INDEX

Unit-1: Retail Store Operations

Introduction

In our daily life, we come across retail shops in the nearby residential areas or shopping malls. Retailing affects every facet of our life. Have you ever thought how many daily contacts we have with retailers when we eat meals furnish our home, have our car fixed, and buy clothing for a party? A **retail store** is a business that sells products and/or services to consumers for their personal or family use. If you look around, you will find different forms of retail stores such as departmental stores, discount stores, variety stores, speciality stores, convenience stores.

Retailers provide the goods and services you and I need— from food, auto parts, apparel, home furnishings, appliances, and electronics to advice, home improvement, and skilled labor. Let's take a look behind the scenes at the many facets of this exciting business.

A retail store is also classified by the type of products they sell, for example food products, durable goods (appliances, electronics, furniture, sporting goods, etc.) and soft goods or consumables (clothing, apparel, and fabrics). Often people think of retailing which are sold and bought in stores, but retailing also involves the sale of services: staying in a hotel while on vacations, a haircut saloon or a beauty parlour, a DVD rental, or a home-delivered pizza. Not all retailing is done in stores. Examples of non-store retailing include online selling or the direct sales of cosmetics by Amway.

Store operations is operating and overseeing all the functions of the store from setting up shop, deciding what type of products you want to sell, deciding on what type of customers you are trying to attract into your store, then ordering the products, hiring personnel, pricing the products, deciding on a location, taking an inventory, advertising the products, etc. Whatever form, the retail store enters into for buying and selling, every retailer rolls out a standard operation procedure (SOP) which includes all functions of operating relating to customer service, health safety and protection, maintenance and distribution.

Good Layout for a Retail Store

The success of a retail store is influenced by its layout design and the ambience (atmosphere) created by the retailers. You never get a second chance to make a first impression. This age-old saying is especially true in relation to design and atmosphere of a retail store. The first impression given to the potential customer determines whether the retail store has gained or lost a buyer. The basic functional principle of a retail store is to show the products and sell the product. Both these activities require a space to accommodate products, services and people.

Space

The space needed for a retail store differs with the nature of the retail store. It could be a fixed location in a building, a more flexible location like a market tent often seen in fairs, or a mobile space like an ice cream cart or a street vendor.

Considerations for the Store Layout

A good store layout serves many purposes:

1. **Store Atmosphere:** The physical characteristics and surrounding influence of a retail store creates an image in order to attract customers. The store must offer a positive ambience to the customers for them to enjoy their shopping and leave with a smile.

   ➤ The store should not give a cluttered look.
   ➤ The products should be properly arranged on the shelves according to their sizes and patterns. Make sure products do not fall off the shelves.
   ➤ There should be no foul smell in the store.
   ➤ The floor, ceiling, carpet, walls and even the mannequins should not have unwanted spots.
   ➤ Never dump unnecessary packing boxes, hangers or clothes in the dressing room. Keep it clean.
   ➤ Make sure the customers are well attended.
   ➤ Don't allow customers to carry eatables inside the store.

2. **Enhance Sales**: The store layout should enable the customers to move around the store conveniently. This is done by preparing a circulation plan. Circulation is an invisible force which revolves around the customers so that they cover the entire range of merchandise under display leading to maximize the purchase. Normally the destination category is kept in the last so that the customer is forced to walk up the entire store. In this way, the retail store owner tempts the customer to

make impulsive buying. You must have noticed in a grocery shop that the popular items such as milk, curd are kept at the end. Why? Because they are necessary items and customers will certainly lay hands on them however far they are placed. If they are laid at the entry of the store, the customer will always remain foreign to the rest of the store. Ultimately, the aim is to make sales and earn profit.

3. **Maximize Returns per Square Foot:** A well planned layout enhances the utilization of customer's time and best of the shopping experience. A good layout provides a balance between available space for display and the return on productivity. In this way, it becomes important to decide the alternative design types, allocating space for bulk stock selling and effective use of walls and windows. These provide opportunity to customers to move around and experience the products in a much better way.

4. **Match the merchandise with the format:** Retail stores are designed to target the specific kinds of customers. Have you visited the music stores like Planet M, Music World etc? What kind of ambience do you find? On the other hand, compare it with the designer boutique, jewellery shop or a home fashion store. Do you see any difference the ways store layout is treated? A music store focuses on youth so the fixtures are heavy filled by flashing lights and lively music. Whereas, the later categorized stores have lighter and organised serene ambience to capture the mood of customers. Therefore, different types of target groups by age, education, gender affect the store design, ambience and layout.

5. **Assistance for differently abled women, children and safety of customers:** The layout for the store should provide convenience for variety of shopper's visiting it. Now, if you visit the retail stores, Kine Globus, shoppers stop, pantaloons etc., we will observe the stores arrange for handicap access along with the rooms for mothers with babies and rest rooms for old people.

Care is taken that the furniture has no sharp edges and the flooring is not slippery. The main aisles are wide to avoid cramping during peak shopping seasons.

Hence, the importance of layout can be summarized in the following manner:

1. It guides the flow of customers to all parts of the store showcasing the best of merchandise offered on sale.

2. It provide for impulsive buying.
3. It permits the store to maximize the use of space in relation to non-selling space in the store.
4. It aids the customer in selecting and comparing merchandise
5. It leads to maximize sales.

Steps for Designing Store Layout

Planning a store layout involves the following steps:
1. Determining the availability of space.
2. Determining 'space needs' for selling and non-selling area.
3. Fitting 'space needs' for good customer flow and maximum sales per square foot.
4. Provision for self service
5. Types of merchandise presentation techniques.

Forms of Layout in Retail Store

The retailer must plan out each and everything well, the location of the shelves or racks to display the merchandise, the position of the mannequins or the cash counter and so on.

1. Straight Floor Plan

The straight floor plan makes optimum use of the walls, and utilizes the space in 69 the most judicious manner. The straight floor plan creates spaces within the retail store for the customers to move and shop freely. It is one of the commonly implemented store designs. This type of design you find in Reebok and Nike.
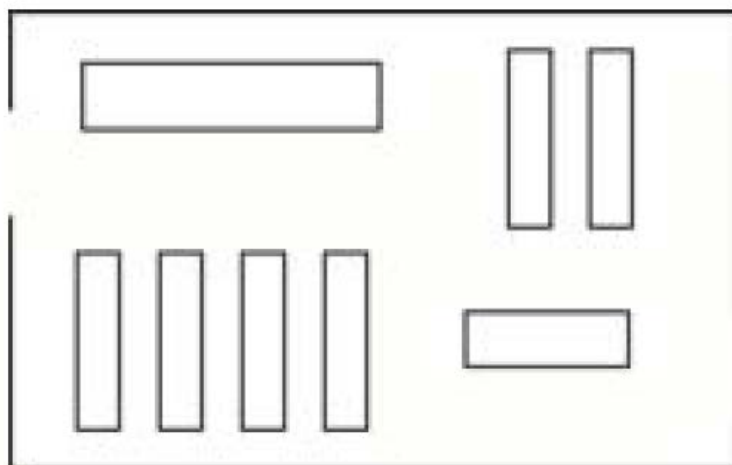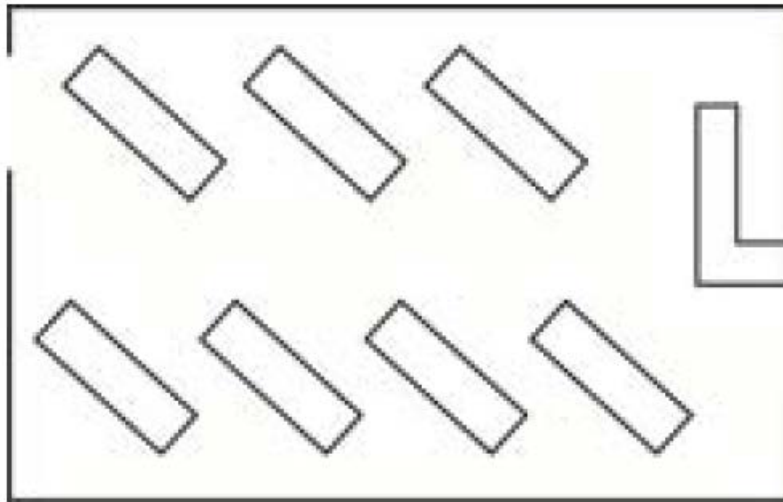
Advantages
1. Motivates shoppers to spend time and explore the merchandise.
2. Maximizes sale through impulsive buying.
3. Appropriate for stores where selling approach is consultative and personal.

Disadvantages

1. Inefficient use of space resources.
2. As vision is blocked, the chances of shop lifting are higher.

2. Diagonal Floor Plan

According to the diagonal floor plan, the shelves or racks are kept diagonal to each other for the owner or the store manager to have a watch on the customers. Diagonal floor plan works well in stores where customers have the liberty to walk in and pick up merchandise on their own. The major customer aisles begin at the entrance, loops through the store and returns the customer to the front of the store generally used in departmental stores. Examples are Ritu wears, Shopper's stop.

Advantages

1. Loops facilitate impulsive buying. The latest or fashion merchandise is prominently displayed on the main aisles.
2. Overhead directional signs and departmental graphics provide visual cues to the location of other departments helping shoppers while they shop.

Disadvantage

1. This layout is costlier to design, construct and maintain.

3. Angular Floor Plan

The fixtures and walls are given a curved look to add to the style of the store. Angular floor plan gives a more sophisticated look to the store. Such layouts are often seen in high end stores. You generally find it in grocery stores, drug stores. An example of such type of layout is Reliance Fresh.

Advantages

1. Methodological, efficient and convenient.
2. Visibility of merchandise is better.
3. Useful in self-service.
4. Effective use of space and cost efficient.
5. Easy maintenance of selling area.
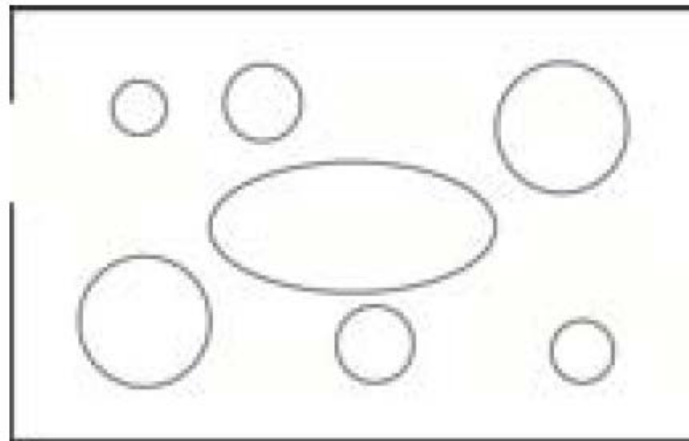
Disadvantages

1. Not very aesthetic, looks clumsy and the very principle of impulsive selling is not served.

4. Mixed Layout

This type of layout blends the advantages of straight floor and diagonal store layout thereby eliminating the disadvantages of both. In spine layout, the main aisle runs through front to the back of the store transporting the customers in both directions. On the either side of this spine, the merchandise departments use either the straight floor or diagonal layout which branches out towards the back aisle walls. You find this type of store layout in United Colors of Benetton.

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EXERCISE

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1. Visit a retail store, interact with the store owner/store personnel and customers and ask the following questions and write their reply in not more than 50 words:

Questions for Store Owner/Store Personnel

(i) How the types of fixtures, merchandise presentation methods and techniques are planned and help in sales floor.

_____
_____
_____

(ii) How has store design led to the store's success.

_____
_____
_____

(iii) How has aesthetic ambience and visual communications increased the store productivity.

_____
_____
_____

Questions for the Customers

Testing the Store Image from Customers

(iv) Is the shopper able to determine:
   a. Store's Name
   b. Line of Trade
   c. Price Position
   d. Ambience and store environment

(v) Do you visit the store again for shopping centre _____ y/n
If yes, the most preferred point for return

_____
_____
_____

If no, state why.

_____
_____
_____

A. Fill in the blanks

1. A retail store space is divided into _____ and _____.

2. Three important forms of store layout are_____, _____ and _____.

3. The primary objective of a retail store is to _____.

4. _____ is the key to success in a retail business.

5. _____ and _____ leads to the long-term relation of customer with the retail store.

Store Layout; Design; Straight floor plan; Ambience; Mixed layout; Show and sell the products; Angular floor plan; First impression; Layout design

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B. Multiple Choice Questions

Tick the correct answer

1. The purpose of effective store layout is
   a. To earn profit

   b. Better shopping experience to customers

   c. Attract the target potential customers

   d. All of the above

2. Ideally, a store design should include:
   a. Adequate non selling space for the assorting the stocks

   b. Big room for the stores manages

   c. Maximum returns per square foot and flexibility in store design

   d. None of the above

3. The blend of straight floor and diagonal floor layout is called
   a. Free flow layout

   b. Grid layout

   c. Rack Layout

   d. Spine layout

4. Nutritional imbalance and digestive disorder results in increased occurrence of
   a. Obesity

   b. Body strength

   c. Performance

d. All of the above

5. The ISO specified Symbol for the First Aid Kit is
   a. Red Cross on a green background.

   b. White Cross on a green background.

   c. Red Cross on a white background.

   d. Green Cross on a white background.

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A
☐ What do you mean by the store layout?
☐ State the considerations for store layout?
☐ Explain the forms of retail store layout?

Part B
Discussed in class the following:
☐ Importance of store layout and design in a retail store
☐ Steps for designing retail store layout.
☐ Differentiate between the store design and store layout.
☐ Different forms of retail store layouts.
☐ Planning a retail store layout

Elements of Store Design

The basic elements in a design that guide customers through the store are the layout, signage, and feature areas. A good store layout helps customers to find and purchase merchandise. Several types of layouts commonly used by retailers are the grid, race track, and free-form. The grid design is best for stores in which customers are expected to explore the entire store, such as grocery stores and drugstores. Racetrack designs are more common in large upscale stores like department stores. Free-form designs are usually found in small specialty stores and within large stores' departments.

Signage and graphics help customers locate specific products and departments, provide product information, and suggest items or special purchases. In addition, graphics, such as photo panels, can enhance the store environment

and the store's image. Digital signage has several advantages over traditional printed signage, but the initial fixed costs have made the adoption of this technology slow. Feature areas are areas within a store designed to get the customer's attention. They include freestanding displays, end caps, promotional aisles or areas, windows, cash wraps or point-of-sale areas, and walls.

Space management involves two decisions: (1) the allocation of store space to merchandise categories and brands and (2) the location of departments or merchandise categories in the store. Some factors that retailers consider when deciding how much floor or shelf space to allocate to merchandise categories and brands are (1) the productivity of the allocated space, (2) the merchandise's inventory turnover, (3) impact on store sales, and (4) the display needs for the merchandise. When evaluating the productivity of retail space, retailers generally use sales per square foot or sales per linear foot.

The location of merchandise categories also plays a role in how customers navigate through the store. By strategically placing impulse and demand/destination merchandise throughout the store, retailers can increase the chances that customers will shop the entire store and that their attention will be focused on the merchandise that the retailer is most interested in selling. In locating merchandise categories, retailers need to consider typical consumer shopping patterns.

Retailers utilize various forms of atmospherics—lighting, colours, music, and scent— to influence shopping behaviour. The use of these atmospherics can create a calming environment for task-oriented shoppers or an exciting environment for recreational shoppers.

The goal of any retail location is to draw customers into the store and then persuade them to make a purchase. Good advertising and promotion work to bring customers in, but what happens once customers get into a store largely depends on the layout and design of the store. Both play a huge role in how customers rate their experiences and whether they decide to buy, and if they return or recommend the store to others.

Opening a retail store can reap many rewards. Retail stores must offer a unique environment that set them apart from others. Well-planned retail store design ideas concerning layout should allow a retailer to maximize sales for each foot of the allocated selling space within the store. By utilizing a grid wall, for example, a retail store can accommodate almost any product. Every inch of every available space must be efficiently planned for maximum display advantage. Nothing is an accident when it comes to retail store design ideas.

A retailer should study successful floor plans and retail store design ideas. One of the secrets to successful sales is to create the right atmosphere. Selling is a seduction of sorts and setting the mood is part of the equation. Lighting is very important; it should be bright enough to enable customers to easily see products but not too harsh. Spotlights can call attention to specific items. It is very important to select and care for store fixtures, as well as using special lighting techniques to accent your products.

Tips for Store Design and Layout

The signage displaying the name and logo of the store must be installed at a place where it is visible to all, even from a distance. Don't add too much information.

☐ The store must offer a positive ambience to the customers. The customers must leave the store with a smile.

☐ Make sure the mannequins are according to the target market and display the latest trends. The clothes should look fitted on the dummies without using unnecessary pins. The position of the dummies must be changed from time to time to avoid monotony.

☐ The trial rooms should have mirrors and must be kept clean. Do not dump unnecessary boxes or hangers in the dressing room.

☐ The retailer must choose the right colour for the walls to set the mood of the customers. Prefer light and subtle shades.

☐ The fixtures or furniture should not act as an object of obstacle. Don't unnecessary add too many types of furniture at your store.

☐ The merchandise should be well arranged and organized on the racks assigned for them. The shelves must carry necessary labels for the customers to easily locate the products they need. Make sure the products do not fall off the shelves.

☐ Never play loud music at the store.

☐ The store should be adequately lit so that the products are easily visible to the customers. Replace burned out lights immediately.

☐ The floor tiles, ceilings, carpet and the racks should be kept clean and stain free.

☐ There should be no bad odour at the store as it irritates the customers.

☐ Do not stock anything at the entrance or exit of the store to block the way of the customers. The customers should be able to move freely in the store.

The retailer must plan his store in a way which minimizes theft or shop lifting.

Merchandise should never be displayed at the entrance or exit of the store.

  i. Expensive products like watches, jeweller, precious stones, mobile handsets and so on must be kept in locked cabinets.

  ii. Install cameras, CCTVs to have a closed look on the customers.

  iii. Instruct the store manager or the sales representatives to try and assist all the customers who come for shopping.

  iv. Ask the customers to deposit their carry bags at the entrance itself.

  v. Do not allow the customers to carry more than three dresses at one time to the trial room.

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EXERCISE

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(i) What are the objectives of store design?
_____
_____

(ii) State the elements of store design?
_____
_____

(iii) Explain the tips for store design and layout?
_____
_____

(iv) What precautions are taken to minimizes theft/ shop lifting?

_____

A. Fill in the blanks

1. The store should be adequately lit so that the products are easily visible to the _____.

2. The trial rooms should have the _____ and must be kept clean.

Mirrors; Customers

B. True or false

1. Free-form designs are usually found in small specialty stores and within large stores' departments.

2. A good store layout does not help customers to find and purchase merchandise.

3. The goal of retail location is to draw customers into the store and then persuade them to make a purchase.

4. Merchandise should be always displayed at the entrance or exit of the store.

5. Signage and graphics help customers to locate specific products and departments, provide product information, and suggest items or special purchases.

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you've met all the requirements for Assessment Activity.

Part A
☐ State the elements of store design?
☐ What are the objectives of store design?
☐ Explain the tips for store design and layout?
☐ What precautions are taken to minimizes theft/ shop lifting?

Part B
☐ Differentiate between the store layout and design.
☐ Explain the tips for store design and layout.

Standard Operating Procedures in Retail

Standard Operating Procedure (SOP) is a set of written instructions that document a routine or repetitive activity followed by an organization. Operational procedures are vital to the business of running a retail store. Procedures typically cover all activities in the store, from sales transactions to customer support to inventory. The development and use of SOP have various advantages for the organization. Following standard operating procedures increases sales, boosts worker productivity and enhances a store's image.

Standardization

An SOP minimizes the variation and promotes standardization through consistent implementation of a process or procedure within the organization.

Technology

Retail stores use some type of business software or point-of-sale system to track sales. This allows managers to determine what products are selling well and helps them track inventory. Retailers often use this electronic information to generate product orders when replenishing stock levels.

Inventory Management

Inventory management procedures pertain to the handling of products in a store. These procedures include receipt of inventory by verifying that each product is in the order as quoted; regular counting of inventory; and installing cameras or mirrors to limit or prohibit theft.

Marketing

Retailers use marketing strategies to draw customers into the store and entice them to purchase goods or services. Marketing tools include radio, newspaper and television advertisements; special pricing; in-store promotions; and signs outside the store to attract buyers.

Labour Practices
Employees are typically a large expense for retailers. Companies often devise schedules to ensure enough workers are available to cover the business' needs without increasing
operating costs. Retailers sometimes hire younger people willing to work for lower wages to save the company money.

Store Procedures in regard to Exchanges and Returns

Depending on the size of the retailer, other transactions may take place at the point-of sale. Small retailers commonly deal with lay-by, returns and exchanges at the point-of-sale area, whereas larger retailers may have a dedicated section dealing with these other transactions. The necessary documentation must be completed accurately and efficiently to facilitate the transaction.

Common Transactions Include

☐ Lay-by–allows goods to be purchased by instalments. The goods remain the property of the retailer until they are paid for in full. The procedure for laybys varies according to the retailer's policy and procedures; however, there are strict guidelines that all retailers must adhere to.

☐ Refund or exchange of goods – certain conditions must be met for retailers to refund money for goods returned or exchange items. Refunds are governed by law under the NSW Fair Trading Act 1987, and the Trade Practices Act 1974. The Australian Competition & Consumer Corporation (ACCC) is charged with enforcing statutory rights under the Act.

In a retail environment, opening and closing times present unique security risks. At these times, employees are particularly vulnerable to robbery. The following policy can be modified for any retail business that stores cash and valuables such as banks and jewellery stores.

This procedure assumes that the store has an alarm system designed to arm/disarm the premise alarms (motion detectors, door and window contacts, etc.) and burglar alarms (safes, vaults and other storage containers) separately. The policy can easily be modified to accommodate other alarm system configurations.

Opening Procedure

At least two employees must be present to open the facility. One employee will enter the facility, while the other waits outside in a locked vehicle with access to a mobile phone. The outside employee will maintain a clear view of the facility and wait for the predetermined all clear signal from his/her associate.

If the outside employee notices anything suspicious, or does not see the all-clear signal in a reasonable period of time, he/she will immediately call police and then call the company's security department.

Upon entering the facility, the inside employee will relock the front door and disarm the premise alarm system. If the employee is threatened while disarming the system, he/she will enter a duress code into the alarm system keypad. After disarming the premise alarm system, the employee will walk around premise to look of signs of intruders or forced entry. The employee will pay special attention to rest rooms, offices, and other areas where an intruder may hide. If an intruder is suspected, or a sign of forced entry is noticed, the employee will immediately leave the facility and call police and then call the company's security department.

After checking the interior of the facility the inside employee will post the predetermined all clear signal. The signal must remain visible until all scheduled employees have reported for the day.

Safe and vaults should be disarmed at the latest practical time. If an employee is threatened while disarming the vault he/she will enter a duress code into the alarm system keypad.

The front door will remain locked until opening time.

Before opening for business, all camera views will be checked to make sure cameras are aimed properly. The DVR will also be checked to verify that it is recording. Any problems with the cameras or DVR will be reported to the security department immediately.

Closing Procedure

At closing time, one employee will lock the customer entry door(s) from inside. An employee will be stationed at the front door to let any customers remaining in the facility out one at a time.

Employees should take special notice of any customers that seem to be loitering or intentionally trying to be last in line. Anyone who seems to be intentionally loitering should be reported to the manager.

No customers will be admitted after the doors have been locked. Any employees attempting to gain entrance must show proper identification. No vendors or service technicians will be allowed access unless they have been given prior authorization.

After the final customer has left, and the front door has been locked, one employee will conduct an initial walk-through of the area. Special attention will

be paid to restrooms, closets, employee lounge, storage rooms and any areas where individuals may be hiding.

One employee will be designated to conduct a final walk through of the premises before final closing. At this time, the employee will confirm that all cash, negotiable items and valuables have been properly stored and that all safes and cabinets have been locked. The alarm system controlling the safes and vaults will be armed at this time.

Prior to leaving, all lights should be turned off, except for those lights which will allow the lobby to remain visible from the street after hours.

Two or more employees will remain in the facility until final closing. Before leaving, one employee shall arm the premise alarm system and verify that the employee exit door is locked from outside.

EXERCISE

Visit a store (Hyper market/discount store/specialty store) and observe the store procedures and understand their modus operandi then write down their operation procedures, its pros & cons and suggest how it can be more effective.

A. Fill in the blanks.

1. Standard operating procedure is a set of _____ that document a routine or repetitive activity followed by an organization.
2. _____ minimize the variation and promotes _____ through consistent _____ of a process or procedures within the organisation.
3. Inventory management procedure pertain to the _____ in a store.
4. _____ allows goods to be purchased by instalments.
5. Retailers use _____ to draw customers into the store and entice them to purchase goods and services.

Handling of products; Written instructions; Lay-by; Standard operating system, Standardization, Implementation; Marketing strategy

B. True/False

1. Standard operating procedure typically cover all activities in the store. (T)
2. A standard operating procedure does not minimize the variation. (F)
3. Inventory management procedures pertain to handling of product. (F)
4. Employees are never a large expense for retailers. (F)
5. In a retail environment opening and closing times present unique security risks. (T)

CHECKLIST FOR ASSESSMENT ACTIVITY

Use the following checklist to see if you have met all the requirements for Assessment Activity.

Part A
☐ What is standard operating procedures.
☐ Discuss opening and closing procedure.

Part B
☐ Describe standard operating procedures.
☐ Discuss store procedures in regard to exchange and return.

Maintenance of Stores

☐ Retail store maintenance management that helps in keeping facilities maintenance and repair cost on track.
☐ Emergency services should be available 24 hours a day, 365 days a year.
☐ Store history to identify problem areas is part of preventive maintenance software.
☐ Store maintenance reporting solutions customized to meet customer's needs.
☐ Fixture installations and National roll outs on time.
☐ Cost effective preventive maintenance programs, fire extinguishers and yearly inspection tracking should be programmed.
☐ Open invoicing; its open procedures for vendors to ensure that they are getting an honest price.
☐ Have access to qualified facilitators for retail store maintenance.
☐ The ability to resolve maintenance problem through communications, your locations and our contractors.

Store Maintenance provides all of the management services & maintenance trades that is needed in a retail environment. Retail maintenance is a very

specialized field. To maintain a store is not a one man task. For this, retailer requires help of maintenance company.

Following working process of maintenance management solution:

☐ 100% Web-Based Application requiring no installation on client machines
☐ The Service Requester allows members to request maintenance using their web browser
☐ Technicians can be paged and assigned work
☐ Work History is stored and recorded for each location and asset
☐ Easy to set up Preventive Maintenance schedules
☐ Open architecture with easy integration to other applications
☐ Built using standard Microsoft Web Technologies

Maintenance connection provides a full-featured maintenance management solution that runs entirely inside your Internet browser. This allows you to get up and running quickly – without having to install anything on client machines. You can focus on what you do best rather than having to maintain maintenance software. Employees, contractors, requesters and management can access Maintenance Connection from wherever they are using an Internet browser. Organizations with multiple sites can easily keep their maintenance records in one place.

With the growing demand for retail outlets and chains, the maintenance management system of these buildings is becoming increasingly important. In order to maintain a clean street appeal and a 100% operational facility, it is important to have software to help manage maintenance. As your chain of stores grows, you can expand the asset hierarchy and develop reports of how much was spent on any given store or group of stores over a period of time. Use the Service Requester to allow those working within stores to request maintenance at their location. The software can store an unlimited number of service vendors that you can then search for and contact to resolve maintenance issues.

Using Maintenance provider service is simple, easy-to-use web-based application can help to retail chain track maintenance costs, prevent and predict equipment failures, improve labour productivity, reduce costly downtimes, minimize investments in inventory, and lower the total cost of maintenance.

Retail stores can set up maintenance management system complete with preventive maintenance schedules for facilities and equipment such as the following:

Multiple Locations (chains)	HVAC Units	Signs
Flooring	Pipes	Elevators
Ceiling Fans	Computers	POS Machines
Windows and Glass	Carpet	Wood Flooring
Ceramic	Tile Lighting	Exterior Finish

EXERCISE

Visit a store (Discount/Speciality/Super market). Observe the methods or procedures of store maintenance and what are the main points to be considered while maintaining a store. Write about store maintenance procedures or method of two stores and compare between two (either similar nature store or different).

Compile your report by exploring pros and cons in their procedures and suggest the practical approach in maintaining store.

A. Fill in the blanks

1. Grainger delivers thousands of items to _____ quickly and reliably.

2. Store _____ reporting solutions customised to meet needs of the customers.

3. The ability to resolve maintenance problem through _____.

Maintenance; Multiple locations; Communication

B. True/False

1. Open invoicing is a open procedure for vendors to ensure that they are getting honest price. (T)

2. Store history to identify problem area is a part of preventive maintenance software. (T)

3. Work history is stored and recorded not for each location and asset. (F)

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A
☐ Discuss store maintenance.
☐ Describe points to be considered while maintaining store.

Part B
☐ Discuss store maintenance procedure followed by different store types.
☐ Discuss their main focus points in store maintenance.

Unit-2: Delivery of Goods

Introduction

Marketing is regarded as crucial element for the success of any enterprise. Over the last decade, the retail marketing in India has grown significantly. We have witnessed the launch of a large number of retailers entering into retail industry.

Retail is the final stage of any economic activity. By virtue of this fact, retail occupies an important place in the world economy. Retailing refers to all activities involved in
selling goods or services to the final consumers for personal, non-business use. A retailer or retail store is any business enterprise whose sales volume comes primarily from retailing. Put simply, any firm that sells products to the final consumer is performing the function of retailing.

Retail market refers to place where a group of consumers with similar needs and a group of retailers meet using a similar retail format to satisfy those consumer needs.

The supply chain distribution logistics encompasses all activities and exchanges involved in extracting, processing, manufacturing and distributing goods and services from raw material through to the end consumer. It requires retailers to take a complete view of these activities and adopt innovative approaches to meet customer's needs with great efficiency. Keeping in view the importance of logistics the billing, transport and delivery aspects are very much required for running the retail business. In this module we covered the retail aspects like billing procedure in retailing, elements of transportation and delivery system in retail business.

Billing Procedures

The maximum number of customer interaction that one faces in a retail store is the cash counter. Hence, it becomes very important to keep the cash counter very efficient and manned at all times. An effective and neat cash counter is a sign of a very professionally managed store.

It's the responsibility of the cash counter in-charge or the head cashier to see to it that each and every cash counter is managed properly. At start of the trading, it's important that the cashier assigned to a specific cash counter needs to look into the following points:

□ The cash counter is neat and tidy
□ To ensure the cash till/POS machine is working
□ To check all telephone lines and EDC machines are working
□ To ensure stationery is available
□ To ensure returns are sent back

Cashiers should ensure that Q-managers are in place in front of the cash counter to avoid crowding of customers in front of the cash desk.

The head cashier should ensure this is practiced religiously every day.

Usually, a head cashier is expected to generate a report which shows the total number of transactions done in all the cash counters, a detail SKU wise report, a detail tender wise report and a detail report in all individual cash counters which will reflect all the cancellations done, refunds made, and any other specific transaction made apart from the billings made. Based on these reports the head cashier has to submit his daily submission report to the store manager. Also, all investigations are done based on these reports. Some software also has the efficiency to generate report period wise, apart from date wise, and also time wise, i.e., between a specific time period in a day, individually in all cash counters. The more the reports are detailed the easier it becomes for a head cashier to investigate a case.

This highly loaded POS is capable of integrating with all types of POS accessories.

Users reduce the waiting time of their customers at billing counters. They also prevent shrinkage loss at the front end of the store by eliminating chances for malpractices & mistakes. The Key Features retail billing is as under:

➢ Provisions to capture additional information in invoice helps better tracking in cases of home delivery
➢ Easy to use Product search interface helps in quick & efficient product search based on different parameters like product code, name, product alias & barcode
➢ Supports EAN, UPC, GTIN, QR and custom designed bar code scan
➢ Hold bill is great feature to hold a particular bill & resume it after some time
➢ Facility to maintain scanned copies of important documents in the software for parcel entry tracking
➢ Supports Exchange feature which allows setting of multiple exchange prices for the same product

- ➢ Supports Exchange scheme in billing. Multiple exchange price can be defined for the same product based on condition
- ➢ Supports retail & tax invoice
- ➢ Quotation/Proforma/Sales Order/DN to Sales Bill conversion
- ➢ Fix price of the product depending on purchase price or as per demand. This results in fixing optimum selling price if same product is purchased at different rates
- ➢ Swipe card readers interface to reduce credit/debit card tender time
- ➢ Supports all types of payment modes like Cash, Card, Coupon, Gift voucher, mixed payment tender type such as part cash, part credit card, etc
- ➢ Auto recovery & Offline billing possible if connection with server is disturbed
- ➢ Supports Till Management which facilitates recording of all sales, purchase details & cashing up
- ➢ Supports exchange dues
- ➢ Due bill payment feature allows processing of unsettled bills
- ➢ Facility to maintain manufacturer, supplier & your own product code

Solution Highlights

Easy, Fast & Robust Billing

Enhance billing through the integration of barcode scanners and weighing scale to the POS. The cashier just needs to scan the products & print the bill. In some cases, they can even hold a bill and recall the same thereby serving the long queue of customers faster.

Re-order based on Sales/Stock

Our comprehensive re-order features help you plan replenishment wisely based on previous PO, purchased quantity and item sold quantity for a particular period. You can also generate supplier-wise PO by analyzing last 'N' day, weekly, monthly & yearly sales details.

Purchase Formula & Price Level

Simplify purchase entry for each one of your suppliers using our PURCHASE FORMULA with discounts, taxes, freight, etc. It takes one time configuration that helps you to do inward process entry easily without any mistakes & effortlessly.

Effective Day-end Process

You need to have control over the billing counter staff to prevent pilferage. Achieve this by using snapshot, session management, till management & cash

hand over features in your POS. In-fact, day-end report will reflect counter-wise excess or shortage of cash accurately.

Repacking, Split & Kit items

Inventory of grocery items which are purchased in bulk quantity and later repacked in small quantities are manageable. Items can also be bundled as a KIT item like gift pack.

Home Delivery & Due Bill

Orders which need to be delivered at the doorstep can be billed as Due bill. Type of payment by customer can be captured later with delivery status.

Credit Card & Coupon Tracking

Entire cycle of debit or credit card and coupon transactions are trackable in detail. Apart from that, you can also trace coupons collection, deposit and reimbursement details.

Swipe Card Reader Interface

By integrating swipe card readers, the job of cashier becomes much easier. Card payments get captured directly without manual entry and ensures accuracy.

Check Actual & Analyze Status on the go to Support Decision Making

Go-Frugal's report tool is very flexible, easy to use, fully customizable. It provides MIS reports that help decision making, analyzing the trends & competition. This helps you to know the current status of the stores, keeping track of various transactions, etc. This reporting tool includes more than 350 pre-defined reports & designed to take care of all reporting needs of any business. Go-Frugal's Webreporter, an add on product gives you the ability to see reports on the Internet via browser from remote locations.

The Key Features of this Webreporter is as follows:

➢ Report personalization allows you to configure the reports i.e. grouping fields in a report, customizing columns display order, related reports can be grouped/mapped & report filters can be customized.

➢ Reports can be added to "Myreport" for frequently viewed reports.

➢ All reports can be exported to Excel, HTML, PDF & mail formats.

➢ Comprehensive stock, sales & purchase analysis based on product, distributor, manufacturer, category & returned transaction.

- Supports generation of Inventory Analysis reports such as age analysis, product margin, category-wise stock & excess stock.

- Master data analysis like newly created customers list for a given period.

- Salesman commission analysis based on total value of sales, sales return, commission slab based or product age based.

- Generates list of Top N customer for month, non-regular customers, fast and slow moving products, dead stocks/non-billed products, inventor transaction, etc
.
- Supports report scheduler & report security (reports can be configured by each user)

- Supports Day end report for filtering the records on a given date for given bill types & choose the bill to edit (in Bill Entry Screen).

- Generates other reports like Sales & Purchase tax, Price level, Price drop, repack, current stock, stock re-ordered, stock ledger, stock movement, etc

- Users can create customized report templates by defining & selecting fields.

Telecom Retail Billing

When we talk about telecom billing then by default it is about retail billing. As defined earlier telecom retail billing is defined as follows:

Telecom Billing is a process of collecting usage, aggregating it, applying required usage and rental charges and finally generating invoices for the customers.

Telecom billing process also includes receiving and recording payments from the customers.

Retail billing deals directly with the end customer and comes with lot of challenges to meet end customer expectations and regulatory obligations. A billing is assumed to be successful as long as it is fulfilling following criteria:

- **Timely Billing:** End customer's invoice is being generating on time i.e. nominal date. There may be some circumstances when end customer

does not get there on time because of some logistic issues. But it is IT's responsibility to generate all the due bills on due date.

> **Billing Accuracy:** This is most important factor for the customer satisfaction and from regulatory obligation point of view. If billing system is not generating accurate bills, then it can lead to serious business issue from legality point of view as well as leaving a customer in unhappy state.

Retail Vs Wholesale Billing

Retail billing deals with end customer and billing an individual customer whereas wholesale billing dealing with billing to the following entities depending on situation and nature of business:

> Billing resellers associated with a telecom operator.
> Billing interconnects partners for providing interconnection to make calls to other operators' customers.
> Billing roaming partners for providing services to their customers when they roamed in an operator's coverage area.

Wholesale billing is easy in comparison of retail billing and allows a big level of threshold of tolerance whereas retail billing always needs to be 100% accurate. Wholesale billing can never if 100% accurate because of various reasons like difference in prices configured in two operators' systems or difference in number of calls rated because some of the calls may got missed at any network element.

There are specialized billing systems which are being used to handle retail billing like Convergys and Amdocs Billing systems are famous for retail billing where as ASCADE and INTEC billing systems are famous for wholesale billing.

Wholesale billing can also be settled using retail billing systems by using simple reports because they do not deal with t0o many discounts and promotion types whereas retail billing needs all these complications and cannot be handled using wholesale billing systems.

All the concepts discussed so far in this tutorial was related to retail billing and subsequent chapters will discuss about interconnect billing, roaming billing and other billing types.

Visit two malls or stores of your nearest area observe the billing procedure and write your report comparing of two stores for billing procedure and summarize with suggestions to improve billing in the store.

Note: For this assignment you can gather to 10-20 customers of each store, suggestions on billing procedure of each store.

A. Fill in the Blanks

1. It's the responsibility of _____ to see that every cash counter is managed properly.

2. _____ features which allows setting of multiple exchange prices for the same product.

3. Auto recovery and _____ is possible is connection with server is distributed.

4. Telecom billing process includes _____ and _____ payments from the customers.

5. Wholesale billing can also be settled using _____.

Offline billing; Receiving; Recording; Support exchange; Retail billing system; Cash counter in-charge/ head cashier

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B. Multiple Choice Questions

1. Placed cashier is expected to generate report which shows that

   a) Total number of transactions done
   b) Detail SKU wise report
   c) Detail tender wise report
   d) All the above

2. Billing accuracy s most important factor for

1. Customer satisfaction
2. Reseller satisfaction
3. Purchase satisfaction
4. None of the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A
☐ Describe billing procedures.
☐ Responsibilities of billing in-charge.

Part B
☐ What is the billing procedure?
☐ What are the responsibilities of billing in-charge?
☐ What are the key factories of retail billing?
☐ Effective billing solutions.
☐ Wholesale and telecom billing.

Modes of Retail Transportation

As said in the above paragraph that transportation can be done in any of the three modes namely; road, water and air. But in retail marketing there are two important types i.e. store and non-store retailing. In non-store retailing and in e - retailing in most of the cases all three modes may be adopted. Here postal department services or courier services are adopted. Both postal department and courier services use various methods/use various modes with main objectives to deliver goods at a shortest time and low cost. Normally a combination of different modes of services is adopted to obtain best result. This combination is usually decided by origin and destination points.

Some of the points which decide about modes are:

➢ Distance between two points is small: if distance is small and well connected by road, then, normally water and air modes are not considered.
➢ Distance between two points is too high and weight of the goods is small: A combination of road and air can be used.
➢ Distance between two points is too high and weight of the goods is high: A combination of road and water (ship) can be used.

- A combination of water and road is used when road connection is not good and boat is a mode of transportation.
- A combination of road and train is used depending upon facility available for the same.

In case of store retailing normally different modes of road transportation is adopted depending upon the situation. Here delivery of the goods is of two types (1) delivery of the goods from store to customer example: hardware materials, tails etc. or (2) from showroom to customer example: normal grocery items in kirana store. In the above two, method adopted depends on easiness of loading and unloading process.

In general retail transport can be treated as movement of goods from store or showroom of retailer to handing over it to the consumer.

Objectives of Retail Transport

- To deliver the goods to the customer in a short time.
- To deliver the goods at a lease cost.
- To reduce loading and unloading as much as possible.
- To improve safety measures during transporting.
- To adopt all legal requirement towards transportation.

Loading and Unloading of Merchandise

Loading and unloading of the goods is a very important activity in retail management. This activity is associated with cost, time, wastage, handling of material, safety of employees and others.

Factor Affected by loading and unloading:

- Cost
- Time of delivery
- Wastage of material
- Safety of employees
- Government rules

Objectives of Loading and Unloading

When the finished goods are received from factory or wholesale dealer the retailer must receive these goods in his store/showroom. For doing this job he has to unload the material from the transport device. In the same way when the customer purchases the material from the retailer, he has to load the purchased

material into the transportation vehicle. These activities are called as loading and unloading of the materials. There are various good practices of loading and unloading, some of them are:

1. When a bulk order is obtained, send the delivery of the material directly from factory/whole sale dealer to customer.
2. Load the materials for delivery to the customer, as early as possible which helps in reduction in stock storage space, early realization of selling price, avoiding obsolesce and minimization of safety cost.
3. Protect the material from fire, rain water, theft etc.
4. Delicate materials must be handled carefully.
5. While handling hazardous material extra safety measures must be taken while loading and unloading.
6. While loading and unloading government rules must be followed towards safety.
7. Some materials cannot be stores for longer duration and it has to be handled with care. Example: vegetable etc.

Problems associated with Retail Transport

1. Maintaining supply chain efficiency in face of increasing risk and unpredictability.

2. Infrastructure congestion exacerbated by unforeseen or uncontrollable events.
   a) Natural disasters
   b) Labour strike and shortages
   c) Terrorism

3. Heightened supply chain security.

4. Increasing costs
   a) Inventory just-in-time to just-in-case.
   b) Congestion e.g. demurrage, fuel, traffic, mitigation fees, container fees.
   c) Security.

5. Using retail transport for cross border is very complex, time consuming and costly, for example, retail companies need at least 12 different permissions issued by different authorities.

6. For import and export of goods needed customer clearances before sending to distribution centres.

7. It is needed to translate all information into national or regional language trigger additional handling and logical efforts regarding the separation and specific treatment of merchandise for different countries. Merchandise has to be logistically separated and relabelled to continue to final destination.

<p style="text-align:center"><strong style="color:red">EXERCISE</p>

1. Visit a retail outlet or a mall located in your area, interact with the owner and employees and ask the following questions and write their replies in not more than 50 words.

2. Visit a Retail organization, nearby your area, interact with the owner and employees and ask the following questions and write their replies in not more than 50 words.

A. Questions to Employee/owner

1. What are the modes of retail transportation?
2. Is there is any analysis done to improve retail transportation in terms of cost, time, quality of delivery etc.?
3. Are you using door delivery system as one of the methods to attract customer?
4. What are the problems faced by you in loading and unloading of a product?
5. What action taken to solve above problems?

B. Question to Employees

1. What are the innovative methods suggested by them in handling the products?

C. Fill in the Blanks

1. Distance between two points is too high and weight of the goods is small then a combination of _____ and _____ can be used in retail transportation.

2. Distance between two points is too small and weight of the goods is small then _____ can be used in retail transportation.

3. If the distance is high and weight of goods is also high, then _____ and _____ can be used for retail transportation.

Water and air mode; Road and air mode; Road and water (ship)

B. Multiple Choice Questions

Tick the correct answer

1. Most important mode of retail transportation is
   a) Rail
   b) Air
   c) Road
   d) Water

2. Objective of retail transportation is -
   a) improve quality of goods
   b) reduce production wastage
   c) increase in sales
   d) timely delivery to customer

3. This is not one of the modes of retail transportation -
   a) e-mail
   b) road
   c) air
   d) water

4. Loading and unloading must be -
   a) reduced
   b) increased
   c) maintained
   d) none of above

5. Hazardous material must be loaded and unloaded
   a) quickly
   b) carefully
   c) do not handle
   d) both a and c

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A
Use the following checklist to see if you have met all the requirements for Assessment Activity.
1. Various methods of store and non-store retail transport.
2. E-commerce retail transporting.
3. Objectives of retail transporting.
4. Definition of retail transportation.
5. Identify the factors affecting loading and unloading.
6. Determine objectives of loading and unloading.
7. Differentiate the various methods of loading and unloading.

Part B
Discuss the following in Class Room:
1. Define retail transportation.
2. What are the modes of transportation in e-commerce?
3. Explain all types of transportation.
4. What are the objectives of retail transportation?
5. What is Retail loading and unloading?
6. What factors influence Retail loading and unloading?
7. What are the objectives of Retail loading and unloading?

Retail Delivery Process

Fitting out a major retail scheme owes a lot to effective retail delivery management. We know retailers value flexibility. The ability to delay decision-making until the last minute is very important – enabling the latest trends to be incorporated into a store's design, or units to be let at short notice.

Retail developments, by contrast, rely on tight control and effective management to achieve trading dates. The retail delivery manager provides a single point of contact that balances the needs of retailers with the discipline required to meet the opening date. We know this can't be undertaken as part of another role. We use a dedicated resource to ensure that and we understand what the stakeholders need before they come on board.
Bringing together the centre management, existing tenants, new tenants and the construction team, we align all the stakeholders by communicating the design vision, practical constraints and risks face to face.

We make sure that agreements for lease, contract documents and warranties all contain the necessary safeguards and deliverables for a successful fit-out on

site, driving out problems that may otherwise only become apparent the day a tenant arrives on site.

Once on site, we manage the process and interface between stakeholders. Everyone is kept on the same page and aligned with the commercial goals of the project.

We have used our insight and experience to develop a dedicated method. This framework provides a clear view of the process from inception to close out, so that each member of the project team knows what they are doing and when. In turn, this allows our clients to concentrate on structuring deals in the knowledge that everything will dovetail together on site.

The Retail Delivery is the management process designed to help guide our tenants from the design stages through to the successful opening and trading of a store within a Westfield centre. Fitting out so many stores at once can put tremendous pressure on supply chains and specialized resources as there are a huge number of developments completing during the same timeframe. Plan ahead and don't be afraid to ask one of the Retail Delivery team for assistance if you need to. The main stages in the Retail Delivery process are set out below:

1. Tenant's Briefing

> The Retail Design Manager (RDM) introduces the vision for Westfield Stratford City and presents the Design Guidelines to your design team. The RDM outlines the design approvals process and all design-related queries can be tables at this meeting.

> Westfield's Retail Project Manager (RPM) will answer your queries on any technical aspects of the project, discuss a programme of works and outline the process ahead. During (or shortly after) the Retailer Briefing Meeting, you will be issued with a Detailed Tenancy Pack which will contain all the information required for you to start designing your store.

2. Design Approval

> The Tenant will submit the concept design to the RDM at this stage. The RDM will review the concept design and issue comments and approval.
> The Tenant will submit a more detailed concept design to the RDM. The RDM will review the concept design and issue comments and approval.

3. Fit-out

➢ At this stage, the Tenant appoints its Fit-Out Contractor and the premises is inspected by the Tenant for access. Westfield conducts the Pre-start

➢ Induction and the Tenant submits pre-start information to the RPM and H&S for review.

➢ The RPM and RDM issue comments. Access to the premises is granted and the Tenant's fit-out work commences. The RPM and RDM monitor the fit-out.

➢ This includes the Tenant's Commissioning, Consent to Trade, Merchandising and Store Opening. Necessary steps are: tenant commissioning and landlord interface; tenant completed snagging; tenant issuance of H&S file (O&Ms), as built drawings and statutory certificates to RPM; RPM Consent to Trade issued.

4. Completion Stage

➢ During the close out stage, the Tenant Snagging Remedial occurs and the Tenant issues as-built drawings. The RDM issues the Documentation of Works and the Developer releases the Deposit and Deductions.

Retail Delivery Services through different Agencies

Show Me Moving and Home Delivery

We specialize in delivering the items from your warehouse to your customer's homes. Your customer has made the purchasing decision, paid for the item, and now you need a reliable, trusted partner who knows the importance of an on time, damage free delivery.

Whether you need professional, insured delivery service three times a week, once a month or a variation in between; whether you need threshold delivery or white glove service; whether you have your own program you'd like us to follow or you'd like us to customize a service to create efficiencies and maximize your profits; Show Me Moving and Home Delivery will deliver a hassle-free experience to you and your customer.

With over 75 years of management experience, our team is dedicated to delivering a service that is developed to eliminate the obstacles that keep you from growing your business.

Tapping customers to deliver goods would put the world's largest retailer squarely in middle of a new phenomenon sometimes known as "crowd-sourcing," or the "sharing economy."

A plethora of start-ups now help people make money by renting out a spare room, a car, or even a cocktail dress, and Wal-Mart would in effect be inviting people to rent out space in their vehicle and their willingness to deliver packages to others.

Such an effort would, however, face numerous legal, regulatory and privacy obstacles, and Wal-Mart executives said it was at an early planning stage.

Wal-Mart is making a big push to ship online orders directly from stores, hoping to cut transportation costs and gain an edge over Amazon and other online retailers, which have no physical store locations. Wal-Mart does this at 25 stores currently, but plans to double that to 50 this year and could expand the program to hundreds of stores in the future.

Wal-Mart currently uses carriers like FedEx Corp for delivery from stores - or, in the case of a same-day delivery service called Walmart To Go that is being tested in five metro areas, its own delivery trucks.

Retail Delivery by CKDC

As an expert on retail delivery, CKDC will work with landlords to ensure they have best practice processes and procedures implemented within their business so that it operates with better efficiency to more expediently open shops, provide improved landlord-tenant relationships and enhance the landlord's retail brand and reputation.

CKDC can assist with:

- Assessing and critiquing current retail delivery processes
- Assessing current documentation and procedures
- Analysing current personnel, consultants and resources and the operational framework they work within
- Recommending improved processes and procedures
- Preparing relevant documentation – Fit Out Guide, Site Constraints documents etc

- ➢ Implementing improved procedures
- ➢ Assisting with the procurement of additional specialized staff and consultants
- ➢ Training personnel on and rolling out new processes

Delivery Services Dynamex

Through years of experience, Dynamex has developed industry-specific transportation and logistics solutions. Have a unique shipping need? Require logistics services support? Dynamex offers a variety of support services for all types of specialized delivery and logistical needs, including our retail logistics services.

Retail Distribution

Distribution and delivery across a global supply chain is becoming increasingly sophisticated and complex. Customer-focused enterprises are under increasing pressure to satisfy customers while reducing costs and streamlining operations. At the same time, they must comply with regulations from every region.

Wherever your goods must be moved or stored, Dynamex can develop the most efficient and effective way to meet your requirements in the US and Canada. Our proven retail distribution services make Dynamex the single, trusted resource for warehousing, third party logistics, and retail goods distribution. Flexibility and outstanding service ensures that your shipments make it to your stores complete and on-time.

When you need immediate delivery, both you and your customers can rely on Dynamex. Flexibility and outstanding courier service ensure that your shipments make it to your house complete and on-time.

Dynamex knows the sale cannot wait. Retail fulfilment is deadline sensitive and requires the goods be delivered at exactly the right place, at the right time, and in the right way. There is no margin for error.

We offer
- ☐ Product distribution management
- ☐ Inventory management and warehousing
- ☐ Electronic data interchange (EDI)

With Dynamex, you can be assured of having your products available, in the store, and on the shelf so your store staff can focus on customers and making a sale.

Dynamex offers a transportation and logistics solution designed just for your specific needs. We work with you to optimize your service levels and vehicle mix to provide the most cost-effective routing, handling, and delivery available.

Home Delivery Courier

Home delivery across a global supply chain is becoming increasingly sophisticated and complex. Customer-focused enterprises are under increasing pressure to satisfy
customers while reducing costs and streamlining operations. Dynamex is your long
term solution for a seamless home delivery program. We are a leading network courier company serving a wide range of retailers and manufacturers including consumer electronics, appliances, home improvement, office supplies, and furniture companies throughout the United States. We specialize in all sizes and weights, white glove service, and weekend/holiday delivery.

Our success is due to extensive experience and expertise in managing numerous
national and regional shipping programs. We provide extraordinary customer service and use state-of-the-art technology to provide you with the most efficient and cost-effective home delivery solutions in the retail and e-commerce industry.

Through years of transportation and logistics experience we have learned tried and true methods for successfully implementing and executing simple to complex programs. Dynamex has been operating in the market for many years, working in partnership with a range of leading manufacturers and retailers, providing services from order placement to final delivery.

E-Commerce Courier
If your customers have to wait on the phone for every delivery, they may quickly turn into someone else's customers. With the time demands of e-mail and the Internet changing everyone's perceptions of speedy response, dxNow® brings an online advantage to your same-day shipping fulfilment needs. dxNow® is your online gateway to e-commerce.
Customers can remain ahead of the curve with our online courier solution for fulfilling all of your same-day delivery needs. With secure order entry, real-

time tracking, and account management reporting, you have access to every aspect of the shipping process 24 hours a day, 365 days a year.

With Dynamex's e-commerce shipping solutions, order entry is quick and easy with your personalized address book and smart code referencing. Every order you place at dxNow® appears directly on Dynamex dispatch screens for seamless transmission to the appropriate driver with the right vehicle to handle your order immediately.

And, with online waybills and shipping labels ready to print, one click of your mouse has your package is ready for pick-up.

During the shipping process, you can log on to your account to view real-time status updates, or choose to have pickup and delivery updates sent straight to your email, or your customer's email. Then, use our instant reporting system to generate customized management reports for online viewing or download. From start to finish, you are in control of your time-critical deliveries.

<p style="text-align:center">**EXERCISE**</p>

Interact with delivery department head of the store and write down the procedure followed by that store and problems encountered by the store in delivery procedures with practical solution of that problem by you.

A. Fill in the Blanks

1. The retail delivery manager provides a single point of contact then balances the needs of _____ with the _____ required to meet the _____ date.

2. Retail delivery is the _____ process.

Management; Retailers; Discipline; Opening

B. Multiple Choice Questions

1. Walmart same day delivery called Walmart To GO that to being listed in
a) Five metros
b) Two metros

c) Three metros

d) None of the above

2. Retail fulfilment is require the goods be delivered at

a) Right place

b) Right time

c) Right way

d) All the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A

Use the following checklist to see if you have met all the requirements for Assessment Activity.

☐ Identify delivery procedure in retail store.

Part B

Discuss the following in Class Room:

☐ Discuss delivery procedures.

☐ Discuss web based delivery process.

☐ Discuss different agencies providing delivery services.

Maintenance of Records and Inventories

A. Every inventory and other records required to be kept under this part must be kept by the registrant and be available, for at least 2 years from the date of such inventory or records, for inspection and copying by authorized employees of the Administration.

1. Financial and shipping records may be kept at a central location, rather than at the registered location, if the registrant has notified the Administration of his intention to keep central records. Written notification must be submitted by registered or certified mail, return receipt requested, in triplicate, to the Special Agent in Charge of the Administration in the area in which the registrant is located. Unless the registrant is informed by the Special Agent in Charge that permission to keep central records is denied, the registrant may maintain central records commencing 14 days after receipt of his notification by the Special Agent in Charge. All notifications must include the following:

➢ The nature of the records to be kept centrally.

➢ The exact location where the records will be kept.

- The name, address, DEA registration number and type of DEA registration of the registrant whose records are being maintained centrally.
- Whether central records will be maintained in a manual, or computer readable, form.

2. A registered retail pharmacy that possesses additional registrations for automated dispensing systems at long term care facilities may keep all records required by this part for those additional registered sites at the retail pharmacy or other approved central location.

B. All registrants that are authorized to maintain a central recordkeeping system under paragraph (a) of this section shall be subject to the following conditions:

- The records to be maintained at the central record location shall not include executed order forms and inventories, which shall be maintained at each registered location.
- If the records are kept on microfilm, computer media or in any for requiring special equipment to render the records easily readable, the registrant shall provide access to such equipment with the records. If any code system is used (other than pricing information), a key to the code shall be provided to make the records understandable.
- The registrant agrees to deliver all or any part of such records to the registered location within two business days upon receipt of a written request from the Administration for such records, and if the Administration chooses to do so in lieu of requiring delivery of such records to the registered location, to allow authorized employees of the Administration to inspect such records at the central location upon request by such employees without a warrant of any kind.
- In the event that a registrant fails to comply with these conditions, the Special Agent in Charge may cancel such central record keeping authorization, and all other central recordkeeping authorizations held by the registrant without a hearing or other procedures. In the event of a cancellation of central recordkeeping authorizations under this paragraph the registrant shall, within the time specified by the Special Agent in. Charge, comply with the requirements of this section that all records be kept at the registered location.

C. Registrants need not notify the Special Agent in Charge or obtain central record keeping approval in order to maintain records on an in-house computer system.

D. ARCOS participants who desire authorization to report from other than them registered locations must obtain a separate central reporting identifier. Request for central reporting identifiers will be submitted to the ARCOS Unit.

E. All central record keeping permits are issued by the Administration

F. Each registered manufacturer, distributor, importer, exporter, narcotic treatment program and compounder for narcotic treatment program shall maintain inventories and records of controlled substances as follows:

  ➢ Inventories and records of controlled substances listed in Schedules I and II shall be maintained separately from all of the records of the registrant

  ➢ Inventories and records of controlled substances listed in Schedules III, IV, and V shall be maintained either separately from all other records of the registrant or in such form that the information required is readily retrievable from the ordinary business records of the registrant.

G. Each registered individual practitioner required to keep records and institutional practitioner shall maintain inventories and records of controlled substances in the manner prescribed in **paragraph (f)** of this section.

H. Each registered pharmacy shall maintain the inventories and records of controlled substances as follows:

  ➢ Inventories and records of all controlled substances listed in Schedule I and II shall be maintained separately from all other records of the pharmacy.
  ➢ Paper prescriptions for Schedule II controlled substances shall be maintained at the registered location in a separate prescription file.
  ➢ Inventories and records of Schedules III, IV, and V controlled substances shall be maintained either separately from all other records of the pharmacy or in such form that the information required is readily retrievable from ordinary business records of the pharmacy.
  ➢ Paper prescriptions for Schedules III, IV, and V controlled substances shall be maintained at the registered location either in a separate prescription file for Schedules III, IV, and V controlled substances only or in such form that they are readily retrievable from the other prescription records of the pharmacy. Prescriptions will be deemed readily retrievable if, at the time they are initially filed, the face of the prescription is stamped in red ink in the lower right corner with the letter "C" no less than 1 inch high and filed either in the prescription file for controlled substances listed in Schedules I and II or in the usual

consecutively numbered prescription file for non-controlled substances. However, if a pharmacy employs a computer application for prescriptions that permits identification by prescription number and retrieval of original documents by prescriber name, patient's name, drug dispensed, and date filled, then the requirement to mark the hard copy prescription with a red "C" is waived.

➢ Records of electronic prescriptions for controlled substances shall be maintained in an application that meets the requirements of part 1311 of this chapter. The computers on which the records are maintained may be located at another location, but the records must be readily retrievable at the registered location if requested by the Administration or other law enforcement agent. The electronic application must be capable of printing out or transferring the records in a format that is readily understandable to an Administration or other law enforcement agent at the registered location. Electronic copies of prescription records must be sortable by prescriber name, patient name, drug dispensed, and date filled.

Maintenance and Retention of Records

Wholesale dealer shall maintain copies of invoices or equivalent documentation for each of its facilities for every transaction in which the wholesale dealer is the seller, purchaser, consignor, consignee or recipient of cigarettes. The invoices or documentation must indicate the name and address of the consignor, seller, purchaser or consignee, and the quantity by brand and style of the cigarettes involved in the transaction.

Retail dealer shall maintain copies of invoices or equivalent documentation for every transaction in which the retail dealer receives or purchases cigarettes at each of its facilities. The invoices or documentation must indicate the name and address of the wholesale dealer from whom, or the address of another facility of the same retail dealer from which, the cigarettes were received, and the quantity of each brand and style of the cigarettes received in the transaction.

Manufacturer shall maintain copies of invoices or equivalent documentation for each of its facilities for every transaction in which the manufacturer is the seller, purchaser, consignor, consignee or recipient of cigarettes. The invoices or documentation must indicate the name and address of the consignor, seller, purchaser or consignee, and the quantity by brand and style of the cigarettes involved in the transaction.

The records required above must be preserved on the premises described in the license of the manufacturer, wholesale dealer or retail dealer in such a manner

as to ensure permanency and accessibility for inspection at reasonable hours by authorized personnel of the Department. With the permission of the Department, manufacturers, wholesale dealers and retail dealers with multiple places of business may retain centralized records, but shall transmit duplicates of the invoices or the equivalent documentation to each place of business within 24 hours after the request of the Executive Director or his or her designee.

The records required by this section must be retained for not less than 3 years after the date of the transaction unless the Department authorizes, in writing, their earlier removal or destruction.

EXERCISE

Write down the Record Maintenance Procedures of one retail store.

A. Fill in the Blanks

1. The retail sales records required under WAC 246-889-095 are _____ and accessible by the low enforcement agencies.
2. Only _____ employees have access to the data base.
3. Retail dealer shall maintain copies of _____ or equivalent
4. documentation for every _____.

Authorized; Invoices; Transactions; Confidential

B. Multiple Choice Questions

1. Retail sales records of restricted procedures, electronic or written must be kept for a minimum of
   a) Two years
   b) Three years
   c) Four years
   d) Five years

2. The invoice or documentation must indicate
   a) Name and address of consignor/ seller
   b) Quantity by brand
   c) Both of the above
   d) None of the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A
Use the following checklist to see if you have met all the requirements for Assessment Activity.

☐ Describe record maintenance procedure.

Part B
Discuss the following in Class Room:

☐ Discuss legal procedures of record maintenance in retail environment.

Unit-3: Health and Safety Practices Delivery of Goods

Introduction

An incident that happens unexpectedly, unfortunately, typically and unintentionally causes damage or injury is called accident.

An emergency can be explained as an unplanned critical event that could lead to injury, illness, death and property damage. It may also refer to a dangerous or serious situation that happens and needs immediate action.

Though most retail stores are maintaining safety measures for shoppers, store owners and employees still there are some accidents and emergencies may occur as there are thousands of customers coming and going in retail stores every day.

Identify Accidents and Emergencies

Accidents can be identified if one or more of the followings are noticed –

- Caught fire.
- Knock by vehicle.
- Falling from height.
- Injury due to slipping on floor.
- Stepping on sharp object.
- Unexpected fire explosion.
- Injury or damage causes due to miss handling or Machine failure.
- Cuts.
- Chocking.
- Hit by shrapnel.
- Falling objects.
- Asphyxia.
- Glass related injury.
- Poisoning.
- Burn or injury for touching hot object.
- Hit against any heavy or sharp object.
- Bruises.
- Drowning.

- Eye or Skin exposure to chemical.

Emergencies can be identified if one or more followings are noticed
- Accident.
- Bomb Threats.
- Explosion.
- Electrocution.
- Equipment Failure.
- Emergency Requiring Evacuation.
- Flammable Gas or Fluid Leaks.
- Hostage Situations or Terrorism.
- Hazardous Substances and Chemical Spills.
- Internal Emergencies.
- Serious sickness, injury, medical emergencies or death.
- Theft or Robbery.
- Unexpected Fire.
- Assault.
- Chemical accident.

Procedure for preventing further injury

It is essential that everyone working in retail workplace is capable of using the tools and equipment in a manner that will harm neither whom they work nor themselves.
- The correct equipment should be used for the appropriate job.
- Equipment should be in very good condition and it should be in a correct running order before use.
- Guards should always be in place when the machine/equipment is in use.
- Wearing proper/safety uniforms should be worn at work place.
- All electronic equipment/machineries should be switch off before cleaning.
- Floors are always kept clean, clear and dry for preventing slipping.
- Should use proper safety gears during work, e. g- wearing hand gloves, helmets etc. wherever applicable.
- Handling and uses of hazardous substances should be in correct manner.
- Everyone should be free from stress at work.

Follow Instructions in emergencies

When an emergency occurs in speed and some of the time responders don't have much time to respond or plan, emergencies may come in any form –

earthquakes, floods, tsunamis, bomb threats etc. Emergency plans must be a part of the SOPs.

Following instructions are followed in emergencies –

a. Bomb Threats – If received bomb threat we should report and call immediately to emergency services such as Police, Fire service etc.
   o In case of Cardio-Pulmonary Resuscitation (CPR) call ambulance and till the medical help arrive give first aid.

➢ Fire – Alert the public and fire department by pressing the fire alarm and dialing the fire station number.
   o Rescue people in danger without risking own health. Extinguish fire using fire extinguisher.
   o Guide others to rush to the assemble area and don not leave the assemble area until being told to do so.

b. Assault – Save evidence, seeking medical treatment, reporting to police, note down the assailant's identification marks and identifying characteristics. Collect doctor's certificate of the injury. Record witness personal details.

c. Theft, robbery and burglary – Report to the incident to the nearest police station without wasting much time. In case of robbery stay calm, corporate with the robber, we should observe the robber without his/her attention. If possible, dial emergency number.

d. Electric shock –

➢ Cut off the power supply or unplug the wire attached with the appliance from the main switch.
➢ Before touching the victim, ensure that there is no current in the victim or the appliance the victim is touching.
➢ Place the victim on his / her side if breathing and call for the medical help.
➢ If the victim is not breathing then give CPR and call for the medical help.

e. Poisoning – Give first aid for poisoning and call for medical help.

f. In general emergency if someone's life, health, property or the environment is threatened or in danger, dial emergency number.

g. In case of bleeding or heavy bleeding apply pressure to the wound with finger or palm. Provide first aid and rush to the medical immediately.

h. If Firearm threats – Ensure all lights are switch off in all the rooms. Turn off mobile. Close all the doors and lock properly. Ensure all the persons in the room are lying on the floor. Inform police or dial emergency number by keeping in mind the convenient time and situation. Do not talks stay calm.

Maintaining Hygiene in Retail Store

The organized retail business establishments maintain hygiene and safety by practicing housekeeping and guarding against any mis-happenings due to the negligence of personnel working in retail store, Customers want to shop in a clean, well-lighted store so they have confidence that the merchandise purchased there is also clean and of good quality. Housekeeping at the retail is an ongoing task.

Following are some of the points for maintaining consistent cleaning and hygiene:

- **Plan a cleaning schedule:** Regular cleaning schedule can include cleanliness of the store by organising regular inspections of other high-traffic areas such as changing rooms, store entry-ways and popular departments. Getting staff to regularly do a quick once-over to pick up rubbish, mop up any mess and cleaning of the area will not only improve customer experience but protect people from potentially injuring and infections.

- **Always keep your entrance and exit clean:** Preventing the spread of germs to begin with is a great way to stop the problem before it starts. You can do this by providing sanitation stations equipped with hand sanitiser throughout your store for both employees and customers to use starting from the entrance till exit gate. The presence of these sanitation units is helpful for two reasons. Firstly, it sends a message to your customers that you care about them and their health, making them look more favourable to your store. The second is that by providing a more hygienic working environment, your employees are less likely to come in contact with infectious bacteria that could make them sick and unable to work.

- **Regularly clean of the store:** Display cabinets, cash registers, storefronts and changing rooms; all of these areas are going to have the most footfall during the busy hours, so they're going to require the most attention. Infectious bacteria are most commonly transferred via touch, so it's important to keep the health of your employees and your customers in mind by instructing staff to wipe down windows, benches and registers throughout the day using disinfectant products.

- **Maintain clean washrooms:** Toilets can quickly become messy, dirty and incredibly unpleasant for customers to be in if not thoroughly inspected and cleaned regularly. To avoid this issue, it can help to organise a roster for inspections throughout the day. If tended to consistently, you are likely to find that you'll be able to keep on top of the mess without any extensive cleaning needed. It can also be helpful to put up signs telling customers to report any unsanitary areas to the nearest staff member.

- **Perception of the Customer:** Many people visiting your store every day, your usual methods to keep it smelling fresh aren't likely to get you very far. Although bad odours aren't necessarily a health risk, they do affect the way people perceive your business and impact on how likely they are to stay in your store. Installing air purifiers or fresheners throughout your space will help to reduce unpleasant smells and improve overall customer experience. This should particularly be a focus at the entrance to your store so you make a good first impression on potential customers.

Materials used for Maintaining Hygiene in Retail Store

DISINFECTANTS AND TOILET CLEANERS   STERILISING   CARPET CLEANER AND DEODORISER

MOPS AND BUCKETS   **TRIGGERS AND DOSING PUMPS**   **WASTE BINS**

SURFACE WIPES   **HAND SANITISERS**

Differentiate Between Health and Hygiene

Health	Hygiene
The state of being free from physical or psychological disease, illness, or malfunction.	The science of health, its promotion and preservation.
A state of well-being or balance, often physical but sometimes also mental and social; the overall level of function of an organism from the cellular (micro) level to the social (macro) level.	Those conditions and practices that promote and preserve health.
It is a physical condition.	It involves cleanliness

EXERCISE

List out the examples of Accidents and Emergencies.

A. Fill in the Blanks

1. An incident that happens unexpectedly, unfortunately, typically and unintentionally causes damage or injury is called _____.
2. _____ should always be in place when the machine/equipment is in use.
3. Everyone should be free from _____ at work.
4. The organized retail business establishments maintain hygiene and safety by practicing _____ and _____ against any mis-happenings.
5. _____ is a physical condition.
6. _____ involves cleanliness.

Hygiene; Stress; Guards; Accident; Health, Housekeeping; Guarding

B. Multiple Choice Questions

7. Emergencies can be in form of
a) Earthquakes
b) Floods
c) Tsunamis
d) Bomb threats
e) All of the above

8. Accidents can be in form of
a) Cuts
b) Burns
c) Choking
d) Knock by vehicle
e) All of the above

9. Maintaining hygiene at retail store is done through

a) Plan a cleaning schedule
b) Always keep your entrance and exit clean

c) Regularly clean of the store
d) Maintain clean washrooms
e) All of the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A
Use the following checklist to see if you have met all the requirements for Assessment Activity.
☐ Explain the instructions to be followed during emergencies.
☐ Safety precautions to be taken while travelling
☐ Safety precautions to be taken while operating with tool and equipment

Part B
Discuss the following in Class Room:
☐ Procedure for preventing injury
☐ Significance of safety

Understanding Possible Health and Safety Threats at Workplace

Usually, there are many short-term and long-term risks involved in the workplace. For instance, musculoskeletal disorders may develop after getting exposed to ergonomic factors (such as limited workspace or non-adjustable chair) for several months or years, whereas getting an electric shock or physical injury on handling equipment can happen suddenly.

The following are several workplace-associated threats to health and safety:

- Repetitive exertions
- Posture stresses
- Noise

- Voice problems, especially for telemarketers
- Improper electrical wiring
- Dysfunctional safety tools, like surveillance camera or biometric system

Parameters that Help Reduce Breaches in Safety, Security and Health

Breaches in safety, security and health occur when the company's policies are ignored or the law not upheld. For instance, not taking appropriate steps to avoid a risky situation from occurring or not complying with regulatory requirements is considered as a breach


Examples of breaches in safety, security and health:

- When workers are exposed to excessive noise risk.
- When workers are exposed to the risk of falling from a height, with no safety measures in place.
- Usage of specific equipment through unlicensed operators.
- When it is not ensured that the store is correctly and properly guarded.
- When a serious injury or illness has not been notified by the concerned authority.

Safety Equipment

Safety gears are the tools that protect you from injuries and risks at the workplace or in real-life activities. It is important to know how to use the safety gears while performing your job.
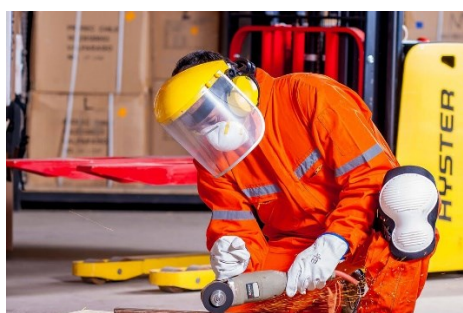
Protective gears vary on the basis of the industry and employee's role within the retail store. Employees working on the production floor, construction site, or other areas where hazards may occur are required to utilize protective gears.

Some of the commonly used safety gears are as follows:

- Masks and gloves
- Safety glasses
- Hard hats
- Mission Oriented Protective Posture (MOPP) gears
- Nitrile glove (used for chemicals)
- Latex gloves (used in hospitals) Hazmat Suit (hazardous materials suit)
- NBC (Nuclear, Biological, Chemical) suits

A hazmat suit is an overall garment worn to protect people from hazardous materials or substances, such as chemical, biological and radioactive agents.

Common Safety Concerns in Retail Store

The Government of India, in accordance with the Ministry of Environment, has created several laws on how to dispose hazardous substances that are produced during production of goods. For instance, there is a law on disposal of chemical wastes.

It is the obligation of a retail store to follow the laws while disposing waste. Failing to do so can incur heavy penalty on the retail store. To avoid penalty and ensure a safe work environment, there are several recycling methods that can be used by the retail stores.

Following a Company's Safety Policies

The best way to stay safe at the workplace is to follow the safety policies of the retail store. The safety policies are designed after considering the potential risks at the workplace. A safety policy includes standard procedures that are performed to avoid potential risks or are performed in case of an emergency. For example, using protective gear or other safety equipment wherever necessary.

Understanding and Following Safety Policies

With changing environment company policies are also updated regularly. To be able to comply with company's current health, safety, security, and environmental policies, you need to read and understand the guidelines of those policies.

Environmental policy highlights an organisation's responsibilities towards a clean and safe environment. For example, it deals with how to treat various hazardous wastes – chemical or electronic-generated by the organisation before disposing them.

Potential Hazards in Store

An unpredictable phenomenon, which poses a certain level of threat to health, life, property, or environment, is known as a hazard. Undue exposure to a certain factor or substance at workplace. May cause hazards. For instance, a

continued exposure to low levels of formaldehyde can cause respiratory difficulties, such as eczema and sensitisation.

Hazards can be categorised as follows:

| Chemical hazards | Biological hazards | Physical hazards | Ergonomic hazards |

Let us learn about the different types of hazards:

- **Chemical Hazards:** Some of the common chemical substances that can be found at workplace include:
    - ➢ Formaldehyde
    - ➢ Cigarette smoke
    - ➢ Carbon monoxide
    - ➢ Carbon dioxide
    - ➢ Cleaning agents

- **Physical Hazards:** Different causes of physical hazards include:
  - ➢ Physical injuries
  - ➢ Poor office lighting
  - ➢ Noise
  - ➢ Dry air
  - ➢ Air current

Biological Hazards: Different causes of biological hazards include:

- ➢ Pollens, allergens, and dusts
- ➢ People, plants, mites, and pests
- ➢ Condensed water in air conditioners, clogged drains, etc.

- **Ergonomic Hazards:** Different causes of ergonomic hazards (physical factors within the environment that harm the musculoskeletal system) include:
  - ➢ Limited workspace
  - ➢ Non-adjustable chair
  - ➢ Repetitive task
  - ➢ Shift work (especially, night-shift jobs)
  - ➢ Mental and physical workload

Occupational Health & Safety

Retailers should take steps to make the employees adequately aware of health-related concerns a workplace and their potential solutions. This can be achieved through various training programme

Some of the key recommendations that help increase employee participation in workplace health promotion activities are shown below:

➢ Actively involve employees in the design and implementation of workplace health promotion activities
➢ Use formal and informal communication strategies to raise employee awareness on health issues
➢ Provide employees with adequate information on health concerns
➢ It is important that workplace health promotions activities satisfy individual needs at the workplace

Upgrading Safety Tools

Regular maintenance of safety tools and other equipment plays an important role in eliminating workplace hazards. However, it is also important to periodically upgrade the safety tools to the latest technologies. For instance, upgrading fire, gas, or electrical safety equipment.

Performing Mock Evacuation Drills

Mock evacuation drills must be conducted at unexpected times at least once per year. Prior to conducting the drill, all employees should be trained on the evacuation procedure,

The purposes and objectives of any fire evacuation drill include:

• Identifying any weakness in the evacuation strategy
• Testing the procedure following any recent alteration or change to working practice
• Familiarising new employees with the procedures
• Testing the arrangement for disabled people
• Identifying weakness in emergency communication procedures and systems
• Identifying positive and negative reactions of staff members with designated responsibilities

When carrying out a drill, the organiser may block the main routes, as if they are affected by fir that occupants can use the emergency exits. During the drill, the nominated observers should p particular attention to:

- Communication difficulties
- The use of the nearest available escape routes
- Difficulties with the opening of emergency exits
- Difficulties faced by people with disabilities
- The role of specified people, such as fire fighters
- Inappropriate actions, such as attempting to use elevators

Adopting Eco-Friendly Working Techniques

Retailers should encourage eco-friendly working techniques among employees to have a positive impact on the environment. Retailers can adopt principles, policies, and practices that improve the quality of life for its employees and business. For instance, employing the use of eco-friendly office accessories, such as paper bags.

The following methods can be used for establishing an eco-friendly work environment:

➢ Use of digital communication, such as e-mails instead of paper

- ➢ Use of plants at workplace
- ➢ Judicious use of electricity at the workplace
- ➢ Use of solar energy
- ➢ Use of reusable products
- ➢ Proper disposal of electric waste
- ➢ Filtering the chemical residues before discharging

Violence, Shoplifting and Robbery at Workplace and Measures to Prevent Them

Security risk is considered as one of the major concerns in the retail industry. A retail store may face threat from shoplifting, employee theft, terrorist activities and aggressive customers. Such threats are security risks, which every retail store is prone to. Therefore, it is important for a retailer to prevent such risks and maintain the security of the retail store to reduce its loss of merchandise and goodwill. A company should vide the right level of security in order to prevent any crime, theft or danger.

The following figure shows an example of shoplifting:

Types of Security Risks

A store is always prone to various security risks. In order to offer a secure shopping environment to customers, it is very important for a retailer to understand various types of security risks and the ways to handle them. Various types of security risks include:

Shoplifting: It is an act of lifting or stealing an item from a shop without actually paying for it.

Employee Theft: This is one of the most common types of security risks for store merchandise. The risk increases due to the fact that some employees have free access to all the areas of the store including the storeroom from where they can easily lift expensive items. Some stores prohibit their employees from carrying bags inside the store and require them to be frisked at the time of leaving

Vandalism Activity: This sort of activity includes robbery and violence in a retail store.

Aggressive Customers: Customers get aggressive due to many reasons namely; when they are not getting appropriate services, when they are charged with shoplifting crime, when not attended properly by sales representative etc.

The above-mentioned risks should be minimised in order to keep the store secure. Let us understand with the help of an example how security risks can be reduced.

Example: Mr. Vikas Mehra is a retail store manager at ABC Pvt Ltd. While checking the last quarter's account for the store, he found a large amount of merchandise missing from the store. To keep a check on the merchandise and reduce the threats to store security, Mr. Vikas performs the following activities:

- Fixes CCTV cameras throughout the store
- Asks the security staff to be alert and check everyone entering and leaving the store.
- Asks the sales associate to number and tag every merchandise in the store
- Ensures proper lighting in the store
- Implements various security tools, such as secured doors and windows, and screen secured shelve arrangements.
- Marks the theft-prone merchandise

In case of unfortunate incidents, the store staff members should follow the following instructions:

- Activate the alarm system.
- Call the police as soon as possible
- Avoid touching or disturbing the area of crime.
- Identify items that have been robbed.
- In case of riots or violent activities, lock up the store and try to escape from a back door.
- Help customers escape from the store premises.
- If possible, record details about the attackers

Role of Employees in Handling Security Risks

A retailer's biggest assets are his/her customers and employees. A retailer's first and most priority should be to create and maintain a healthy, safe and secure environment for working there and shopping there. Any kind of threatening situation can happen in a matter of seconds in such situations a retailer should respond speedily and efficaciously, in order to p the maximum possible protection to employees and customers in the store. In case the re fails to protect people and assets, he/she might have to face severe implications for his/her retail organisation.

Employees play a very important role in handling security risks, as they are the ones who situation as and when it happens. An employee's role in handling the security risks are as follows:

- Preventing theft, both internal and external
- Identification and discouragement of shoplifting
- Being alert and providing effective customer service
- Acknowledging every customer
- Letting customers know that you are there for their assistance

Authority of Employees in Handling Security Risks

The authority of employees to deal with security risks varies according to the department ne working in. For example, a security guard can take a direct action on a threat detected as per responsibilities assigned to him/her, while a sales associate needs to report the same risk the store manager or to the sales manager. However, authority is also needed as per the situation. Some authorities required to deal with situations are as follows:

Irritated or difficult customers: In retail businesses, individual employees and teams have to face irritated or difficult customers. The aggressive behaviour of such customers may leave sales associates or managers feeling vulnerable and threatened. So, certain authorities are required to deal with such types of customers

- In case the Sales Associate is not able to resolve the customer's complaint and issues adequately, he/she should direct the customer to speak to the store manager or to whoever else is authorized to take decisions or make changes.

- On seeing that a customer is getting angry when asked about his/her ID, explain and show him/her the stickers and posters stating ID-requirement, and also make him/her understand that you are just obeying the law.
- Also, find out the ways that satisfy the customer most.
- Do not go with the judgments or opinions, just remember to stick to the facts. Always try to bring the conversation back to the actual issue.

Abusive customers: Here the definition of abusive conduct does not essentially mean physical violence, it says that starting of the physical violence might be abusive conduct. Abuse in any of the form is not acceptable. Whenever any employee faces abusive conduct, he/she should:

- Ask the customer to stop. This should be done at the right moment. Basically, it must be done before an unwanted behaviour takes place.
- Explain to the customer why a particular behaviour is not acceptable. And, in case the customer continues behaving in the same manner, just tell him or her to leave.
- Report the incident to the authorised or concerned person, who usually deals with such types. of complaint.
- In case you feel that you are being followed or tracked, call the police from a safety point of view.
- In case the abuse or threat is from someone directly linked to an employee, do not be hesitate to call the police, and this should be done especially when the situation is intensifying.

In a retail store, it is the responsibility of every employee to be alert and to monitor customers. They should report any security risk to the concerned person. Employees' responsibilities include the following:

Measures To Prevent Shoplifting

Remember it is easier and safer to prevent shoplifting than to deal with a shoplifter. Simply watch out for people who:

➢ Avoid eye contact and are nervous
➢ Are roaming around the store and not purchasing anything
➢ Come back soon after leaving the store
➢ Try to stay in that part of the store where it is quite difficult to watch them
➢ Are looking around or watching the sales person constantly

Discouraging potential shoplifters:

> Greet and acknowledge customers politely and with a smile as they enter the store
> Ask customers if they need any kind of help and try to be as friendly and polite as possible
> If somebody looks suspicious, simply make friendly eye contact with him/her
> Store should be kept in order and clutter free.
> Be focused towards those areas where shoplifting is most likely to occur.
> Make the store a difficult target for shoplifters.

Measures To Prevent Robbery

> Remember that an orderly and tidy store always invites customers and discourages robbers. So, the store should be kept neat and clean.
> Burned-out bulbs should be immediately replaced by informing the employer or keep the store well lit.
> Be alert and keep watching for people who show similar behaviour as potential shoplifters do
> When somebody is found suspicious, while in the billing line, just ask the customer standing behind him or her whether they are together. When a person creates discomfort, the other customers usually turn around and look at the other person.
> Do not try to handle situations by yourself if you notice something suspicious.
> Managers should urge the police of the area to do periodic patrolling.
> Cash should be handled carefully and it must be a minimum amount. In case a customer is to pay a large bill in cash, courteously ask him/her to pay in smaller amount giving the reason for the same that little cash-in hand is kept in store.

Measures to be followed to deal with trespassers?

• It is suspected that somebody is hiding in a back room or washroom, do not call out or make noise. Just go to a safer place and make a phone call for help.

- In case somebody is found loitering in an unauthorised area, never block the eve because when a person feels that he/she is trapped, the chances of panic and violent behaviour increases.
- If some break-in, never try to enter the premises until and unless it is safe to contact police and wait till they arrive
- The legal and authorised right to ask people to leave the store/building/premises.

EXERCISE

Visit an industry to study the various Health and Safety threats at Workplace.

A. Fill in the Blanks

1. There are many _____ and _____ risks involved in the workplace.
2. _____ are the tools that protect you from injuries and risks at the workplace or in real-life activities.
3. Limited workspace is an example of _____ hazard
4. It is an act of lifting or stealing an item from a shop without actually paying for it is called _____.

Shoplifting; Short-term; Long-term; Safety gears, Ergonomic

B. Multiple Choice Questions

5. Hazards can be categorised as:
f) Chemical hazards
g) Biological hazards
h) Physical hazards
i) Ergonomic hazards
j) All of the above

6. Examples of breaches in safety, security and health

a) When workers are exposed to excessive noise risk
b) When workers are protected from falling from a height
c) Usage of specific equipment through licensed operators
d) When the store is correctly a properly guarded
e) All of the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A
Use the following checklist to see if you have met all the requirements for Assessment Activity.
☐ Explain various security risk at workplace and measures to prevent them

Part B
Discuss the following in Class Room:
☐ Occupational Health and Safety

Techniques of Lifting and Handling Goods

Lifting heavy items is one of the leading causes of injury in the workplace. Overexertion and cumulative trauma were the biggest factors in these injuries. Bending, followed by twisting and turning, were the more commonly cited movements that caused back injuries. Strains and sprains from lifting loads improperly or from carrying loads that are either too large or too heavy are common hazards associated with manually moving materials.

When employees use smart lifting practices, they are less likely to suffer from back sprains, muscle pulls, wrist injuries, elbow injuries, spinal injuries, and other injuries caused by lifting heavy objects. Please use this page to learn more about safe lifting and material handling.

Lifting Stages

1. Preparation
2. Lifting
3. Carrying
4. Setting Down

1. Preparation

Before lifting or carrying, plan out your lift. Think about:

- How heavy/awkward is the load? Should I use mechanical means (e.g. a hand truck) or another person to help me with this lift? Is it possible to break the load into smaller parts?
- Where am I going with the load? Is the path clear of obstructions, slippery areas, overhangs, stairs, and other uneven surfaces? Are there closed doors that need to be opened?
- Are there adequate handholds on the load? Do I need gloves or other personal protective equipment? Can I place the load in a container with better handholds? Should another person help me with the load?

2. Lifting

Get as close to the load as possible. Try to keep your elbows and arms close to your body. Keep your back straight during the lift by tightening the stomach muscles, bending at the knees, keeping the load close and centred in front of you, and looking up and ahead. Get a good handhold and do not twist while lifting. Do not jerk; use a smooth motion while lifting. If the load is too heavy to allow this, find someone to help you with the lift.

3. Carrying

Do not twist or turn the body; instead, move your feet to turn. Your hips, shoulders, toes, and knees should stay facing the same direction. Keep the load as close to your body as possible with your elbows close to your sides. If you feel fatigued, set the load down and rest for a few minutes. Don't let yourself get so fatigued that you cannot perform proper setting down and lifting technique for your rest.

4. Setting Down

Set the load down in the same way you picked it up, but in the reverse order. Bend at the knees, not the hips. Keep your head up, your stomach muscles tight, and do not twist your body. Keep the load as close to the body as possible. Wait until the load is secure to release your handhold.

Lifting and Handling Techniques

- Use mechanical means (e.g. hand trucks, pushcarts, etc.) when possible for heavier or awkward loads. Remember to obtain training and authorization before using a forklift.
- It is easier and safer to push than to pull.
- Keep loads as close to the body as possible and do not twist while lifting, carrying, or setting down a load. Nose, shoulders, hips, and toes should all be facing the same direction.

- Minimize reaching.
- As a general rule, bend at the knees, not the hips.
- Get help when needed. Do not lift or carry things you don't feel comfortable with, no matter how light the load.
- Plan ahead for all parts of the lift: lifting, carrying, and setting down.
- Try to utilize proper handholds while lifting. If an item does not have a good handhold, think of ways to remedy this, such as placing the item in a container with good handholds, creating a safe and proper handhold with an appropriate tool, etc.
- Use personal protective equipment where needed, such as gloves with good grip and steel-toed boots where appropriate.
- Implement rest breaks and job rotation for frequent and/or heavy lifting.
- Place items to be lifted within the "power zone". The power zone is close to the body, between the mid-thigh and mid-chest of the person doing the lifting. This is the area where the arms and back can lift the most with the least amount of effort.

Safe and Efficient Route for moving Goods

Efficient route planning should always be the basis for scheduling jobs and tasks that need to be conducted through fleet vehicle operations, not only if you are a delivery company but in any logistical activity. When people talk about route planning and vehicles, only some of the reasons in favour of efficient route planning come out, such as the need to reach a destination more quickly. But if you think about it, there are quite a lot of advantages your company might profit from if you optimise route planning.

1. Efficient route planning helps you to save fuel

This is probably the most obvious reason for efficient route planning that if you use better routes it will lead to less driving and this means you will save fuel. Route planning is necessary for drivers in order not to get lost or waste time and fuel searching for the road leading to their destination, but by optimising it, they will choose best route leading to their destination.

2. Efficient route planning means increased safety

Think about the time drivers could spend trying to find a place on unfamiliar roads, immersed in traffic and getting increasingly anxious—all the

conditions that might make driving far more stressful. If you plan routes beforehand, you can familiarise drivers with them before getting behind the wheel. You can also predict and avoid heavy traffic—an advantage for not only their safety but also for all road users.

3. Efficient route planning leads to reducing overall expenses

Less fuel, less possibility of incidents (safety first, as we always say!). So, all in all, it makes for less fleet expenses, less wear and tear on your vehicles, less insurance claims, and ultimately that means more money you can keep in your pocket.

Precautions to be taken while travelling to and from Work

Taking public transport to commute to the office can be risky as it is difficult to maintain social distancing and may involve interaction with a large number of people. Hence, using a private vehicle or a private cab is advisable. However, if you must use public transport, ensure that you follow these precautions:

- Wash your hands thoroughly with soap and water for at least 20 seconds before you leave for the office. You can also use a sanitizer that contains at least 60% alcohol.

- Avoid taking pooled rides or multiple passenger rides with people who are from different households. Prefer occupying the back seat in larger vehicles like buses and vans. This will ensure at least 6 feet distance between you and the driver.

- Avoid touching the surfaces of the vehicle frequently touched by passengers, ticket collector or drivers (like handles, door frame, windows door frame and handles, windows, etc.) during the commute.

- Use cashless and touchless payment options, if possible. Try not to purchase water or eateries at the bus stand, market place or station. Keep a sanitizer handy to use at places where you have no access to soap and water.

Precautions to be taken while Tool or Equipment is Operating

1. All machine operators must be thoroughly trained before operating a machine tool

2. Never remove machine guards or operate a machine with doors open.

3. Keep equipment well maintained.

4. Reduce risk of fatigue, discomfort and injury by using ergonomic features

5. Always wear Personal Protective Equipment (PPE).

6. Protect your eyes when working with a wide range of tools and equipment.

7. Never leave machinery running unattended.

8. Always read labels and instructions

9. Always use the appropriate tool for the respective task.

10. Turn off machines and equipment

Significance of Safety

A work environment free from injuries and accidents attracts employees. Employees are more satisfied and productive in such an environment.

A safe work environment is essential for both employees and employers. It is the right of all employees to have safety in the workplace.

Workplace safety is essential regardless of the size of a company. All companies, big or small, need to incorporate safety in their workplaces.

Well-implemented safety measures keep employees safe and also protect industrial equipment. It is the responsibility and duty of employers to protect their employees and keep them safe.

- The safer the work environment, the more productive it is. Productive employees are an asset to all companies. For instance, productive employees can produce more output in less time, reducing operational costs.

- Workplace safety promotes the wellness of employees and employers alike. Better safety equates to better health. Healthier employees do tasks more efficiently, and they are happier in general.

- There are very few accidents in a safe working environment. This results in less downtime for safety investigations and reduces costs for worker's compensation. This also reduces the time needed for employees to heal from injuries.

- Damage to industrial equipment creates costs for replacement and repair. Avoiding workplace injuries and damage to industrial equipment will incur fewer expenses and increase profit.

- If employers are concerned about the safety of their employees, the employees are more confident and comfortable in general. Also, absenteeism rates drop, and employees are more focused on doing their tasks.

EXERCISE

List out the examples of Accidents and Emergencies.

A. Fill in the Blanks

1. A safe work environment is essential for both _____ and _____.
2. Productive employees are an _____ to all companies.
3. Efficient route planning leads to reducing _____.
4. _____ should always be the basis for scheduling jobs and tasks that need to be conducted through fleet vehicle operations.

Employees; Employers; Overall expenses; Asset; Efficient route planning

B. Multiple Choice Questions

5. Wash your hands thoroughly with soap and water for at least

a) 15 seconds
b) 2 minutes
c) 1 minute
d) 20 seconds
e) None of the above

6. Stages in Lifting includes

a) Preparation
b) Lifting

c) Carrying
d) Setting Down
e) All of the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A
Use the following checklist to see if you have met all the requirements for Assessment Activity.
☐ Safety precautions to be taken while travelling
☐ Safety precautions to be taken while operating with tool and equipment

Part B
Discuss the following in Class Room:
☐ Significance of safety

Unit-4: Work in Team & Organization

Introduction

Teamwork is a set of actions done by a group having a common purpose or goal. Teamwork is the collaborative effort of a group to achieve a common goal or to complete a task in the most effective and efficient way.
This concept is seen within the greater framework of a team, which is a group of interdependent individuals who work together towards a common goal.

Importance of team to achieve target in retailing

Retail outlets sell finished goods directly to the public face-to-face or online. Conventional retail storefronts are generally staffed with younger employees who work together in small teams to serve customers, facilitate transactions and keep the store in order. Effective teamwork is crucial in retail settings, and managers who understand the importance of teamwork can direct their subordinates more effectively.

The wide range of work tasks required of retail associates can be completed much more efficiently when team members work together, coordinating their efforts to leverage individual team members' strengths and preferences. A lack of solid teamwork can cause certain tasks to be completed more than once while other tasks are neglected. Communication between team members, a key component of teamwork, is vital to ensuring that all employees know what needs to be done, and what their specific responsibilities are.

Workplace Challenges

High-volume retail outlets can be some of the most stressful workplaces in the job market, combining low wages with disrespectful customers while requiring employees to stand, squat down, lift heavy items and move quickly for prolonged periods of time. Combine this with the fact that retail stores place small teams in close proximity to each other for long hours on a regular basis and you have a recipe for conflict.

Effective teamwork is crucial to work around stressful situations and ensure that team members stick together rather than turning on each other as an outlet for their frustration. Teams who work well together are more likely to thrive and perform well in stressful situations.

Customer Experience

Consistent professional and friendly teams can create welcoming atmospheres that make customers feel at ease. Teams who communicate and work awkwardly with each other can similarly create awkward environments that

simply don't feel right. Dysfunctional teams who act aggressively or snidely with each other can create a hostile store atmosphere that drives customers away.

Solid teamwork can give customers the impression that store employees work almost like a family, making them more prone to ask team members for guidance or engage team members in conversation.

Building Teamwork

Teamwork is not always something that happens on its own, especially in a workplace setting. Understanding retail managers know the value of using team building exercises to strengthen relationships within retail stores. Retail businesses who treat teams with respect can facilitate the team building process and make it easier for team members to form lasting friendships in addition to professional workplace relationships.

How to Work Effectively in team

a) Behave fairly, politely and respectfully: Each team must set up their own guidelines to behave among the colleagues. Though discussion and negotiation the members choose the items that are most important for their clear communication as a team.

b) Make realistic commitment: These often include commitments such as:
   ➢ Respect and listen to others

- ➢ Not blame (work hard on the problem, not on the person)
- ➢ Group members and project process
- ➢ Supportive and constructive feedback
- ➢ Agreed upon goals and clear timelines
- ➢ Positive interdependence
- ➢ Individual accountability
- ➢ Analysis of work done and planning for next steps
- ➢ Process for conflict and problem management

c) Suggest alternatives: To work effectively in team always suggest alternatives.

d) Encouraged in difficult working conditions

People who have high self-esteem are more likely to continuously improve the work environment. They are willing to take risks because they have confidence in their ideas and their competence to take on new while performing capably. They shine with motivation in your workplace.

Value System of the Organisation

A **system of belief that helps one to make decisions** (personal/business) is known as a value system. In a professional environment, such core values form the foundations that build any business. These values need to be upheld and implemented across the entire business. The employees need to treat such value system as too important and use them regularly throughout the decision-making process. When they use optimally, these core values can provide benefits to an organisation to grow fast and evolve into a larger organisation.

EXERCISE

Visit a retail store and learn how they work effectively in team.

A. Fill in the Blanks

1. **Teamwork** is the collaborative effort of a group to achieve a _____or_____ a task in the most effective and efficient way.

2. Communication between _____ is a key component of teamwork.

3. Retail outlets sell finished goods directly to the public _____or
_____.

4. A system of belief that helps ones to make decision is known as
_____.

Face-to-face; Online; Team members; Common goal; Complete; Value system

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B. Multiple Choice Questions

5. Realistic commitments comprise of

a) Respect and listen to others
b) Unsupportive and constructive feedback
c) Negative interdependence
d) Group accountability
e) All of the above

6. Customer Experience depends on

a) Support
b) Quality
c) Service
d) Satisfaction
e) All of the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A
Use the following checklist to see if you have met all the requirements for
Assessment Activity.
☐ How teamwork is important to achieve targets in retailing?

Part B
Discuss the following in Class Room:
☐ Demonstrate the teamwork in classroom with video clips.
☐ Why value system of the organisation should be followed?

Rights of Employees

People work in companies or organization as employees to earn money and to meet out the needs of their family. Employees have certain rights when they work in an organization. Knowing about their basic rights would be helpful to employees and their families. You can also avail certain benefits when you're aware of the basic employee rights.

Employees working in any organization, big or small, must know their employee rights, which can be claimed anytime if they are denied. Here we list out six basic rights that every employee must be aware of, in skilled and unskilled sectors. Let us look at what are the basic rights of workers / basic rights of employees.

- ➢ Rights to be paid equally
- ➢ Rights to be paid the minimum wages for organised and scheduled work
- ➢ Rights to get earned leave
- ➢ Rights to know of termination
- ➢ Right against sexual harassment at workplace
- ➢ Gratuity

Responsibilities of Employees

Employees have responsibilities towards their employers, even if they work part time or don't have a written contract with their employers. Below mentioned are some of the main responsibilities of employees:

- to personally do the work they were hired to do
- to do their work carefully and seriously (In some cases, they could be fired or disciplined if they're often late for work, or if they're absent too often or for no good reason.)
- to avoid putting themselves or others in danger
- to follow their employer's instructions (There are some exceptions. For example, if an employer asks an employee to do something dangerous or illegal, the employee doesn't have to follow these instructions.
- to be loyal

Help other colleagues in

a) Giving work related information

Giving work related information is a great way to offer support to your colleagues at work. Draw on your experience with the company and from your own job duties to advise other team members.

b) Offer advice in difficulties

- Ask Before offering advice, be sure it is something your colleague wants.
- Be kind.
- Be honest.
- Listen.
- Collaborate.

c) Give clear, accurate and relevant information overwriting and using technical language will lead to confusion and misunderstanding. Keep it simple and clearly outline expectations

d) Demonstrate the procedure

Always try to help the co-worker by demonstrating the procedure. This will help to run the organisation smoothly.

e) Encouraged colleague to ask question

As adult, we have mistakenly learned to stop asking questions, even though it is the critical key to opening doors to knowledge, if not wisdom. so how can we create an environment where our employees feel free to ask questions? Here's some step of what you can do –

- Lead by example
- Focus on initiative and not just on the question
- Make sure you listen to what is being asked
- Time and practice are the key

f) Practice new skill and constructive feedback

While working in an organization, every individual is equipped with different skill sets, thinking process, knowledge etc. To meet the common goal of the organization, every individual should help each other through knowledge sharing and understanding of each other's skill sets and through sharing constructive feedback and ideas.

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EXERCISE

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Gather information on Rights of Employees prevailing to different industry.

A. Fill in the Blanks

1. People work in companies or organization as employees to earn _____ and to _____ of their family.

2. The main responsibilities of employees to _____ in danger.

3. Overwriting and using technical language will lead to _____ and _____.

4. _____ is a great way to offer support to your colleagues at work.

<div align="center">

Meet out the needs, Money; To avoid putting others; Confusion; Misunderstanding; Giving work related information

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B. Multiple Choice Questions

5. Information given to colleagues must be

a) Clear
b) Incomplete
c) Ready to use
d) Vague

6. Main responsibilities of the employee:

a) Loyal
b) Slow in work
c) Irregular
d) To put others in danger

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A

Use the following checklist to see if you have met all the requirements for Assessment Activity.

☐ What are the rights of employees?
☐ What are the responsibilities of employee?

Part B

Discuss the following in Class Room:

☐ How can you help your colleagues in work place?

Skills required for achieving goals

A. Conceptual skills
B. Communication skills
C. Effectiveness skills
D. Interpersonal skills

A. Conceptual Skills

Conceptual skills are the abilities that allow an individual to better understand complex scenarios and develop creative solutions. With conceptual skills, it becomes easier to understand abstract or complicated ideas. People who have good conceptual skills are adopt at solving challenging problems and scenarios using a creative or innovative approach.

B. Communications Skills

Communication skills allow you to understand and be understood by others. Communication skills are the abilities you use when giving and receiving different kinds of information. Some examples include communicating new ideas, feelings or even an update on your project. Communication skills involve listening, speaking, observing and empathising. It is also helpful to understand the differences

in how to communicate through face-to-face interactions, phone conversations and digital communications like email and social media.

C. Effectiveness Skill

It's an approach to success that involves utilising all of your energy, skill and motivation to develop and reach the goals you set for yourself. Individuals with good personal effectiveness tend to constantly strive to achieve more, advance their careers and grow in both a personal and professional sense.

When you demonstrate personal effectiveness, you will be working with all of the resources available to make the progress you aspire to. Whilst making use of the help and support that other people can give you, it will also involve confidently managing yourself and understanding that it is your responsibility to take the necessary steps towards growth and change.

On an individual level, personal effectiveness means different things to different people. We all have our own standards of success and achievement, and working at the highest level of personal effectiveness will look different for everyone.

D. Interpersonal Skills

Interpersonal skills help us to interact with others effectively, on the job, and in the larger world. Some people are born with such skills but everyone can improve them with practice. Expressing appreciation, resolving disputes, and listening well are all interpersonal skills worth practicing.

Legal Requirements Regarding

Anti-discrimination:

Discrimination against, or profiling of individuals can occur at two stages namely; pre-recruitment and post-recruitment. The former entails rejecting potential candidates on the basis of their gender, religion, caste, marital status, pregnancy etc., stemming either from certain assumptions regarding their work ethic or product, or personal considerations of recruiters and so on. Post-recruitment discrimination manifests in lesser pay, fewer benefits and/or leave or even termination, based on the same grounds.

a. The Equal Remuneration Act 1976

The Equal Remuneration Act 1976 ("ERA") is aimed to prevent gender-based discrimination in the workplace.

b. **The Maternity Benefit Act 1961**

The Maternity Benefit Act 1961 ("MB Act") aims to provide paid maternity leave to women employees and related aspects.

c. **The Rights of Persons with Disabilities Act 2016**

The Rights of Persons with Disabilities Act 2016 ("RPD Act") is a very progressive legislation, establishing in unambiguous terms that there shall be no discrimination in Government employment against persons with disabilities.

Sexual harassment:

The Sexual Harassment at Workplace allows employers to protect their employees, especially women at workplace against any incidence of sexual harassment. In fact, as per the law, all incidents of sexual harassment whether – big or small require employers or managers to respond quickly and appropriately. So, next time if someone tries to cross the line, don't hesitate from complaining because of his/her position in the company.

a. **The Sexual Harassment of Women at Workplace (Prevention, Prohibition And Redressal) Act 2013**

Sexual harassment is the most egregious form of discrimination against women. In recognition of this, The Sexual Harassment of Women at Workplace (Prevention, Prohibition And Redressal) Act 2013 ("PoSH Act") empowers the Internal Complaints Committee to recommend a compensatory sum to be deducted from the wages of the perpetrator and provided to the victim.

Bullying:

Bullying is an ongoing and deliberate misuse of power in relationships through repeated verbal, physical and / or social behaviour that intend to cause mental or physical harm.

Some of the sections they may be found guilty under are:

Punishment for criminal intimidation

a. Criminal intimidation occurs when a person threatens another individual to injury to body, reputation or property, and in turn coerces

him/her to do an illegal act or something that he/she would not normally do.

b. Causing hurt and grievous hurt and the punishments for the same, etc. In cases resulting in the death of the victim of bullying or ragging, almost every serious case of ragging involves causing hurt of some kind to another person voluntarily and in full knowledge of his/her actions. Many juniors across medical, engineering and other colleges have to face physical abuse and sometimes have to endure for long periods of time.

c. The sections of the IPC dealing with culpable homicide, Culpable Homicide is one of the most serious crimes under which a ragging case can be booked.

d. Abetment of suicide may apply. This is also a common section under which ragging offenders are charged. Many students from around the country are driven to committing suicide because they are exposed to such serious forms of violent and abusive behaviour by their seniors in college.

Work Routine

The first few hours of the work day can have a significant effect on your level of productivity over the following hours of work, therefore it is important to have a work routine that sets you up for success. Having a good start to the day where you have greater control is critical in achieving better results and ultimately greater career success.

1. **Setting Priorities:**
The first hour of the work day is the best time to assess priorities and to focus on what you absolutely need to accomplish, Kerr says. "Too many people get distracted in the morning with unimportant activities such as diving right into their swamp of e-mail, when there may be a whole host of more important issues that needs attention." Make a to-do list, or update the one you made the previous day, and try to stick to it

2. **Complete Task:**
Allocating a finite time period to tasks help you complete them on time. It also helps you to manage your workload in the most effective way. When you have time-boxed tasks, your brain gets overloaded to follow the structure and accomplish those activities within the desired time-frame. Thus, you can easily deliver work on time if you have managed your time well.

Discuss the skill required for achieving goals.

A. Fill in the Blanks

1. _____ are the abilities that allow an individual to better understand complex scenarios and develop creative solutions.
2. _____ is aimed to prevent gender-based discrimination in the workplace.
3. Work routine have a significant effect on your _____.
4. Discrimination against or profiling of individuals can occur at two stages namely; _____ and _____.

The Equal Remuneration Act; Pre-recruitment; Post-recruitment; Conceptual skills; Level of productivity

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B. Multiple Choice Questions

5. Communication skills involve
a) Listening
b) Speaking
c) Observing
d) Empathising
e) All of the above

6. Which skill makes it easier to understand abstract or complicated ideas

a) Effectiveness skills
b) Conceptual skills
c) Interpersonal skills
d) Communication skills
e) None of the above

CHECKLIST FOR ASSESSMENT ACTIVITY

Part A

Use the following checklist to see if you have met all the requirements for Assessment Activity.

☐ Set a daily routine for yourself

Part B

Discuss the following in Class Room:

☐ The various Legal requirements at Workplace.