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Introduction

What is Retail?

The Business Model

The Key Functions

Keys to Success

Measuring Performance

Careers in Retail

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Intro

Agenda

What is Store Operations?

Strategy Formulation

OPS Role In Corporate Strategy
Important Aspects of Store Operations
Day To Day Checklist!
Responsibilities of A Store Manager
Customer Segments
Customer Segment - Men
Customer Segment - Older Shoppers
Customer Segment - Children
Conclusion

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Q1. Tell me about yourself?

Q2. Why do you want to work for our company as a Retail Manager?

Q3. How would you lead an underperforming team to be a successful one?

Q4. What would you do in the role of Retail Manager to help increase sales?

Q5. What are your strengths and weaknesses?

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Intro

Open To Buy Formula

Open To Buy Process

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Agenda

What is Merchandising?

Facts About Merchandising
Merchandising Philosophy
Product Merchandising
Merchandising Management
Hierarchy
Role of a Merchandiser Manager
Types Of Merchandise
Planning Process
Steps of Planning
Factors To Consider Before Planning Merchandise Quality
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Benefits of Category Management
Category Management Process
Define Category
Defining Category Role
Category Mix Planning
Implementation of Plan
Category Review
Conclusion
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Intro
Meaning
A Typical Retail Supply Chain
Components of Retail Supply Chain
Features of a Supply Chain
Factors influencing RSC
Store Staff - Last & Vital Link
Benefits of Efficient Supply Chain
Conclusion
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Porter's 5 Force Model
Evolution of Indian Retail Industry
Key Success Factors For The Retail Industry
Risk Factors in Retail
Opportunities for Retail Industry
Conclusion
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Introduction

Course Agenda in Top 10 Essential Skills in Retail Management

Display Leadership

Interpersonal Skills

Commercial Awareness

Stakeholder Management

Problem Solving

Decision Making

Multitasking

Ability to Influence and Motivate

Good Time Management

Planning and Organising

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Introduction

Agenda

Visual Merchandising

Visual Merchandising Importance

Scope of Visual Merchandising

Store Layout

Interior Display

Factors influencing Visual Merchandising

Key Aspects of Visual Merchandising

Features of a Good Display

Staff Responsibilities

Business Impact

Summary

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Introduction

Agenda

Brief Understanding

Product

Pricing

Place

Promotion

Physical Evidence

People

Process

Concerns

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