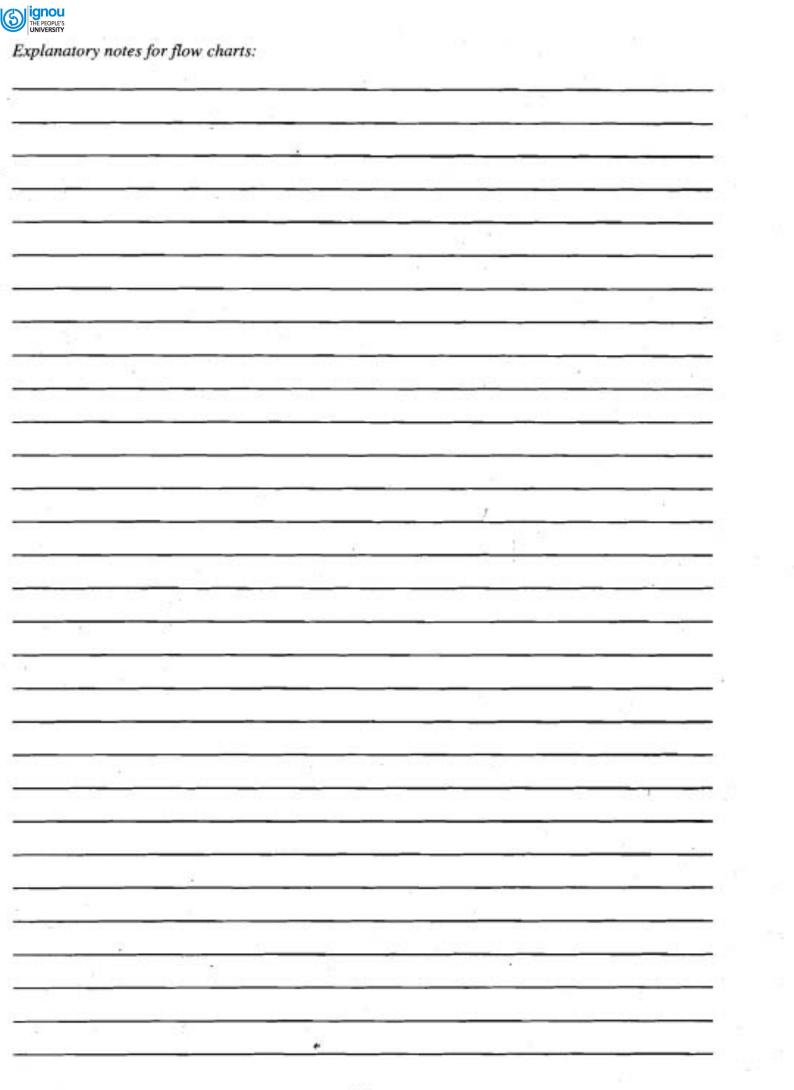
Assignment 1

Gather data and make a process flow of how goods flow from the vendor to the customer in the store. The process of flow should cover order placing processes, transportation, merchandise storage points. aspects of computerization in the flow of goods, and storage of goods, how merchandise is allocated and moves from store points (distribution centers) to various retail stores, goods inward processes, etc. The information you collect should be presented in the form of Flow Charts with titles.

If required you may classify each sub topic in to a flow chart and merge them finally in to a broad flow chart specifying linkages.

Flow Chart for movements of goods in the store:

Flow Chart of goods movement in the store:

Explanatory notes for flow charts:

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Module 14
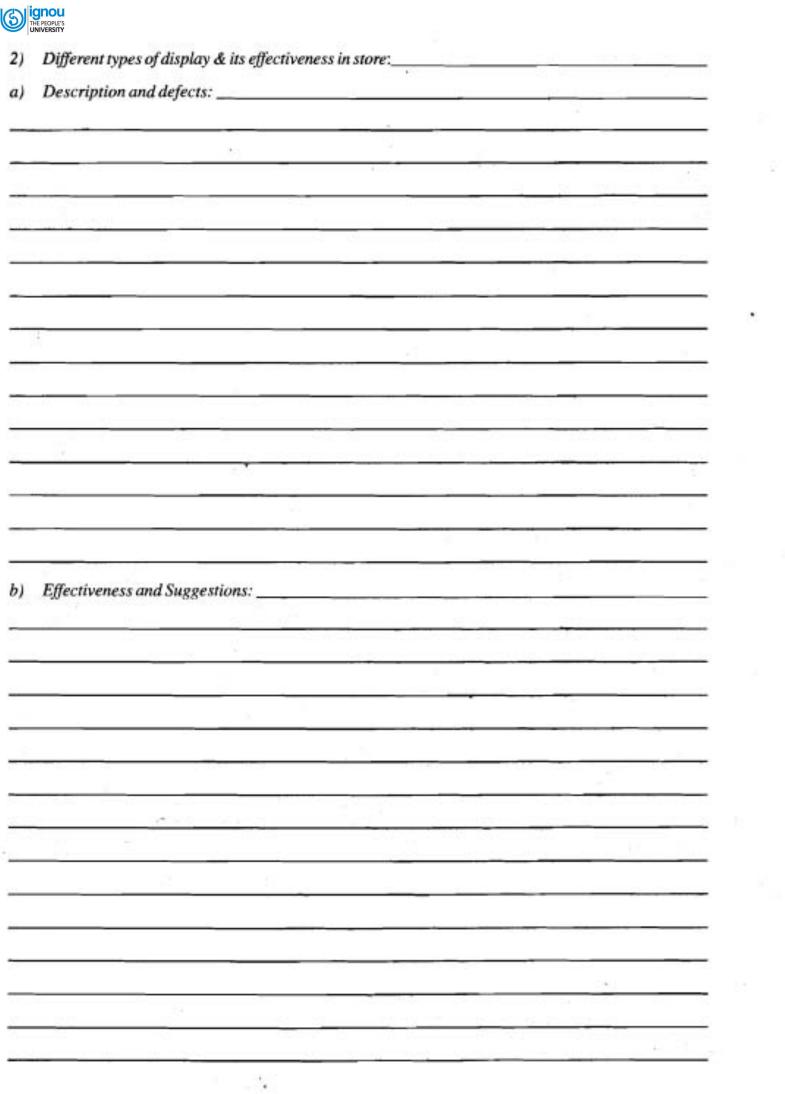
Visual Communication in the Store

Objectives

After working on this module, you will be able to:

- explain various types of fixtures used in the store;
- identify different types of display;
- distinguish the different singages;
- recognize visual communication techniques/tools in store; and
- make a report on the effectiveness of each of these.

Assignment 1

Describe the various kinds of fixtures used in the store, types of displays, classes of signages and visual communication techniques/tools in the store. You may also comment on the effectiveness of each of these and make a report. Before you write comments, you must interact with customers and others for right feedback.

1) *Types of fixtures & its effectiveness:* _____

a) *Description and defects:* _____

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b) *Effectiveness and Suggestions:* _____

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2) *Different types of display & its effectiveness in store:* _____

a) *Description and defects:* _____

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b) *Effectiveness and Suggestions:* _____

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3) *Different signages & its effectiveness:* _____

a) *Description and defects:* _____

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b) *Effectiveness and Suggestions:* _____

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4) *Other visual communication techniques inside or outside the store & its effectiviness:*

a) *Description and defects:* _____

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b) *Effectiveness and Suggestions:* _____

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Explanatory Notes:

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Explanatory Notes:

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Module 15
Cashiering Process in the Store

Objectives

After working on this module, you will be able to:

- identify the cashiering process;

- explain the various functions the Point of Sale (POS) terminal can perform; and

- interpret systems regarding refunds/exchange, loyalty programmes, discounts offered, stock outs, etc.

Assignment 1

Describe the cashiering process, including the various functions possible on the Point of Sale (POS) terminal, the various tenders that can be accepted and administrative functions available on the POS like returns and refunds, voids, suspensions, reprints, loyalty Programme functions etc.

i) *Cashiering process & various function on POS terminal:* _____

a) *Describe your observations:* _____

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b) *Issues and suggestions:* _____

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3) *Tenders accepted on POS:* _____

a) *Describe your observations:* _____

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b) *Issues and suggestions:* _____

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3) Administrative functions available on POS: _____

a) Describe your observations: _____

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b) Issues and suggestions: _____

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