RASCI
Retailers Association's
Skill Council of India

What are Occupational Standards (OS)?

➢ OS describe what individuals need to do, know and understand in order to carry out a particular job role or function

➢ OS are performance standards that individuals must achieve when carrying out functions in the workplace, together with specifications of the underpinning knowledge and understanding

Contents
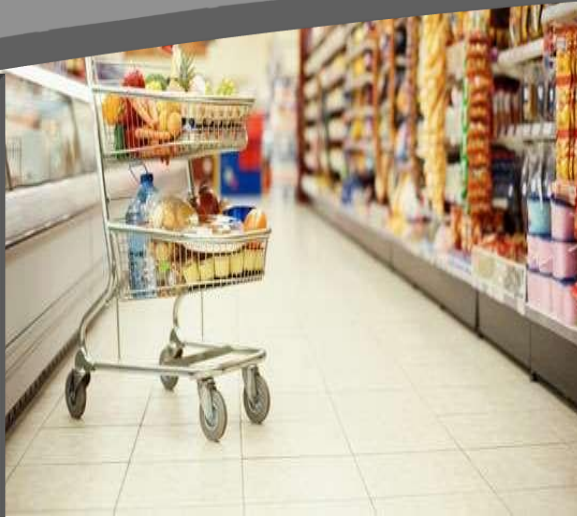
Introduction

Qualifications Pack – Retail Trainee Associate

SECTOR: RETAIL

SUB-SECTOR: Retail Operations

OCCUPATION: Store Operations

REFERENCE ID: RAS/Q0103

ALIGNED TO: NCO-2015/5223.0105

Brief Job Description: Individuals in this position display merchandise and interact with customers to understand their needs to service them with sales of relevant product offerings whilst working cordially within the team and retail organisation.

Personal Attributes: The individual needs to be physically fit to withstand working in a retail environment whilst being customer responsive. He/she would need good interpersonal and listening skills.

Job Details

Qualifications Pack Code	RAS/Q0103		
Job Role	Retail Trainee Associate		
Credits(NSQF)	TBD	Version number	1.0
Sector	Retail	Drafted on	20/04/13
Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21
NSQC Clearance on	19 / 05 / 2015		

Job Role	Retail Trainee Associate
Role Description	Individuals in this position display merchandise and interact with customers to understand their needs to service them with sales of relevant product offerings whilst working cordially within the team and retail organisation.
NSQF level	3
Minimum Educational Qualifications	10th Standard Pass
Maximum Educational Qualifications	Not applicable
Prerequisite License or Training	Not applicable
Minimum Job Entry Age	18 years
Experience	0-1 Year in similar position (not mandatory)
Applicable National Occupational Standards (NOS)	**Compulsory:** 1. RAS/N0105 To display stock to promote sales 2. RAS/N0106 To plan and prepare visual merchandising displays 3. RAS/N0107 To dress visual merchandising displays 4. RAS/N0108 To dismantle and store visual merchandising displays 5. RAS/N0109 To prepare products for sale 6. RAS/N0118 To promote loyalty schemes to customers 7. RAS/N0119 To keep the store secure 8. RAS/N0121 To maintain health and safety 9. RAS/N0123 To keep the store clean and hygienic 10. RAS/N0124 To provide information and advice to customers 11. RAS/N0130 To create a positive image of self & organisation in the customers mind 12. RAS/N0137 To work effectively in a Retail team
Performance Criteria	As described in the relevant OS units

Keywords /Terms	Description
Core / Generic Skills	Core Skills or Generic Skills are a group of skills that are essential to perform activities and tasks defined for the job role.
National Occupational Standards	NOS are Occupational Standards which have been endorsed and agreed to by the Industry Leaders for various roles.
Description	Description is a short summary of the relevant content
Job Role	Job role defines a unique set of functions that together form a unique employment opportunity in an organization
Knowledge & Understanding	Knowledge and Understanding are statements which together specify the technical, generic, professional and organizational specific knowledge that an individual needs in order to perform to the required standard
Occupation	Occupation is a set of job roles, which perform similar/related set of functions in an industry
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the knowledge and understanding they need to meet that standard consistently. They are applicable in the Indian and global context.
Organisational Context	Organisational Context includes the way the organization is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility
Performance Criteria	Performance Criteria are statements that together specify the standard of performance required when carrying out a task
Qualification Pack	Qualifications Pack comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A Qualifications Pack is assigned a unique qualification pack code.
Qualification Pack Code	Qualifications Pack Code is a unique reference code that identifies a qualifications pack.
Scope	Scope is the set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on the quality of performance required.
Sector	Sector is a conglomeration of different business operations having similar businesses and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests
Technical Knowledge	Technical Knowledge is the specialized knowledge needed to accomplish specific designated responsibilities.

Keywords /Terms	Description
Ops	Operations
POS	Point of Sale
EDC Terminal	Electronic Data Capture Terminal (Card Swipe Machine)
SOP	Standard Operating Process

Definitions

Acronyms

-- ----------

National Occupational Standard

Overview

This NOS covers the skills and knowledge for an individual to display stock to promote sales.

RASCI
Retailers Association's
Skill Council of India

NOS
National Occupational Standards

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

RAS/N0105   **To display stock to promote sales**

National Occupational Standard		
Unit Code	**RAS/N0105**	
Unit Title (Task)	**To display stock to promote sales**	
Description	This OS describes the skills and knowledge required to effectively display stock to promote sales.	
Scope	This unit applies to individuals who display stock to promote sales in retail operations. • Prepare display areas and goods in a retail store • Set up and dismantle displays in a retail store • Label displays of stock in a retail store The role may be performed in a range of Retail Operations • Department Store • Supermarket • Specialty Store • Fresh Food stores • Quick Service Food Stores	

Performance Criteria(PC) w.r.t. the Scope		
Element	**Performance Criteria**	
Prepare display areas and goods in a retail store	To be competent, the user/individual on the job must be able to: PC1. identify the need for the display in relation to stock, space, position of the display and dates. PC2. check that the display area is the right size and report any concerns promptly. PC3. gather the materials, equipment and stock he/she need for the display and check that they are clean, safe and in good working order. PC4. follow company procedures for clearing, cleaning and preparing the display area before use.	
Set up and dismantle displays in a retail store	PC5. set up and dismantle the display safely, in line with plans and within the time allowed. PC6. check that the display is clean, tidy and safe for use. PC7. check that the display has the required levels of stock. PC8. clean and store equipment and excess materials; get rid of waste safely, correctly and promptly.	
Label displays of stock in a retail store	PC9. check requirements for labelling stock. PC10. check whether the information on the label is clear, accurate and legal before starting to label stock. PC11. report promptly any information on labels that may need change. PC12. attach the right labels to the right products. PC13. position labels so that they are securely fastened and customers can see them clearly. PC14. complete labelling within the time allowed.	

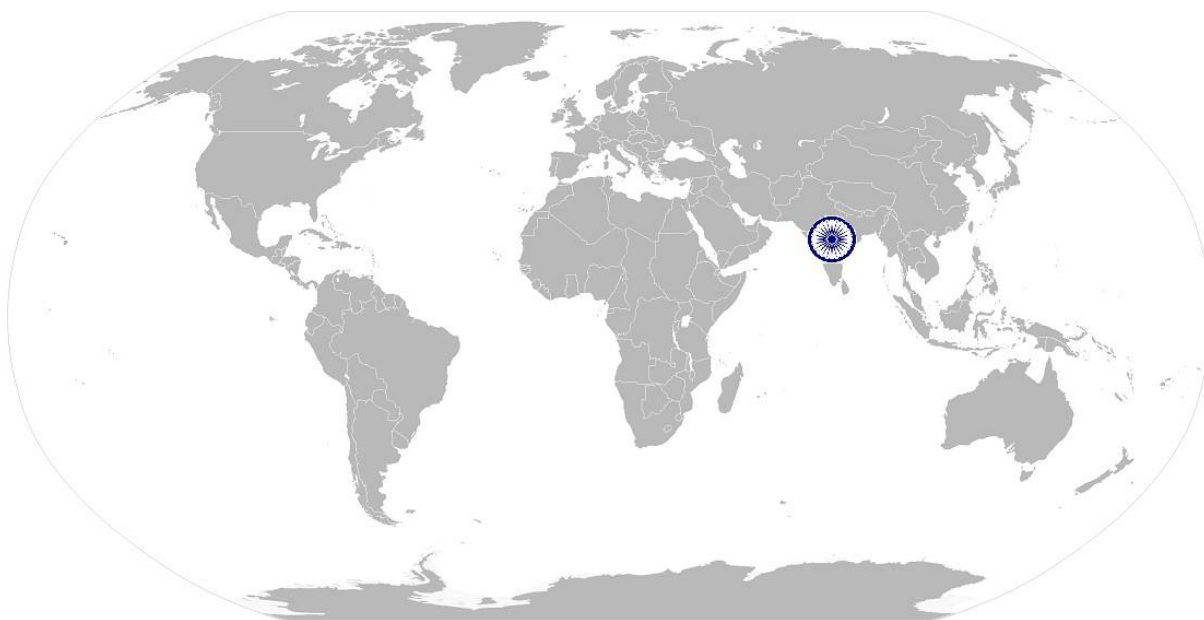**RAS/N0105**   **To display stock to promote sales**

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. setting up displays as per the health, safety and environmental standards. KA2. following store procedures for display requirements for stock, space, position of the display & dates. KA3. meeting Legal or Statutory requirements.
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. cleaning and storing materials and equipment used in displays and getting rid of waste safely KB2. using labelling materials and equipment efficiently and effectively
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.
	Reading Skills
	The user/individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.
	Oral Communication (Listening and Speaking skills)
	The user/individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.
B. Professional Skills	**Decision Making**
	The user/individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	Customer Centricity
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.

RAS/N0105   **To display stock to promote sales**

	Problem Solving
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.
	Analytical Thinking
	NA
	Critical Thinking
	NA

NOS Version Control

NOS Code	RAS/N0105		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21
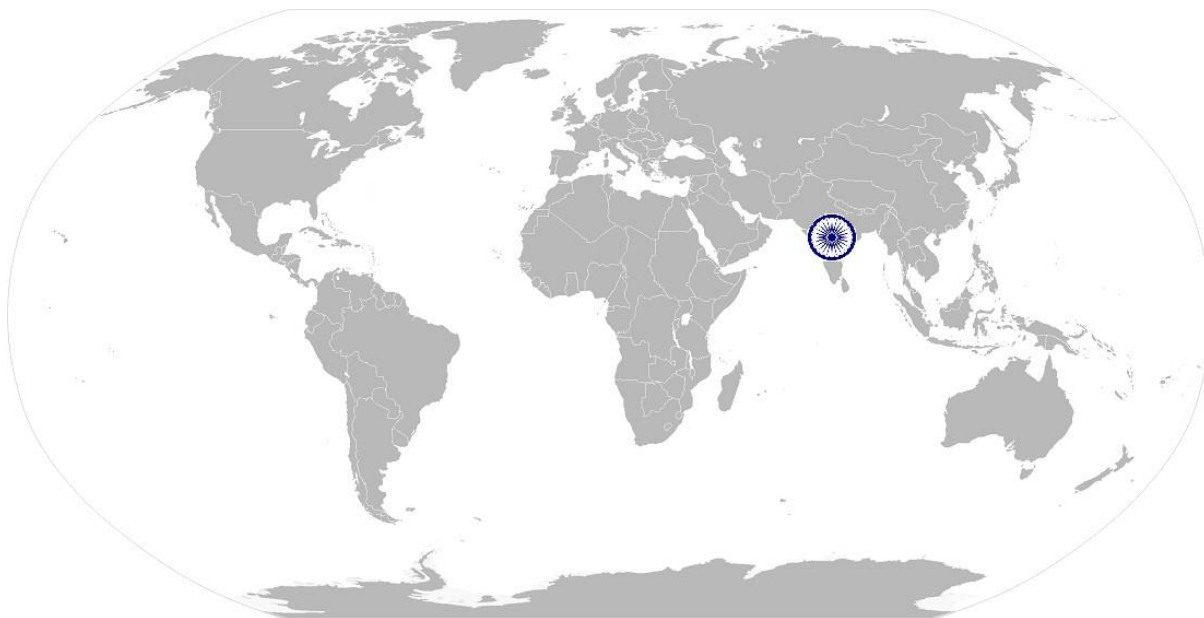
National Occupational Standard
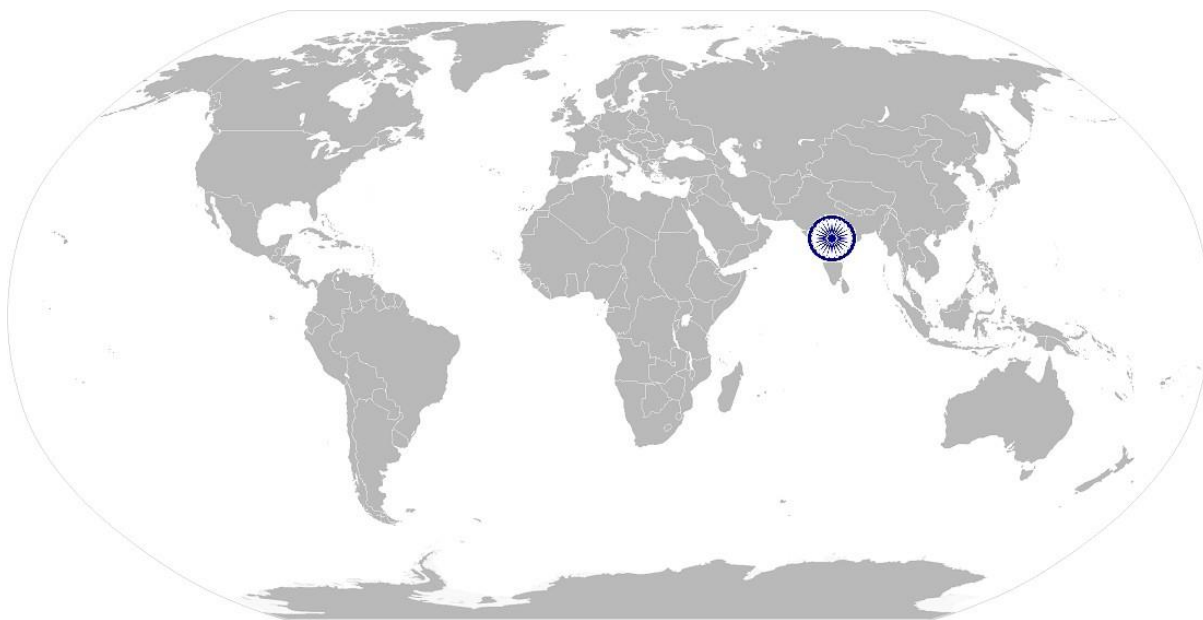
Overview

This NOS covers the skills and knowledge for an individual to plan and prepare visual merchandising displays.

RAS/N0106   **To plan and prepare visual merchandising displays**

Unit Code	RAS/N0106
Unit Title (Task)	To plan and prepare visual merchandising displays
Description	This OS describes the skills and knowledge required to effectively plan and prepare visual merchandising displays
Scope	This unit applies to individuals to plan and prepare visual merchandising displays in retail operations. • Interpret design briefs for retail displays • Get hold of merchandise and props to be featured in retail displays The role may be performed in a range of Retail Operations • Department Store • Supermarket • Specialty Store • Fresh Food stores • Quick Service Food Stores

Performance Criteria(PC) w.r.t. the Scope

Element	Performance Criteria
Interpret design briefs for retail displays	To be competent, the user/individual on the job must be able to: PC1. identify the purpose, content and style of the display. PC2. identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it. PC3. evaluate whether the place to put the display is likely to fulfil the design brief. PC4. create new and effective ways of improving the visual effect, within his/her limits of design brief, company's visual design policies and authority.
Get hold of merchandise and props to be featured in retail displays	PC5. confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention. PC6. identify other merchandise and props when those originally specified are not available or not suitable, and agree the selections with the right person. PC7. verify arrangements for delivery of merchandise & props with the right people, allowing enough time for deliveries to arrive before display must be installed. PC8. check the progress of deliveries and take suitable action if delays seem likely. PC9. update stock records to account for merchandise on display.

Knowledge and Understanding (K)

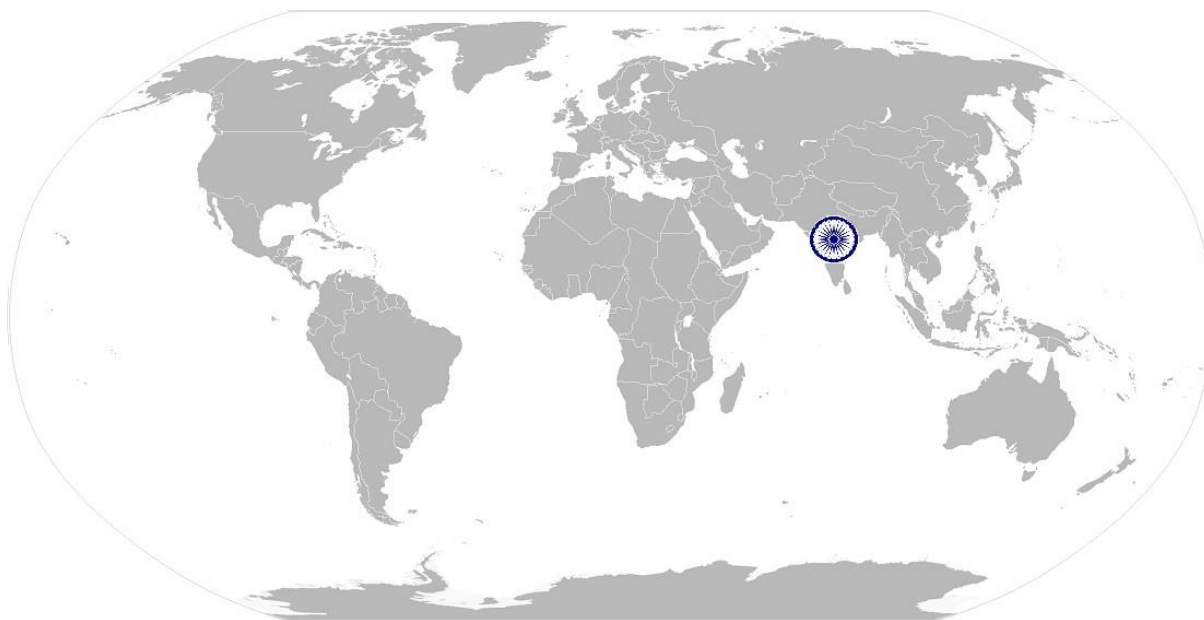| A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. role of displays in marketing, promotional and sales campaigns and activities. KA2. importance and content of the design brief. KA3. the design brief to identify what you need for the display.

RAS/N0106   **To plan and prepare visual merchandising displays**

	KA4. the company policies for visual design.
	KA5. the role of displays in marketing, promotional and sales campaigns and activities.
	KA6. using the design brief to identify what you need for the display.
	KA7. merchandiser or buyer who needs to be consulted about merchandise and props.
	KA8. arranging delivery of merchandise and monitor the progress of deliveries.
	KA9. updating stock records to account for merchandise on display.
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. different approaches to designing displays for different types of merchandise, and why these are effective . KB2. evaluating the potential places to put the display as per the design brief. KB3. light, colour, texture, shape and dimension combined to achieve the effects. KB4. assessing the potential of places for displays to meet the design brief.
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.
B. Professional Skills	**Decision Making**
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines
	Customer Centricity

	The user/ individual on the job needs to know and understand how to:
	SB3. build relationships with internal and external customers.
	Problem Solving
	The user/ individual on the job needs to know and understand how to:
	SB4. respond to breakdowns and malfunction of equipment.
	SB5. respond to unsafe and hazardous working conditions.
	SB6. respond to security breaches.
	Analytical Thinking
	NA
	Critical Thinking
	NA

NOS Version Control

NOS Code	RAS/N0106		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21
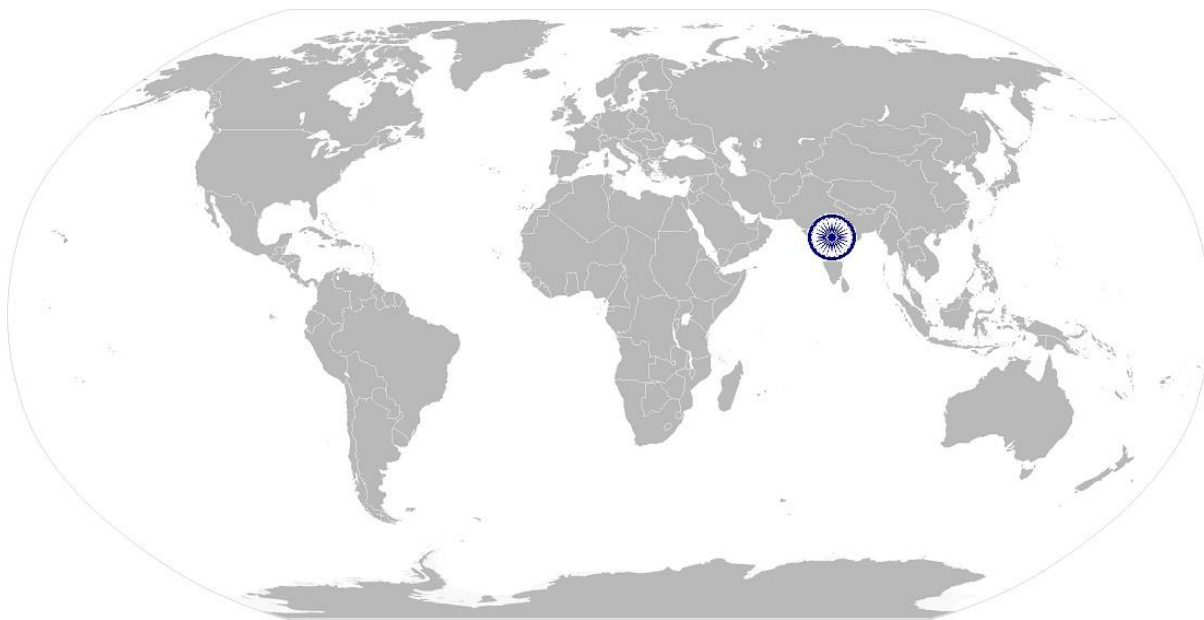
National Occupational Standard
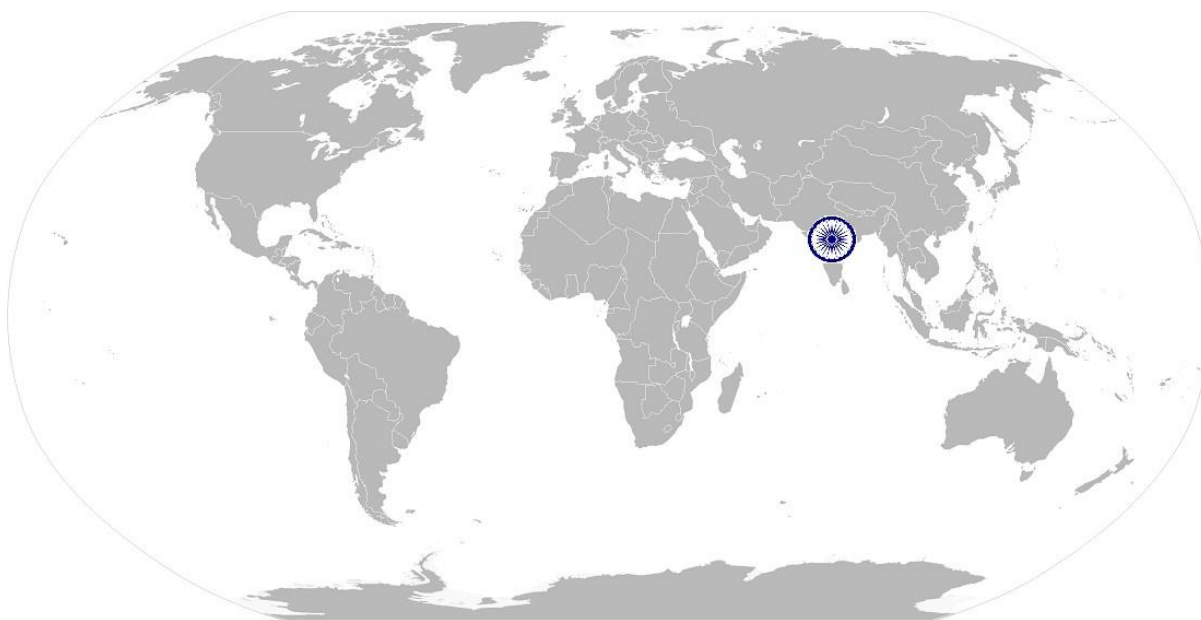
Overview

This NOS covers the skills and knowledge for an individual to dress visual merchandising displays.

RAS/N0107   **To dress visual merchandising displays**

<table>
<tr><td>Unit Code</td><td>RAS/N0107</td></tr>
<tr><td>Unit Title
(Task)</td><td>To dress visual merchandising displays</td></tr>
<tr><td>Description</td><td>This OS describes the skills and knowledge required to effectively dress visual merchandising displays.</td></tr>
<tr><td>Scope</td><td>This unit applies to individuals to dress visual merchandising displays in retail operations.
• Dress in-store displays based on guidelines
• Dress window displays based on guidelines
• Evaluate and improve retail displays

The role may be performed in a range of Retail Operations
• Department Store
• Supermarket
• Specialty Store
• Fresh Food stores
• Quick Service Food Stores</td></tr>
</table>

Performance Criteria(PC) w.r.t. the Scope

Element	Performance Criteria
Dress in-store displays based on guidelines	To be competent, the user/individual on the job must be able to: PC1. use the design brief to identify the focal points of the display. PC2. choose shapes, colours and groupings that are suited to the purpose and style of the display. PC3. create displays that achieve the required visual effect and are consistent with the company's visual design policy. PC4. position merchandise, graphics and signs in ways that promote sales. PC5. check that lighting is installed in line with the design brief. PC6. check that the finished display meets health and safety guidelines and legal requirements.
Dress window displays based on guidelines	PC7. position merchandise, graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need. PC8. group merchandise appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the design brief. PC9. make sure that lighting is installed in line with lighting requirements.
Evaluate and improve retail displays	PC10. check that all the parts of the display are suitable for the purpose of the display and meet requirements. PC11. check that the display meets requirements for easy access, safety and security. PC12. identify safety and security risks to the display and choose suitable ways of reducing risks. PC13. consider how the display looks from all the directions from which customers will approach it.

	PC14. encourage colleagues to provide constructive comments about the display. PC15. promptly make any adjustments that he/she is authorised to make and that are needed to achieve the visual effect and to make the display safe and secure. PC16. regularly check the display's visual effect. PC17. promptly report to the right person any problems and risks that he/she is not responsible for sorting out himself/herself.
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. creating and using focal points within a display. KA2. putting together merchandising displays for use inside the store. KA3. dressing mannequins, busts and other props. KA4. displaying different types of merchandise. KA5. choosing a suitable type of grouping. KA6. using different types, directions and levels of light to create atmosphere. KA7. achieving add-on sales and why this is important. KA8. installing creative displays and awareness of trends. KA9. different approaches to displaying merchandise and choosing the best approach. KA10. props, prototypes, dressings and fixtures creating visual effects. KA11. health and safety guidelines for displays. KA12. identifying the selling features of merchandise to be used in displays. KA13. lighting window displays and who in your store is responsible for installing lighting. KA14. the legal requirements which apply to pricing and ticketing. KA15. the company's visual design and merchandising policies. KA16. reporting arrangements for sorting out problems and reducing risks.
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. evaluating the visual effect of displays. KB2. making adjustments and improvements to displays. KB3. using scale when creating visual effects. KB4. dressing techniques for different types of merchandise. KB5. different purposes of displays and their use in visual merchandising. KB6. choosing and combining dimension, shape, colour, texture and lighting to create the visual effect you need from a display.
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.

RASCI
Retailers Association's
Skill Council of India

NOS
National Occupational Standards

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

RAS/N0107   **To dress visual merchandising displays**

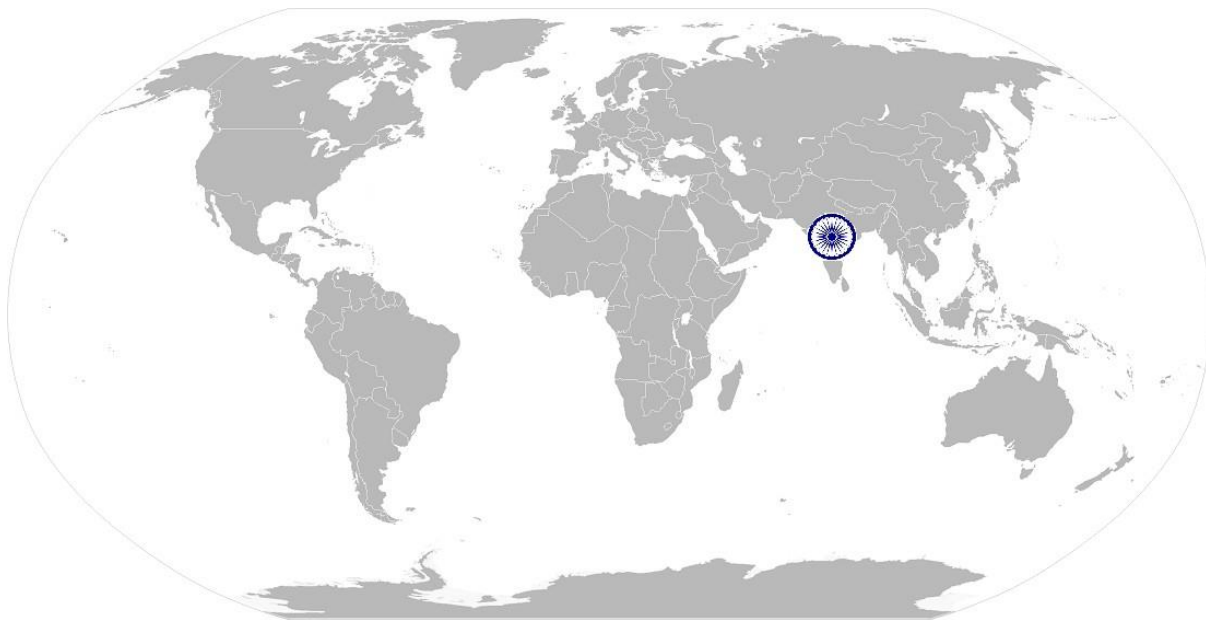|	
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.
B. Professional Skills	**Decision Making**
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines
	Customer Centricity
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	Problem Solving
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.
	Analytical Thinking
	NA
	Critical Thinking
	NA

NOS Version Control

NOS Code			RAS/N0107	
Credits (NSQF)	TBD	Version number	1.0	
Industry	Retail	Drafted on	20/04/13	
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17	
Occupation	Store Operations	Next review date	26/07/21	

National Occupational Standard

Overview

This NOS covers the skills and knowledge for an individual to dismantle and store visual merchandising displays.

RAS/N0108   **To dismantle and store visual merchandising displays**

National Occupational Standard

Unit Code	RAS/N0108
Unit Title (Task)	**To dismantle and store visual merchandising displays**
Description	This OS describes the skills and knowledge required to effectively dismantle and store visual merchandising displays.
Scope	This unit applies to individuals who dismantle and store visual merchandising displays in retail operations. • Dismantle retail displays • Store equipment, props and graphics for retail displays The role may be performed in a range of Retail Operations • Department Store • Supermarket • Specialty Store • Fresh Food stores • Quick Service Food Stores

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Dismantle retail displays	To be competent, the user/individual on the job must be able to: PC1. dismantle displays safely. PC2. protect the parts of the display from being damaged during dismantling. PC3. return the parts of the display to the appropriate places promptly and, if needed, in a saleable condition. PC4. get rid of unwanted materials safely and keep accurate records of this if needed. PC5. clean display sites and parts using safe and approved cleaning materials and equipment.
Store equipment, props and graphics for retail displays	PC6. work out accurately the storage space required. PC7. identify the protective packaging he/she needs and the security measures that need to be in place. PC8. store items in suitable places and with clear and accurate labels. PC9. keep accurate and up-to-date records of items in storage. PC10. identify damaged items, missing items and dangers and risks to health and safety, and report these promptly to the right person. PC11. check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them.

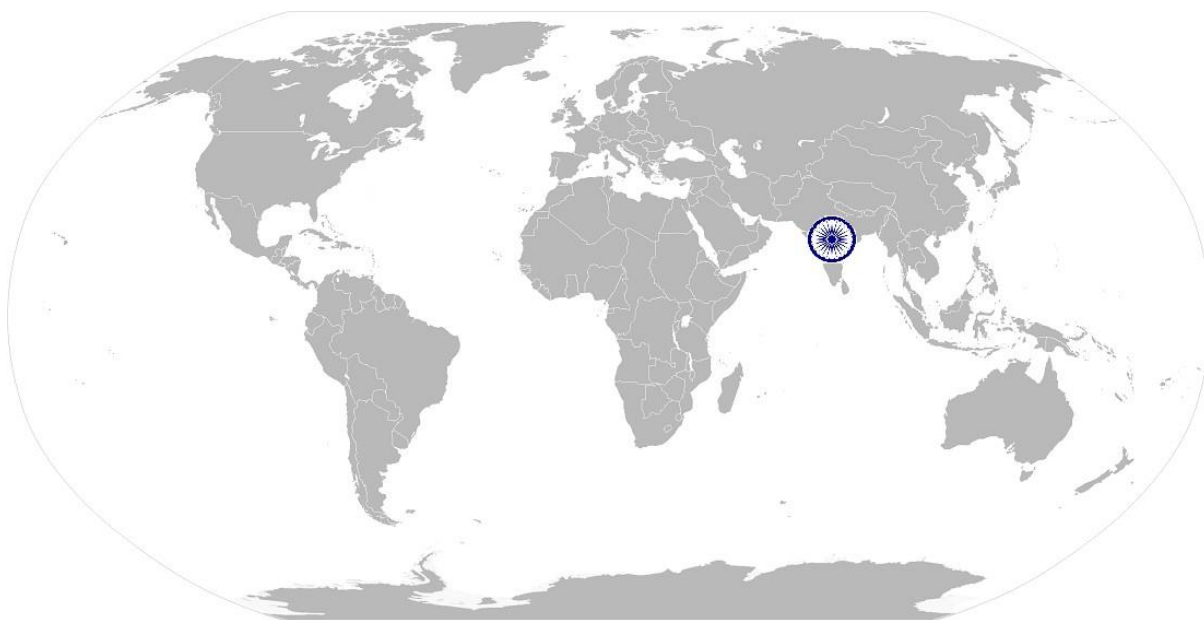| **Knowledge and Understanding (K)**	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. dismantling displays safely. KA2. protecting the parts of displays from being damaged during dismantling. KA3. identifying unwanted materials and how to get rid of them safely. KA4. where to return the parts of display to. KA5. identifying safe and approved cleaning materials and equipment to use.

	KA6. working out the storage space needed.
	KA7. identifying requirements for protective packaging and security measures.
	KA8. labelling items accurately.
	KA9. keeping records of items and where to store them.
	KA10. items that need to be stored.
	KA11. dangers and risks to health, safety and security in relation to storage facilities and stored items.
	KA12. reporting dangers and risks to the concerned.
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. techniques for cleaning display sites and parts safely and thoroughly. KB2. checking the condition of items. KB3. dealing with items that need repair. KB4. store items securely.
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.
B. Professional Skills	**Decision Making**
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	Customer Centricity
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	Problem Solving

RAS/N0108   **To dismantle and store visual merchandising displays**

	The user/ individual on the job needs to know and understand how to:
	SB4. respond to breakdowns and malfunction of equipment.
	SB5. respond to unsafe and hazardous working conditions.
	SB6. respond to security breaches.
	Analytical Thinking
	NA
	Critical Thinking
	NA

<u>NOS Version Control</u>

NOS Code	RAS/N0108		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21
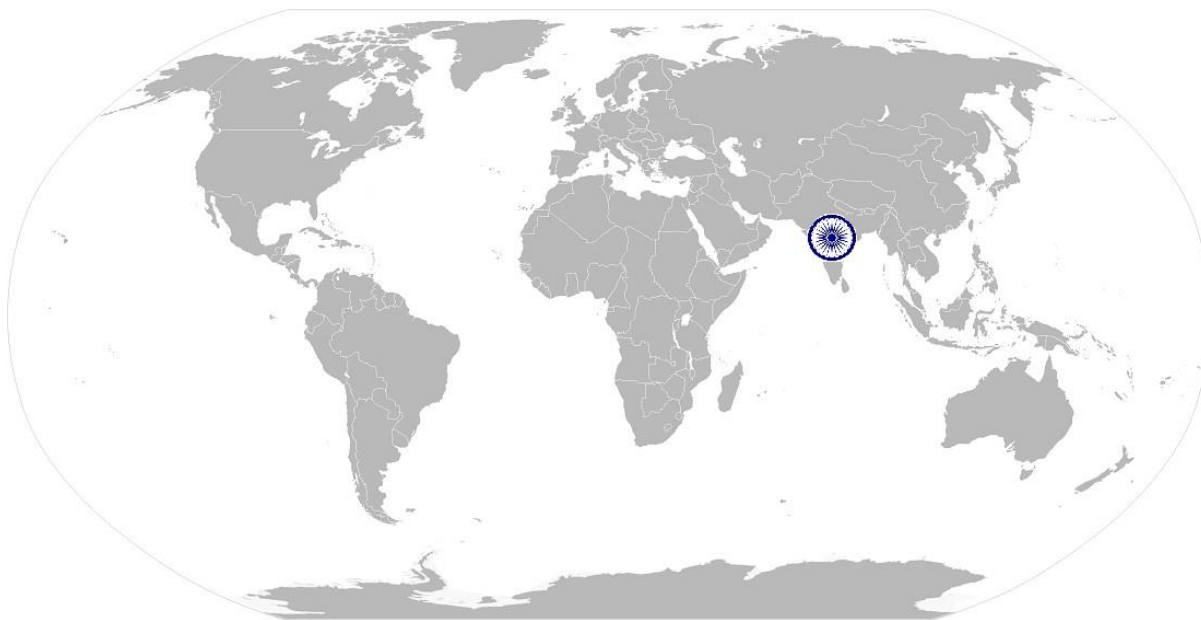
National Occupational Standard
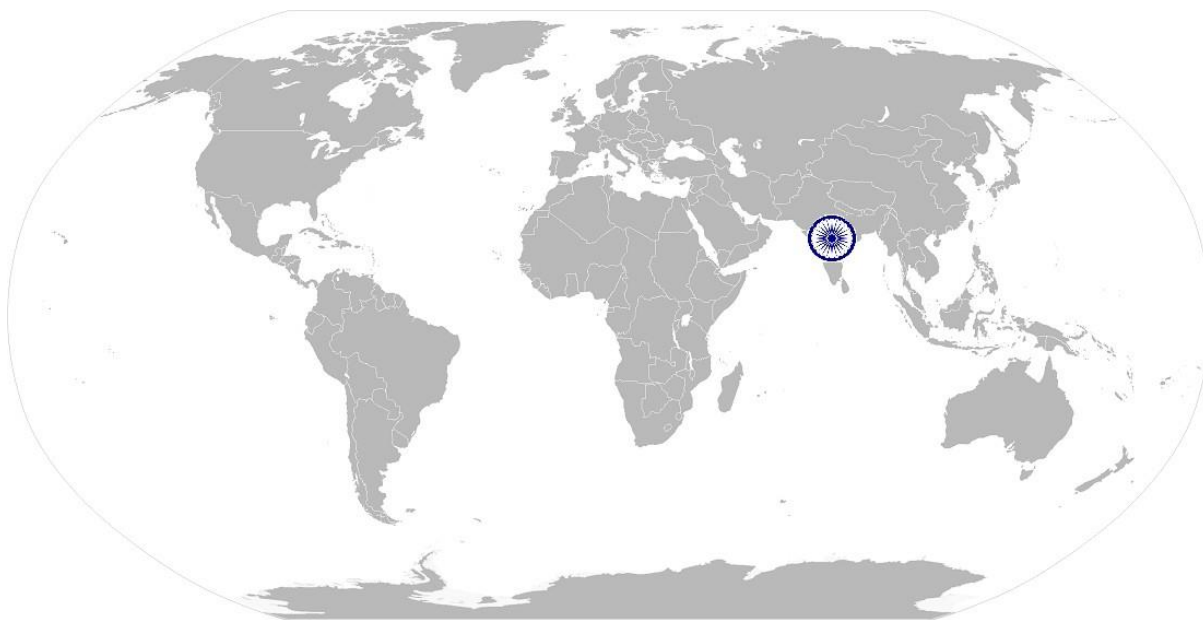
Overview

This NOS covers the skills and knowledge for an individual to prepare products for sale.

RAS/N0109   **To prepare products for sale**

Unit Code	RAS/N0109
Unit Title (Task)	**To prepare products for sale**
Description	This OS describes the skills and knowledge required to effectively prepare products for sale.
Scope	This unit applies to individuals to prepare products for sale in retail operations. • Prepare products for selling to customers The role may be performed in a range of Retail Operations • Department Store • Supermarket • Specialty Store • Fresh Food stores • Quick Service Food Stores

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Prepare products for selling to customers	To be competent, the user/individual on the job must be able to: PC1. check that all expected items and parts of the product are in the package. PC2. remove all unwanted packaging and safely get rid of waste. PC3. gather the tools he/she needs for putting products together. PC4. use safe work methods and follow manufacturers' instructions when putting products together. PC5. check that products have been assembled correctly and can be used safely. PC6. ask the right person for help when products are proving difficult to put together. PC7. check regularly that products on display are in a satisfactory condition. PC8. promptly remove damaged products from display and follow company procedures for dealing with them.

Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. products he/she is responsible for preparing for sale. KA2. where to put products together and where to put them once they are assembled. KA3. working safely when putting products together for sale. KA4. checking that products have been correctly put together and are safe to display. KA5. whom to approach for help when products are proving difficult to put together. KA6. company quality standards for products on display.
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. checking the condition of products on display. KB2. dealing with products that are damaged. KB3. tools to be used to put products together. KB4. getting rid of unwanted packaging and waste.

RASCI
Retailers Association's
Skill Council of India

NOS
National Occupational Standards

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

NSDC
National Skill Development Corporation
Transforming the skill landscape

RAS/N0109   **To prepare products for sale**

Skills (S)		
A. Core Skills/ Generic Skills	**Writing Skills**	
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.	
	Reading Skills	
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.	
	Oral Communication (Listening and Speaking skills)	
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.	
B. Professional Skills	**Decision Making**	
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.	
	Plan and Organize	
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.	
	Customer Centricity	
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.	
	Problem Solving	
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches	
	Analytical Thinking	
	NA	
	Critical Thinking	
	NA	

NOS Version Control

NOS Code	RAS/N0109		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21
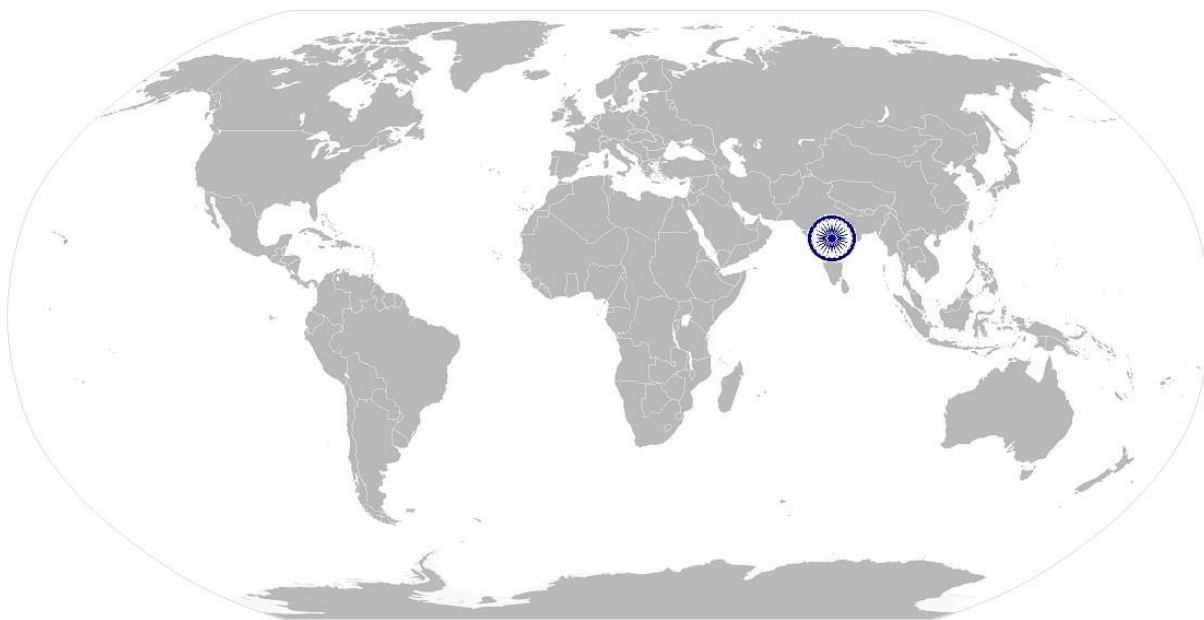
National Occupational Standard
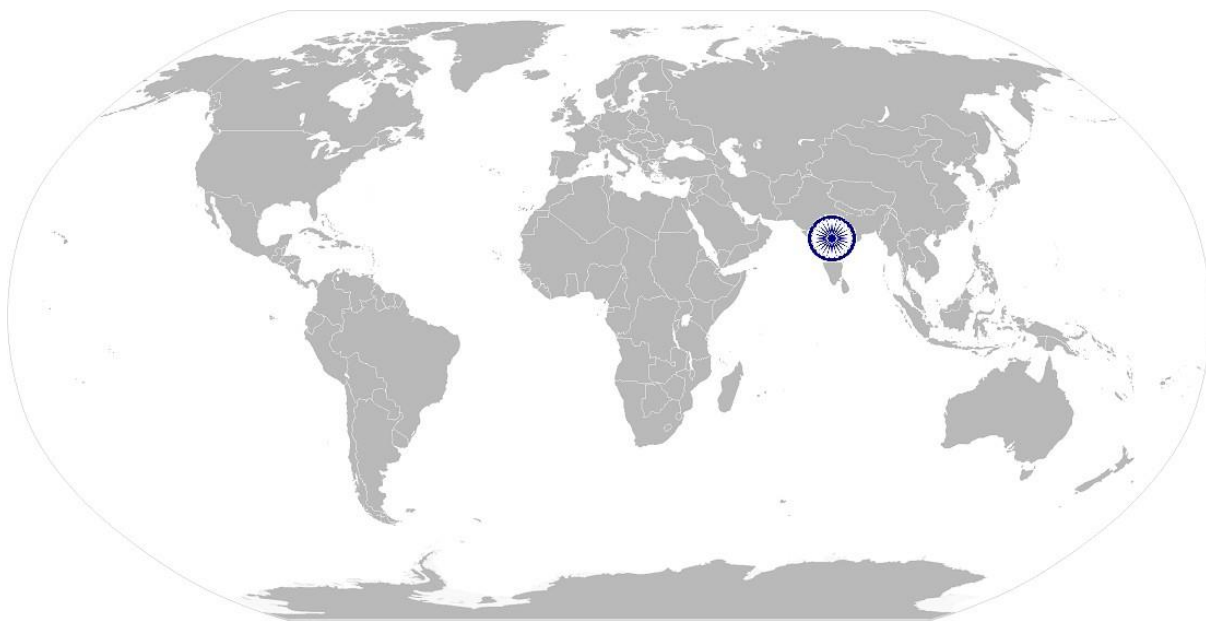
Overview

This NOS covers the skills and knowledge for an individual to promote loyalty schemes to customers.

RASCI
Retailers Association's
Skill Council of India

NOS
National Occupational Standards

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

RAS/N0118   **To promote loyalty schemes to customers**

National Occupational Standard

Unit Code	RAS/N0118
Unit Title (Task)	To promote loyalty schemes to customers
Description	This OS describes the skills and knowledge required to promote loyalty schemes to customers.
Scope	This unit applies to individuals to promote loyalty schemes to customers in retail operations. • Explain to customers the features and benefits of the loyalty scheme • Gain customer commitment to the loyalty scheme The role may be performed in a range of Retail Operations • Department Store • Supermarket • Specialty Store • Fresh Food stores • Quick Service Food Stores

Performance Criteria(PC) w.r.t. the Scope

Element	Performance Criteria
Explain to customers the features and benefits of the loyalty scheme	To be competent, the user/individual on the job must be able to: PC1. take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining. PC2. explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme. PC3. respond positively to any questions or objections that the customer raises. PC4. provide relevant information to the customer to help them decide whether to join the scheme. PC5. treat the customer politely at all times and in a way that promotes goodwill.
Gain customer commitment to the loyalty scheme	PC6. recognise accurately when customers are interested in joining the scheme. PC7. take opportunities to ask customers who are showing signs of interest to sign up for the scheme. PC8. fill in the membership application accurately with the customer, using the information they provide. PC9. give the customer proof of their membership. PC10. check with the customer that their details, as shown on the membership documentation, are correct. PC11. give application forms to customers who show interest but are not willing to join the scheme then and there.

Knowledge and Understanding (K)

| A. Organizational Context (Knowledge of the company / | The user/individual on the job needs to know and understand:
KA1. features and benefits of the company's loyalty scheme.
KA2. sources of information about the scheme that you can use or tell the customer about.
KA3. loyalty schemes that are important in achieving the company's |

organization and its processes)	commercial aims.
	KA4. specific offers currently available to scheme members.
	KA5. gaining customer's attention and interest.
	KA6. using suitable questions to gain information about the customer and their interest in joining the scheme.
	KA7. dealing with frequently raised questions and objections in relation to the scheme.
	KA8. recognising signals that customers are interested in joining the loyalty scheme.
	KA9. asking customers to sign up for scheme in a way that encourages them to co-operate willingly.
	KA10. the layout of the membership application form, the questions it asks, and how to fill in the form accurately.
	KA11. the proof of membership the company provides.
	KA12. correcting or replacing incorrect proof of membership.
B. Technical Knowledge	The user/individual on the job needs to know and understand:
	KB1. financial benefit accrued by a customer through loyalty schemes.
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to:
	SA1. complete documentation accurately.
	SA2. write simple reports when required.
	Reading Skills
	The user/ individual on the job needs to know and understand how to:
	SA3. read information accurately.
	SA4. read and interpret data sheets.
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to:
	SA5. follow instructions accurately.
	SA6. use gestures or simple words to communicate where language barriers exist.
	SA7. use questioning to minimise misunderstandings.
	SA8. display courteous and helpful behaviour at all times.
B. Professional Skills	**Decision Making**
	The user/ individual on the job needs to know and understand how to:
	SB1. make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	The user/ individual on the job needs to know and understand how to:
	SB2. plan and schedule routines.

RAS/N0118   **To promote loyalty schemes to customers**

	Customer Centricity
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	Problem Solving

	The user/ individual on the job needs to know and understand how to:
	   SB4. respond to breakdowns and malfunction of equipment.
	   SB5. respond to unsafe and hazardous working conditions.
	   SB6. respond to security breaches.

	Analytical Thinking
	The user/ individual on the job needs to know and understand how to: SB7. determine impact of the loyalty schemes to the benefit of the company.
	Critical Thinking
	NA

NOS Version Control

NOS Code		RAS/N0118	
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21

--- ----------

National Occupational Standard

Overview
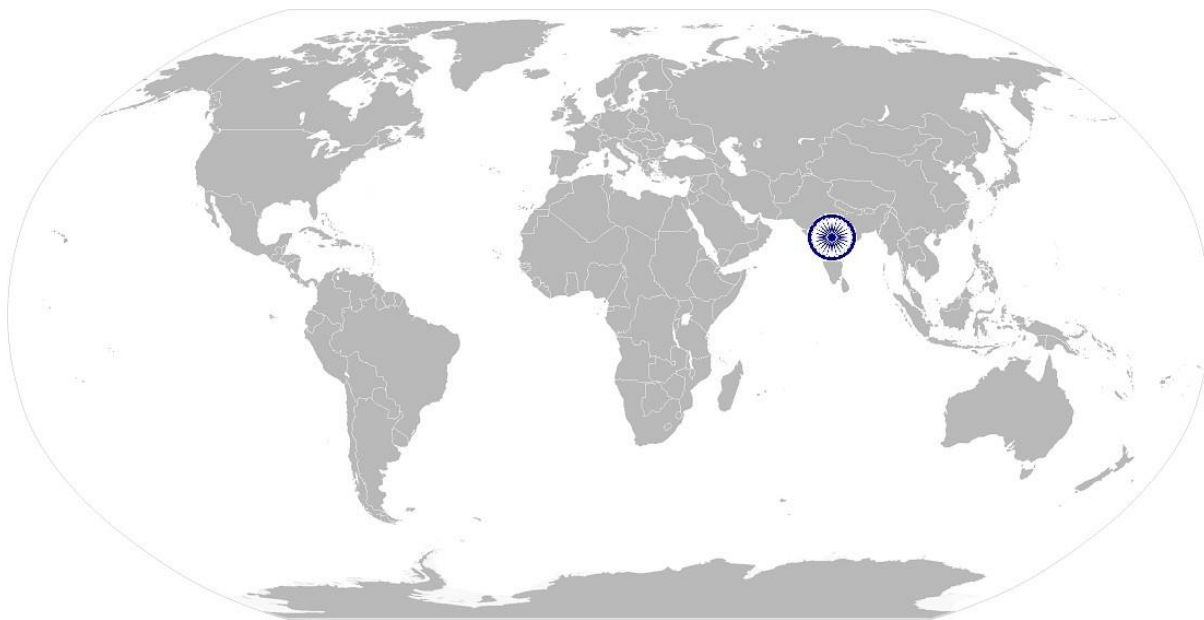
This NOS covers the skills and knowledge for an individual to keep the store secure.

National Occupational Standard

Unit Code	RAS/N0119
Unit Title (Task)	**To keep the store secure**
Description	This OS describes the skills and knowledge required to keep the store secure.
Scope	This unit applies to individuals to keep the store secure in retail operations. • Identify and report security risks The role may be performed in a range of Retail Operations • Department Store • Supermarket • Specialty Store • Fresh Food stores • Quick Service Food Stores

| Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Identify and report security risks	To be competent, the user/individual on the job must be able to: PC1. notice and correctly identify security risks. PC2. follow company procedures for reporting security risks. PC3. report security risks to the right people promptly and accurately. PC4. follow company procedures for preventing security risks while he/she works. PC5. notice where stock may have been stolen and tell the right person about it.
Knowledge and Understanding (K)	
A. **Organizational Context** (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. workplace security matters. KA2. what can happen to him/her and to the company, if the store is not kept secure. KA3. helping to keep the workplace secure by noticing and reporting security risks. KA4. the types of security risk he/she needs to be alert for, including: shoplifting, theft by staff, aggressive customers, vandalism, terrorist activity. KA5. identifying security risks. KA6. situations that can make him/her less alert for security risks, and how to deal with these situations. KA7. reporting security risks promptly and accurately. KA8. whom to report security risks to and how to communicate these risks. KA9. reasons why he/she should not take on more responsibility than he/she is authorised to when faced with security risks, including: personal safety, legal considerations & company policy.
B. **Technical Knowledge**	The user/individual on the job needs to know and understand: KB1. activating all the loss prevention and security devices. KB2. securing all the security alarms. KB3. deactivating the loss prevention & security devices.

Skills (S)		
A. Core Skills/ Generic Skills	**Writing Skills**	
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.	
	Reading Skills	
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.	
	Oral Communication (Listening and Speaking skills)	
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.	
B. Professional Skills	**Decision Making**	
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.	
	Plan and Organize	
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.	
	Customer Centricity	
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.	
	Problem Solving	
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.	
	Analytical Skills	
	The user/ individual on the job needs to know and understand how to: SB7. respond to emergency situations as per the escalation matrix.	
	Critical Thinking	
	The user/ individual on the job needs to know and understand how to: SB8. determine the impact of not securing the loss prevention and security equipment.	

NOS Version Control

NOS Code	RAS/N0119		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21

National Occupational Standard

Overview
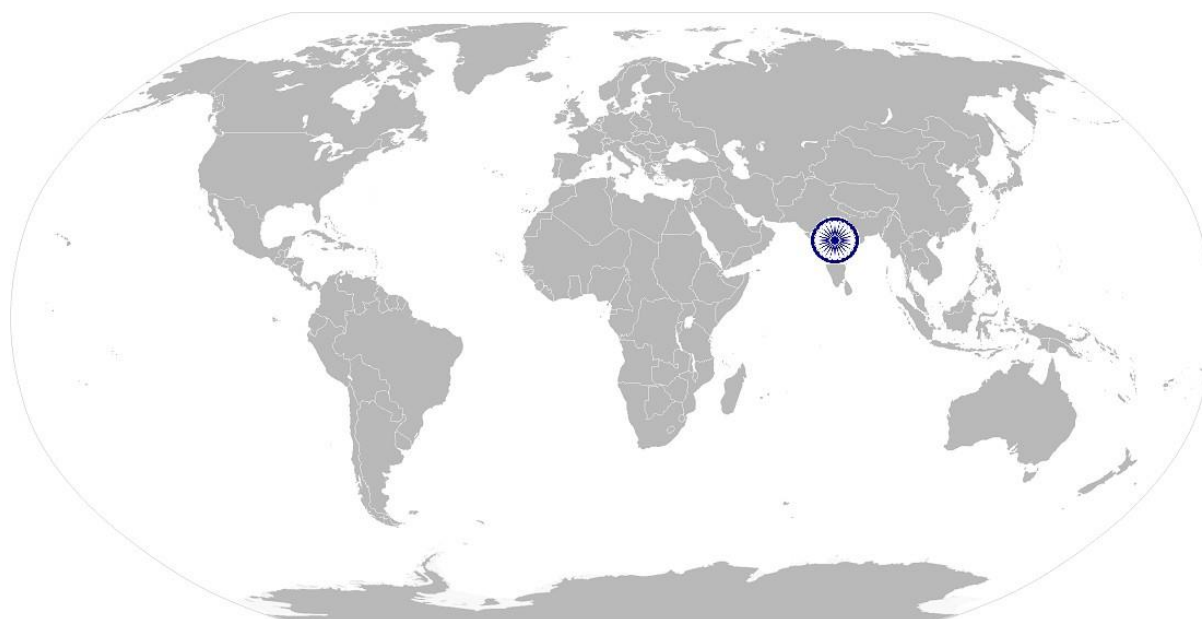
This NOS covers the skills and knowledge for an individual to maintain health and safety.

National Occupational Standard

Unit Code	RAS/N0121
Unit Title (Task)	To maintain health and safety
Description	This OS describes the skills and knowledge required to maintain health and safety.
Scope	This unit applies to individuals to maintain health and safety in retail operations. • Identify and report accidents and emergencies • Protect health and safety as you work • Lift and handle goods safely The role may be performed in a range of Retail Operations • Department Store • Supermarket • Specialty Store • Fresh Food stores • Quick Service Food Stores

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Identify and report accidents and emergencies	To be competent, the user/individual on the job must be able to: PC1. notice and correctly identify accidents and emergencies. PC2. get help promptly and in the most suitable way. PC3. follow company policy and procedures for preventing further injury while waiting for help to arrive. PC4. act within the limits of his/her responsibility and authority when accidents and emergencies arise. PC5. promptly follow instructions given by senior staff and the emergency services.
Protect health and safety as you work	PC6. follow company procedures and legal requirements for reducing health and safety risks as far as possible while working. PC7. use safety equipment correctly and in the right situations. PC8. get advice and help from the right people when he/she is concerned about his/her ability to work safely.
Lift and handle goods safely	PC9. take suitable safety measures before lifting to protect himself/herself and other people. PC10. use approved lifting and handling techniques. PC11. check that any equipment he/she needs to use is fit for use. PC12. use lifting and handling equipment in line with company guidelines and manufacturers' instructions. PC13. plan a safe and efficient route for moving goods. PC14. make sure that he/she understands his/her own responsibilities when he/she asks others to help in lifting and handling operations.

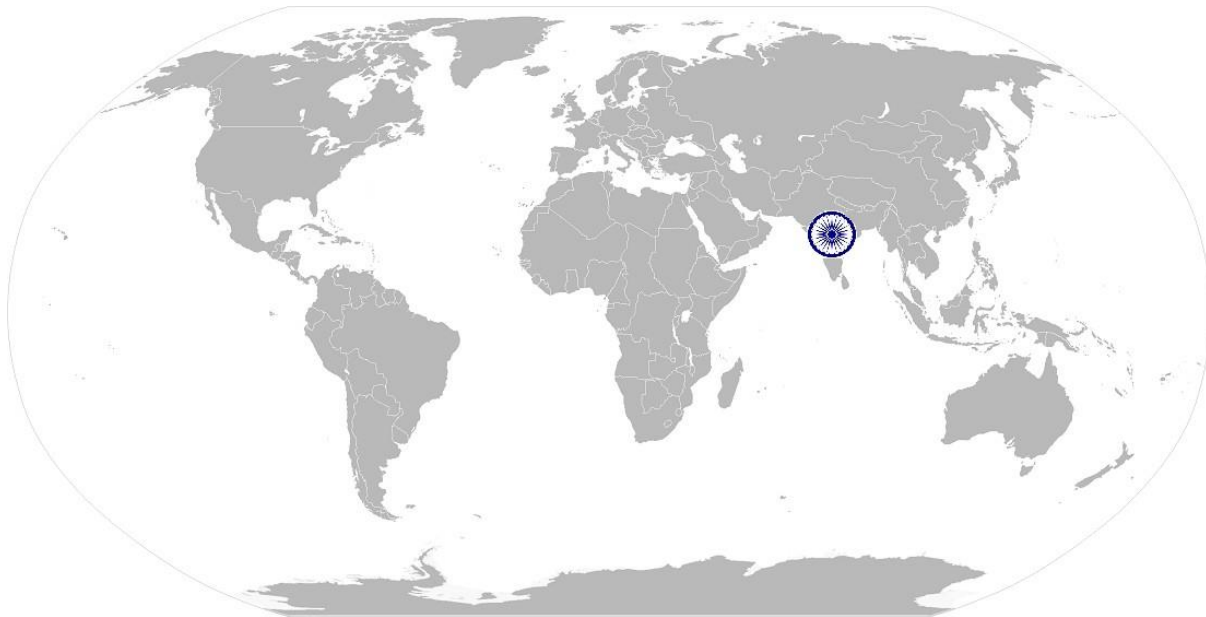| Knowledge and Understanding (K)	
A. Organizational Context	The user/individual on the job needs to know and understand: KA1. the types of accident and emergency that tend to happen in stores and

(Knowledge of the company / organization and its processes)	why they happen. KA2. getting help in the event of an accident or emergency. KA3. action he/she can safely and usefully take while waiting for help to arrive. KA4. health and safety risk that can arise in a store environment. KA5. company procedures and legal requirements for reducing health and safety risks as far as possible while working. KA6. following health and safety procedures. KA7. safety equipment to be used and why it is required. KA8. what he/she can lift safely. KA9. weight of the loads he/she has to lift. KA10. company guidelines for not lifting more than safe loads. KA11. planning his/her route when moving goods including the types of obstacles to look for and how to remove or avoid them. KA12. company guidelines and manufacturers' instructions for using lifting and handling equipment.
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. approved techniques for safe handling and lifting. KB2. approved procedures for using safety equipment.
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately SA4. read and interpret data sheets
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.
B. Professional Skills	**Decision Making**
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	Customer Centricity
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.

	Problem Solving

	The user/ individual on the job needs to know and understand how to:
	   SB4. respond to breakdowns and malfunction of equipment.
	   SB5. respond to unsafe and hazardous working conditions.
	   SB6. respond to security breaches.

	Analytical Skills
	NA
	Critical Thinking
	NA

NOS Version Control

NOS Code	RAS/N0121		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21

National Occupational Standard

Overview

This NOS covers the skills and knowledge for an individual to keep the store clean and hygienic.

RASCI
Retailers Association's
Skill Council of India

NOS
National Occupational Standards

सत्यमेव जयते
GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

RAS/N0123   **To keep the store clean and hygienic**

<table>
<tr><td>Unit Code</td><td>RAS/N0123</td></tr>
<tr><td>Unit Title
(Task)</td><td>To keep the store clean and hygienic</td></tr>
<tr><td>Description</td><td>This OS describes the skills and knowledge required to keep the store clean and hygienic.</td></tr>
<tr><td>Scope</td><td>This unit applies to individuals to keep the store clean and hygienic in retail operations.

• Keep work surfaces clean
• Get rid of waste and litter
• Maintain personal hygiene

The role may be performed in a range of Retail Operations
• Department Store
• Supermarket
• Specialty Store
• Fresh Food stores
• Quick Service Food Stores</td></tr>
</table>

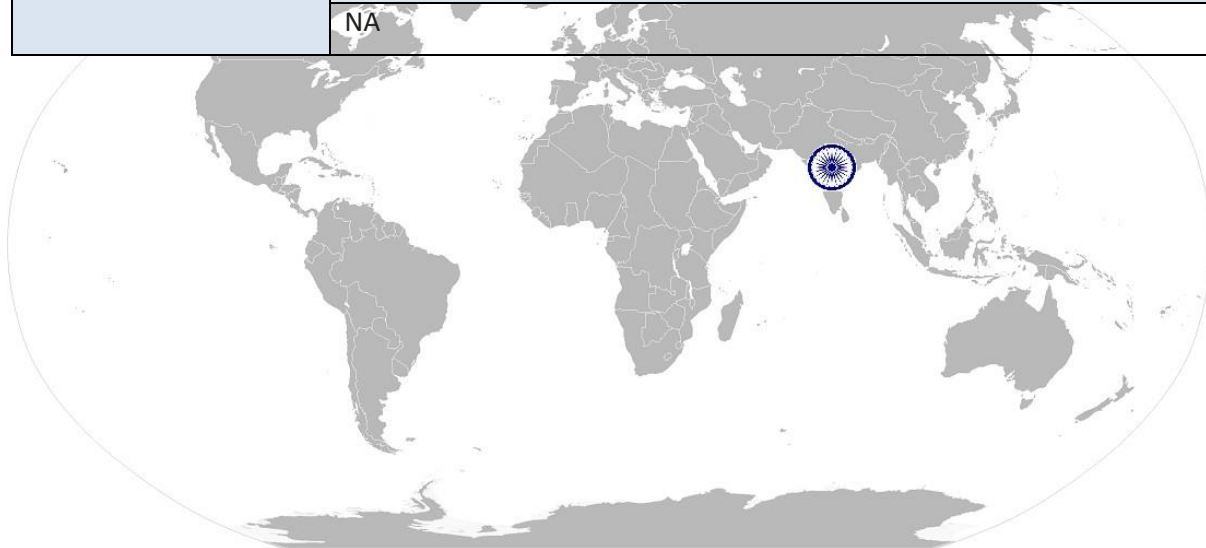| Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Keep work surfaces clean	To be competent, the user/individual on the job must be able to: PC1. get the equipment and materials that are suitable for the surfaces that need cleaning. PC2. safely position the cleaning equipment and materials and any items he/she must move. PC3. keep the risk of spillages to a minimum and clean up any spillages promptly and thoroughly. PC4. get rid of rubbish and waste promptly and safely. PC5. disturb other people as little as possible while cleaning. PC6. check that surfaces are thoroughly clean. PC7. store cleaning equipment and materials correctly and promptly when he/she has finished cleaning.
Get rid of waste and litter	PC8. use suitable equipment to tidy work areas. PC9. check that equipment is safe to use before starting to use it. PC10. get rid of waste and litter safely and in line with company procedures. PC11. disturb other people as little as possible while getting rid of waste and litter. PC12. store equipment correctly and promptly after use.

National Occupational Standard

Maintain personal hygiene	PC13. wear protective clothing that is clean and suitable for the work he/she needs to do. PC14. correctly dispose of used clothing and products. PC15. use effective practices and techniques for keeping his/her hair, skin and nails clean enough for the work he/she does.
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. health and safety risks posed by spillages. KA2. cleaning up spillages promptly. KA3. following procedures laid by Health Regulations when carrying out routine cleaning and when dealing with spillages. KA4. cleaning up spillages thoroughly. KA5. getting rid of rubbish and waste promptly and safely. KA6. not disturbing others as much as possible while cleaning. KA7. company standards for clean work surfaces. KA8. why work areas should be kept free of waste and litter, including health and safety reasons. KA9. safe methods for getting rid of waste and litter. KA10. where equipment is stored. KA11. putting equipment away promptly after use. KA12. effective cleaning practices and techniques for keeping one's own hair, skin and nails clean enough for the work he/she does.
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. techniques for reducing as far as possible the risk of spillages. KB2. equipment usage and how to check it is safe to use.
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.

B. Professional Skills	**Decision Making**
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	Customer Centricity
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	Problem Solving

	The user/ individual on the job needs to know and understand how to:
	  SB4. respond to breakdowns and malfunction of equipment.
	  SB5. respond to unsafe and hazardous working conditions.
	  SB6. respond to security breaches.

	Analytical Skills
	NA
	Critical Thinking
	NA

NOS Version Control

NOS Code	RAS/N0123		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21

-- ----------
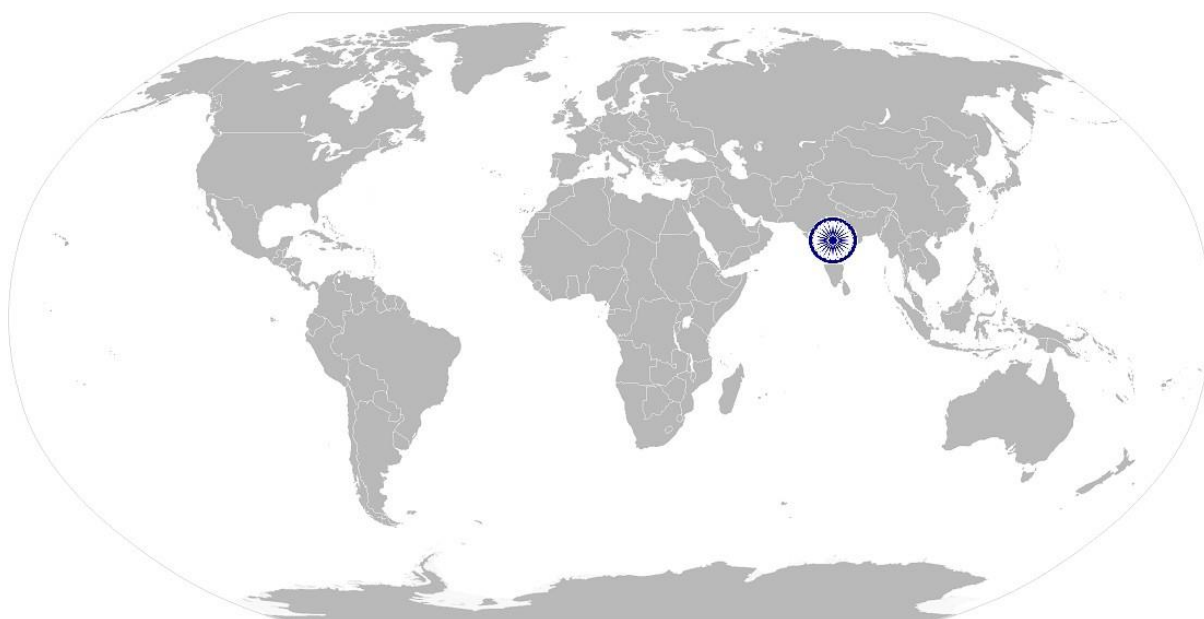
National Occupational Standard
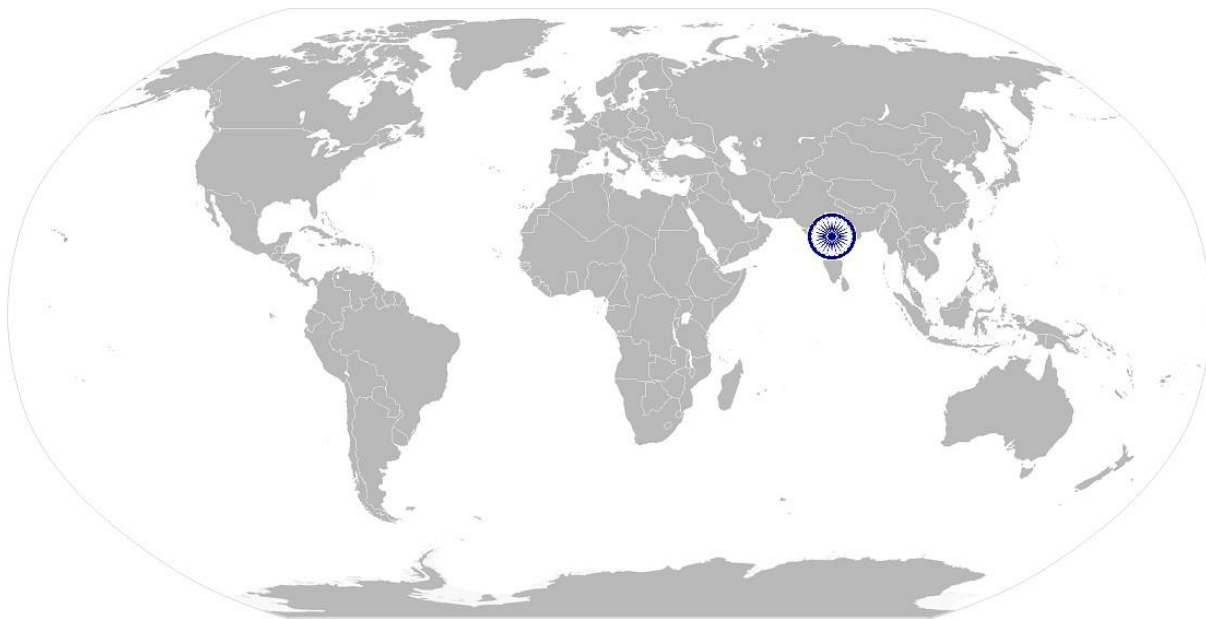
Overview

This NOS covers the skills and knowledge for an individual to provide information and advice to customers.

RASCI
Retailers Association's
Skill Council of India

NOS
National Occupational Standards

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

RAS/N0124   **To provide information and advice to customers**

National Occupational Standard

Unit Code	RAS/N0124
Unit Title (Task)	**To provide information and advice to customers**
Description	This OS describes the skills and knowledge required to provide information and advice to customers.
Scope	This unit applies to individuals to provide information and advice to customers in retail operations. • Provide information and advice to meet the needs of customers • Help customers sort out complaints • Take action to resolve customer service problems The role may be performed in a range of Retail Operations • Department Store • Supermarket • Specialty Store • Fresh Food stores • Quick Service Food Stores

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Provide information and advice to meet the needs of customers	To be competent, the user/individual on the job must be able to: PC1. acknowledge promptly and politely customers' requests for information and advice. PC2. identify the customer's needs for information and advice. PC3. communicate information and advice to customers in ways they can understand. PC4. provide relevant, complete, accurate and up-to-date information and advice to customers. PC5. check politely that the information and advice provided meets the customer's needs. PC6. find other ways to help the customer when the information and advice given is not satisfactory. PC7. refer requests for information or advice to the right person when he/she cannot help the customer.
Help customers sort out complaints	PC8. identify the nature of the complaint from information obtained from customers. PC9. acknowledge the complaint clearly and accurately and apologise to the customer. PC10. follow legal requirements and company policies and procedures for dealing with complaints. PC11. promptly refer compliants to the right person & explain the referral procedure clearly to the customer, when it is beyond his/her responsibility to sort them.

RAS/N0124   **To provide information and advice to customers**

Take action to resolve customer service problems	PC12. discuss and agree the options for solving the problem with your customer. PC13. take action to implement the option agreed with your customer. PC14. work with others and your customer to make sure that any promises related to solving the problem are kept. PC15. keep your customer fully informed about what is happening to resolve problem. PC16. check with your customer to make sure the problem has been resolved to their satisfaction. PC17. give clear reasons to your customer when the problem has not been resolved to their satisfaction.
Knowledge and Understanding (K)	
A. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. identifying the customer's needs for information and advice. KA2. giving clear and accurate information and check the customer understands you. KA3. whom to approach for help if you cannot provide information and advice yourself. KA4. why it is important to keep customer loyalty and confidence. KA5. maintaining customer loyalty and confidence while dealing with requests for information and advice. KA6. company policy on customer service and how this applies to giving information and advice to customers. KA7. managing angry customers. KA8. responsibility for sorting out complaints. KA9. escalation for problems you cannot resolve KA10. assessing complaints and deciding what action to take. KA11. when he/she should refuse to accept returned goods. KA12. keeping customer loyalty and confidence when dealing with complaints. KA13. rights of the customer and the trader, including legal rights and duties under relevant laws. KA14. company policy on customer service and how this applies to dealing with complaints.
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. relevant information about the products and services he/she sells (Elective Standards would apply)
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.

	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.
B. Professional Skills	**Decision Making**
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	Customer Centricity
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.
	Problem Solving
	The user/ individual on the job needs to know and understand how to: SB4. respond to breakdowns and malfunction of equipment. SB5. respond to unsafe and hazardous working conditions. SB6. respond to security breaches.
	Analytical Skills
	NA
	Critical Thinking
	NA

NOS Version Control

NOS Code	RAS/N0124		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21

-- -
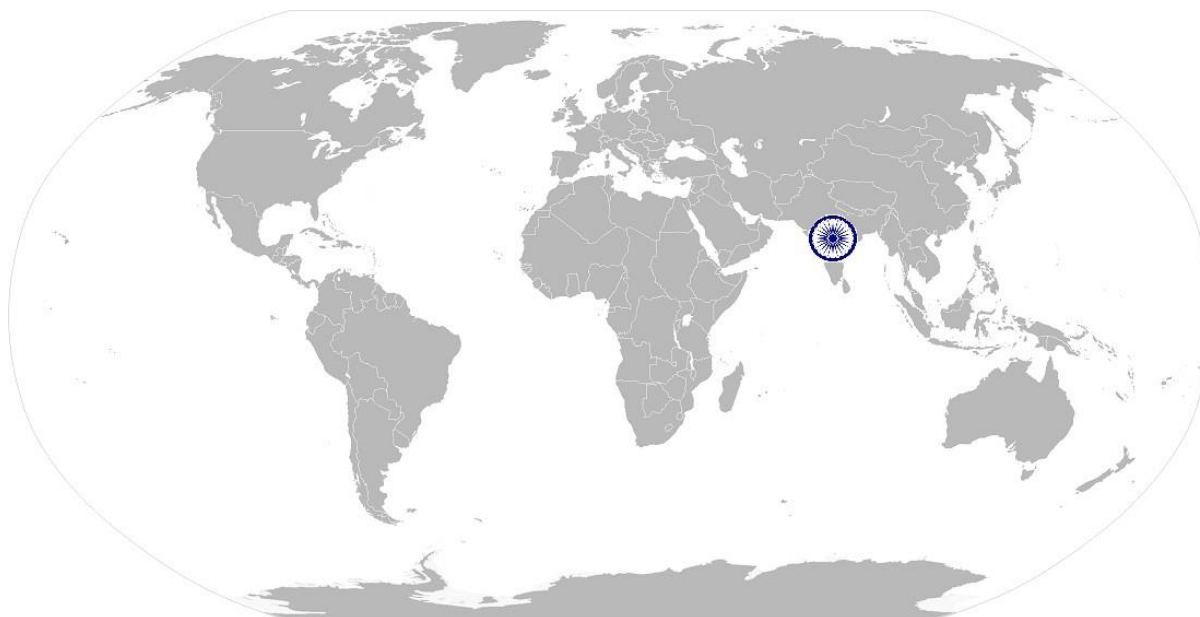
National Occupational Standard

Overview

This NOS covers the skills and knowledge for an individual to create a positive image of self & organisation in the customers mind.

RASCI
RETAILERS ASSOCIATION'S
Skill Council of India

NOS
National Occupational Standards

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape

RAS/N0130   To create a positive image of self & organisation in the customers mind

Unit Code	RAS/N0130
Unit Title (Task)	To create a positive image of self & organisation in the customers mind
Description	This OS describes the skills and knowledge required to create a positive image of self & organisation in the customers mind.
Scope	This unit applies to individuals to create a positive image of self & organisation in the customers mind in retail operations. • Establish effective rapport with customers • Respond appropriately to customers • Communicate information to customers The role may be performed in a range of Retail Operations • Department Store • Supermarket • Specialty Store • Fresh Food stores • Quick Service Food Stores

National Occupational Standard (side text)

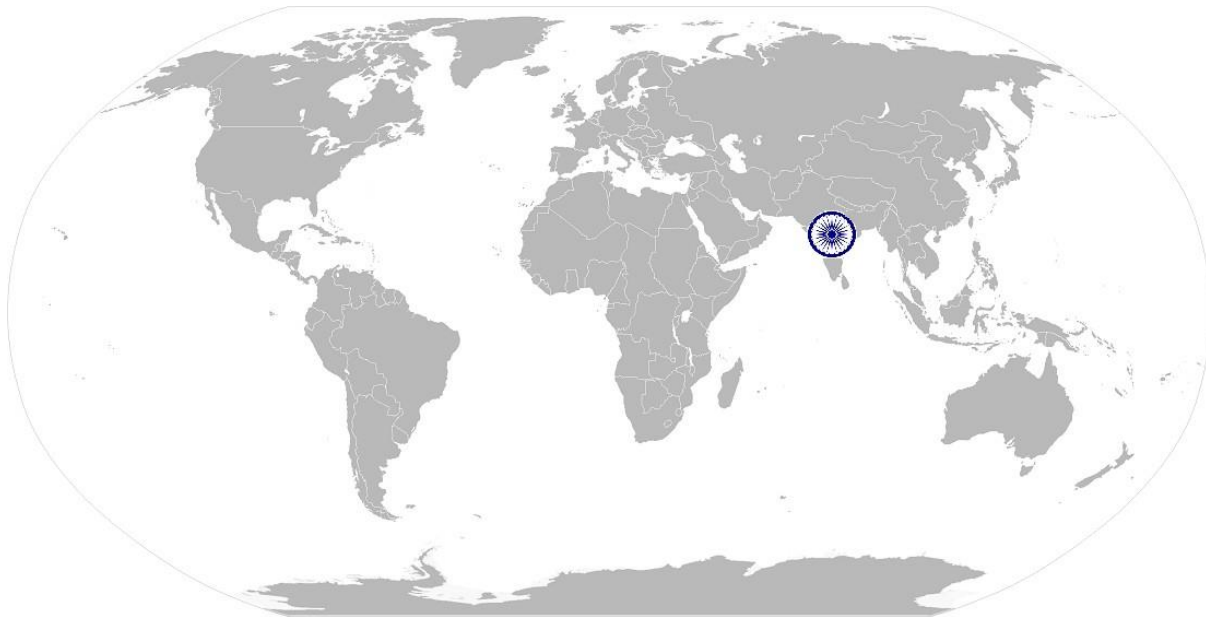| Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Establish effective rapport with customers	To be competent, the user/individual on the job must be able to: PC1. meet the organisation's standards of appearance and behaviour. PC2. greet customers respectfully and in a friendly manner. PC3. communicate with customers in a way that makes them feel valued and respected. PC4. identify and confirm the customer's expectations. PC5. treat customers courteously and helpfully at all times. PC6. keep customers informed and reassured. PC7. adapt his/her behaviour to respond effectively to different customer behaviour.
Respond appropriately to customers	PC8. respond promptly to a customer seeking assistance. PC9. select the most appropriate way of communicating with customers. PC10. check with customers that he/she has fully understood their expectations. PC11. respond promptly and positively to customers' questions and comments. PC12. allow customers time to consider his/her response and give further explanation when appropriate.
Communicate information to customers	PC13. quickly locate information that will help customers. PC14. give customers the information they need about the services or products offered by the organisation. PC15. recognise information that customers might find complicated and check whether they fully understand. PC16. explain clearly to customers any reasons why their needs or

	expectations cannot be met.
Knowledge and Understanding (K)	
B. Organizational Context (Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. organisation's standards for appearance and behaviour. KA2. organisation's guidelines for how to recognise what customers want and respond appropriately. KA3. organisation's rules and procedures regarding the methods of communication used. KA4. how to recognise when a customer is angry or confused. KA5. organisation's standards for timeliness in responding to customer questions and requests for information.
B. Technical Knowledge	NA
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. complete documentation accurately. SA2. write simple reports when required.
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA3. read information accurately. SA4. read and interpret data sheets.
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA5. follow instructions accurately. SA6. use gestures or simple words to communicate where language barriers exist. SA7. use questioning to minimise misunderstandings. SA8. display courteous and helpful behaviour at all times.
B. Professional Skills	**Decision Making**
	The user/ individual on the job needs to know and understand how to: SB1. make appropriate decisions regarding the responsibilities of the job role.
	Plan and Organize
	The user/ individual on the job needs to know and understand how to: SB2. plan and schedule routines.
	Customer Centricity
	The user/ individual on the job needs to know and understand how to: SB3. build relationships with internal and external customers.

	Problem Solving
	The user/ individual on the job needs to know and understand how to:
	SB4. respond to breakdowns and malfunction of equipment.
	SB5. respond to unsafe and hazardous working conditions.
	SB6. respond to security breaches.
	Analytical Skills
	NA
	Critical Thinking
	NA

<u>NOS Version Control</u>

NOS Code	RAS/N0130		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21

--- ----------

National Occupational Standard

Overview

This NOS covers the skills and knowledge for an individual to be proficient to work effectively in a Retail Team.

RASCI
Retailers Association's
Skill Council of India

NOS
National Occupational Standards

GOVERNMENT OF INDIA
MINISTRY OF SKILL DEVELOPMENT
& ENTREPRENEURSHIP

N·S·D·C
National
Skill Development
Corporation
Transforming the skill landscape
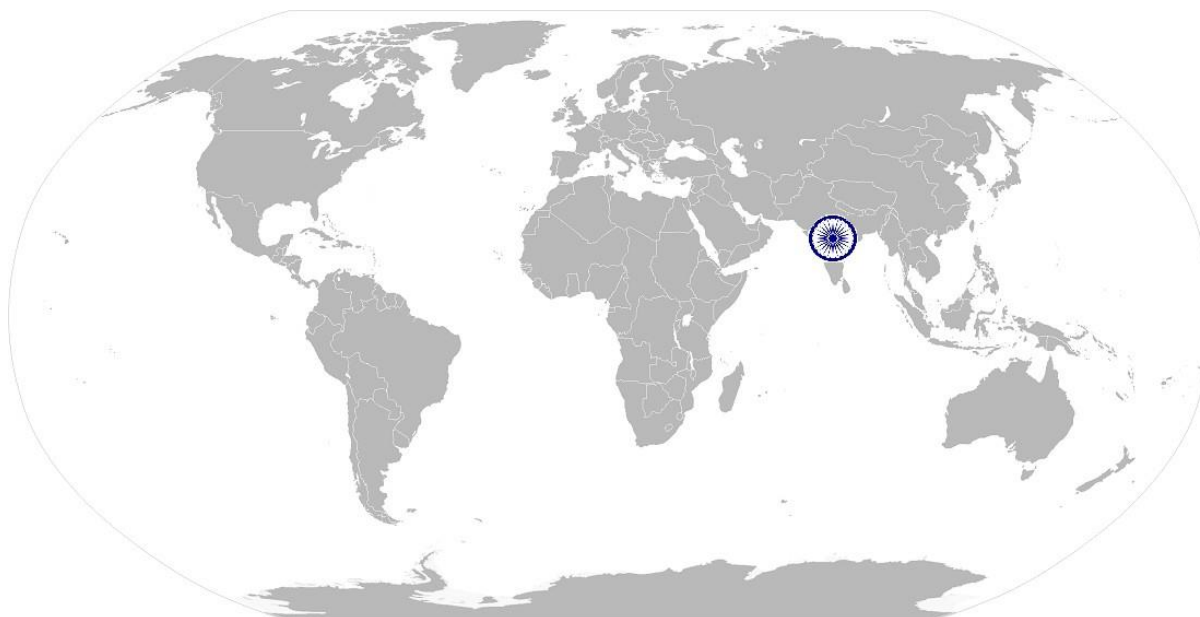
RAS/N0137   **To work effectively in a retail team**

National Occupational Standard

Unit Code	RAS/N0137
Unit Title (Task)	**To work effectively in a retail team**
Description	This OS describes the skills and knowledge required to work effectively within and with teams across a Retail environment.
Scope	This unit applies to individuals in a Retail environment who are required within their job role to work as part of a team or to work cooperatively with other teams where no reporting relationship is in place.

Requirement of this role would include but not be limited to:
• Support the work team
• Maintain personal presentation
• Develop effective work habits
The role may be performed in a range of Retail Environments such as:
• Department Store
• Supermarket
• Specialty Store
• Fresh Food stores
• Quick Service Food Stores
• Distribution Centre
• Shopping Mall |

Performance Criteria(PC) w.r.t. the Scope	
Element	**Performance Criteria**
Support the work team	To be competent, the user/individual on the job must be able to:
PC1.   display courteous and helpful behaviour at all times.
PC2.   take opportunities to enhance the level of assistance offered to colleagues.
PC3.   meet all reasonable requests for assistance within acceptable workplace timeframes.
PC4.   complete allocated tasks as required.
PC5.   seek assistance when difficulties arise.
PC6.   use questioning techniques to clarify instructions or responsibilities.
PC7.   identify and display a non discriminatory attitude in all contacts with customers and other staff members.
Maintain personal presentation	PC8. observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.
PC9.   follow personal hygiene procedures according to organisational policy and relevant legislation.

Develop effective work habits	PC10. interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.
	PC11. interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying.
	PC12. ask questions to seek and clarify workplace information.
	PC13. plan and organise daily work routine within the scope of the job role.
	PC14. prioritise and complete tasks according to required timeframes.
	PC15. identify work and personal priorities and achieve a balance between competing priorities.
Knowledge and Understanding (K)	
A. Organizational Context(Knowledge of the company / organization and its processes)	The user/individual on the job needs to know and understand: KA1. the policies and procedures relating to the job role. KA2. the value system of the organisation. KA3. employee rights and obligations. KA4. the reporting hierarchy and escalation matrix.
B. Technical Knowledge	The user/individual on the job needs to know and understand: KB1. how to ask questions to identify and confirm requirements. KB2. how to follow routine instructions through clear and direct communication. KB3. how to use language and concepts appropriate to cultural differences. KB4. how to use and interpret non-verbal communication. KB5. the scope of information or materials required within the parameters of the job role. KB6. consequences of poor team participation on job outcomes. KB7. work health and safety requirements.
Skills (S)	
A. Core Skills/ Generic Skills	**Writing Skills**
	The user/ individual on the job needs to know and understand how to: SA1. complete workplace documentation accurately.
	Reading Skills
	The user/ individual on the job needs to know and understand how to: SA2. read and interpret workplace documentation. SA3. read and interpret organisational policies and procedures.
	Oral Communication (Listening and Speaking skills)
	The user/ individual on the job needs to know and understand how to: SA4. follow instructions accurately. SA5. use gestures or simple words to communicate where language barriers exist. SA6. use questioning to minimise misunderstandings. SA7. display courteous and helpful behaviour at all times.

B. Professional Skills	Decision Making
	NA
	Plan and Organize
	The user/ individual on the job needs to know and understand how to: SB1. plan and schedule time personal management.
	Customer Centricity
	The user/ individual on the job needs to know and understand how to: SB2. build relationships with internal and external team members.
	Problem Solving
	The user/ individual on the job needs to know and understand how to: SB3. respond to ambiguity in directions and instructions. SB4. breakdown in relationships within the team. SB5. breakdowns in communications with other teams.
	Analytical Skills
	NA
	Critical Thinking
	NA

NOS Version Control

NOS Code	RAS/N0137		
Credits (NSQF)	TBD	Version number	1.0
Industry	Retail	Drafted on	20/04/13
Industry Sub-sector	Retail Operations	Last reviewed on	26/07/17
Occupation	Store Operations	Next review date	26/07/21
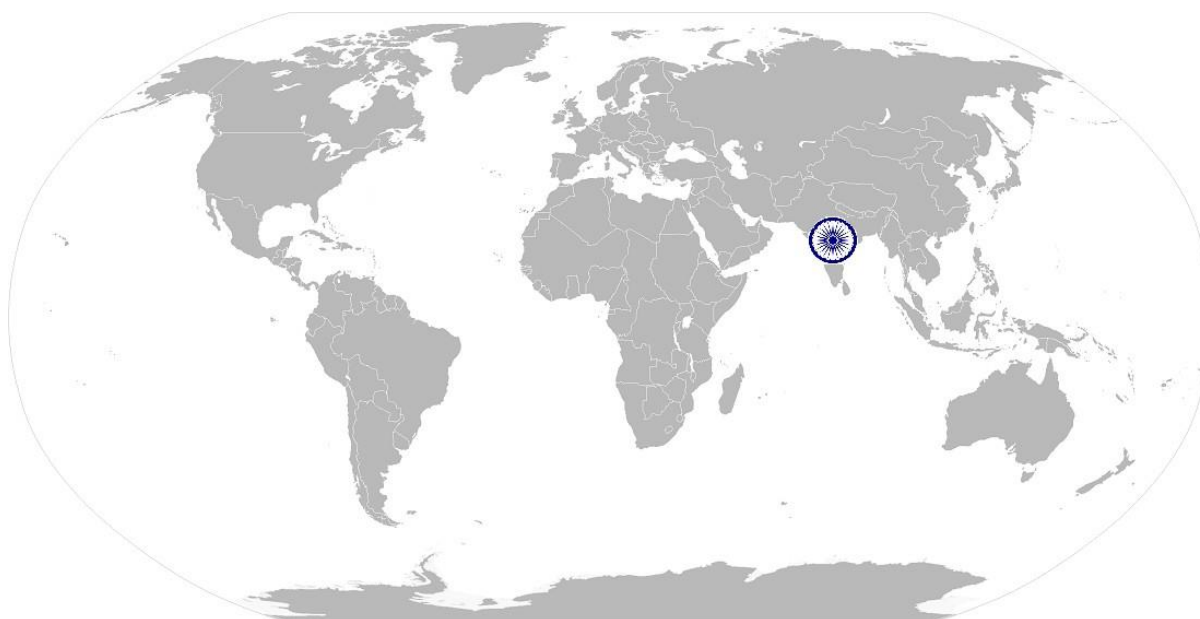
Annexure

Nomenclature for QP and NOS

Qualifications Pack

9 characters

[ABC]/ Q 0101

[Insert 3 letter code for SSC]

Q denoting Qualifications Pack

QP number (2 numbers)

Occupation (2 numbers)
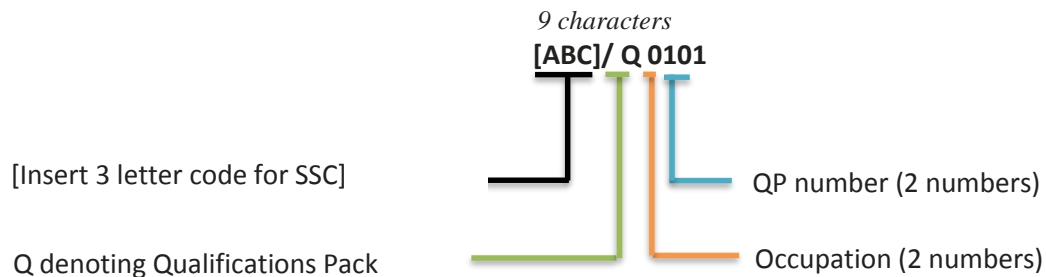
Occupational Standard

An example of NOS with 'N'

9 characters

[ABC] / N 0101

[Insert 3 letter code for SSC]

N denoting National Occupational Standard

OS number (2 numbers)

Occupation (2 numbers)

Back to top…
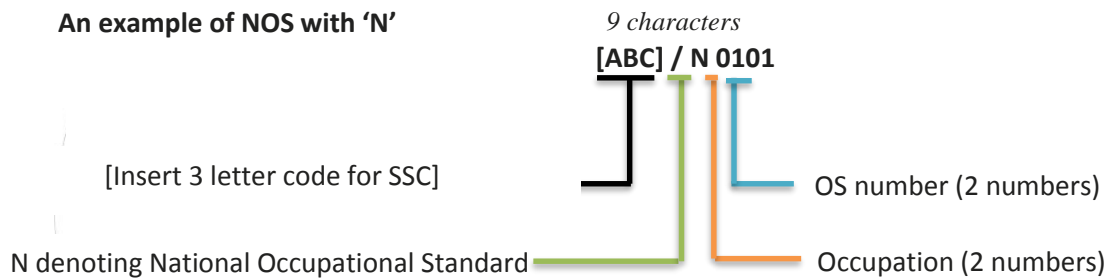
The following acronyms/codes have been used in the nomenclature above:

Sub-sector	Range of Occupation numbers
Retail Operations	01-15
Retail Business	16-29
Ecommerce - Category Management	30-45
Retail	46-56
Ecommerce-Supply Chain & Logistics	57-67
FMCG	68-78
Generic Occupation	79-99

Sequence	Description	Example
Three letters	Industry name	RAS
Slash	/	/
Next letter	Whether **Q**P or **N**OS	Q or N
Next two numbers	Occupation code	01
Next two numbers	OS number	01

CRITERIA FOR ASSESSMENT OF TRAINEES

Job Role Retail Trainee Associate

Qualification Pack RAS/Q0103

Sector Skill Council Retail

Guidelines for Assessment

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC

2. The assessment for the theory part will be based on knowledge bank of questions created by the SSC

3. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

4. Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training center (as per assessment criteria below).

5. Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training center based on this criterion.

6. To pass the Qualification Pack , every trainee should score a minimum of 70% of aggregate marks to successfully clear the assessment.

7. In case of *unsuccessful completion*, the trainee may seek reassessment on the Qualification Pack.

Compulsory NOS Total Marks: 100				Marks Allocation	
Assessment outcomes	Assessment Criteria for outcomes	Total marks	Out of	Theory	Skills Practical
RAS/N0105 To display stock to promote sales	PC1. Identify the need for the display in relation to stock, space, position of the display and dates.	100	10	5	5
	PC2. Check that the display area is the right size and report any concerns promptly.		5	2.5	2.5
	PC3. Gather the materials, equipment and stock needed for the display and check that they are clean, safe and in good working order.		10	5	5
	PC4. Follow company procedures for clearing, cleaning and preparing the display area before use.		5	2.5	2.5
	PC5. Set up and dismantle the display safely, in line with plans and within the time allowed.		10	5	5
	PC6. Check that the display is clean, tidy and safe for use.		5	2.5	2.5
	PC7. Check that the display has the levels of stock needed.		10	5	5
	PC8. Clean and store equipment and excess materials; get rid of waste safely, correctly and promptly.		5	2.5	2.5

	PC9. Check requirements for labelling stock.		10	5	5
	PC10. Check information on the label is clear, accurate and legal before starting to label stock.		5	2.5	2.5
	PC11. Report promptly any information on labels that may need changing.		5	2.5	2.5
	PC12. Attach the right labels to the right products.		5	2.5	2.5
	PC13. Position labels so that they are securely fastened and customers can see them clearly.		10	5	5
	PC14. Complete labelling within the time allowed.		5	2.5	2.5
	Total		100	50	50
RAS/N0106 To plan and prepare visual merchandising displays	PC1. Identify the purpose, content and style of the display.		10	5	5
	PC2. Identify the equipment, materials, merchandise and props needed to create and install the display and the dates for completing it.		10	5	5
	PC3. Evaluate whether the place to put the display is likely to fulfil the design brief.		10	5	5
	PC4. Create new and effective ways of improving the visual effect, within his/her limits of design brief, company's visual design policies and authority you have.		15	7.5	7.5
	PC5. Confirm that the features of merchandise and props shown in the design brief are those most likely to attract customers' attention.	100	10	5	5
	PC6. Identify other merchandise and props when those originally specified are not available or not suitable, and agree the selections with the right person.		10	5	5
	PC7. Verify arrangements for delivery of merchandise & props with right people, allowing enough time for deliveries to arrive before display must be installed.		15	7.5	7.5
	PC8. Check the progress of deliveries and take suitable action if delays seem likely.		10	5	5
	PC9. Update stock records to account for merchandise on display.		10	5	5
	Total		100	50	50
RAS/N0107 To dress visual merchandising displays	PC1. Use the design brief to identify the focal points of the display.	100	10	5	5
	PC2. Choose shapes, colours and groupings that are suited to the purpose and style of the display.		5	2.5	2.5

	PC3. Create displays that achieve the required visual effect and are consistent with the company's visual design policy.		5	2.5	2.5
	PC4. Position merchandise, graphics and signs in ways that promote sales.		5	2.5	2.5
	PC5. Check that lighting is installed in line with the design brief.		5	2.5	2.5
	PC6. Check that the finished display meets health and safety guidelines and legal requirements.		10	5	5
	PC7. Position merchandise, graphics & signs according to guidelines & in ways that attract attention & interest of customers & give customers information they need.		5	2.5	2.5
	PC8. Group merchandise appropriately for the purpose & style of display, the selling features of merchandise & the visual effect needed under the design brief.		5	2.5	2.5
	PC9. Make sure that lighting is installed in line with lighting requirements.		5	2.5	2.5
	PC10. Check that all the parts of the display are suitable for the purpose of the display and meet the		5	2.5	2.5
	PC11. Check that the display meets requirements for easy access, safety and security.		5	2.5	2.5
	PC12. Identify safety and security risks to the display and choose suitable ways of reducing risks.		5	2.5	2.5
	PC13. Consider how the display looks from all the directions from which customers will approach it.		5	2.5	2.5
	PC14. Encourage colleagues to provide constructive comments about the display.		5	2.5	2.5
	PC15. Promptly make any adjustments that he/she is authorised to make and that are needed to achieve the visual effect and to make the display safe and secure.		5	2.5	2.5
	PC16. Regularly check the display's visual effect.		5	2.5	2.5
	PC17. Promptly report to the right person any problems and risks that he/she is not responsible for sorting out himself/herself.		10	5	5
	Total		100	50	50
RAS/N0108 To dismantle and store visual merchandising displays	PC1. Dismantle displays safely.	100	5	2.5	2.5
	PC2. Protect the parts of the display from being damaged during dismantling.		10	5	5
	PC3. Return the parts of the display to the appropriate places promptly and, if needed, in a saleable condition.		10	5	5

	PC4. Get rid of unwanted materials safely and keep accurate records of this if needed.		10	5	5
	PC5. Clean display sites and parts using safe and approved cleaning materials and equipment.		10	5	5
	PC6. Work out accurately the storage space required.		10	5	5
	PC7. Identify the protective packaging he/she needs and the security measures that need to be in place.		10	5	5
	PC8. Store items in suitable places and with clear and accurate labels.		5	2.5	2.5
	PC9. Keep accurate and up-to-date records of items in storage.		10	5	5
	PC10. Identify damaged items, missing items and dangers and risks to health and safety, and report these promptly to the right person.		10	5	5
	PC11. Check that storage facilities and items in storage are clean, safe, secure and accessible only to those with a right to them.		10	5	5
	Total		100	50	50
RAS/N0109 To prepare products for sale	PC1. Check that all expected items and parts of the product are in the package.		10	5	5
	PC2. Remove all unwanted packaging and safely get rid of waste.		10	5	5
	PC3. Gather the tools he/she needs for putting products together.		10	5	5
	PC4. Use safe work methods and follow manufacturers' instructions when putting products together.		10	5	5
	PC5. Check that products have been assembled correctly and can be used safely.	100	20	10	10
	PC6. Ask the right person for help when products are proving difficult to put together.		15	7.5	7.5
	PC7. Check regularly that products on display are in a satisfactory condition.		10	5	5
	PC8. Promptly remove damaged products from display and follow company procedures for dealing with them.		15	7.5	7.5
	Total		100	50	50
RAS/N0118 To promote loyalty schemes	PC1. Take suitable opportunities to ask customers if they are members of the loyalty scheme and whether they are interested in joining.	100	10	5	5

to customers	PC2. Explain clearly and accurately to customers how joining the scheme would benefit them, including any current special offers relating to the scheme.		10	5	5
	PC3. Respond positively to any questions or objections that the customer raises.		10	5	5
	PC4. Provide relevant information to the customer to help them decide whether to join the scheme.		5	2.5	2.5
	PC5. Treat the customer politely at all times and in a way that promotes goodwill.		5	2.5	2.5
	PC6. Recognise accurately when customers are interested in joining the scheme.		10	5	5
	PC7. Take opportunities to ask customers who are showing signs of interest to sign up for the scheme.		10	5	5
	PC8. Fill in the membership application accurately with the customer, using the information they provide.		10	5	5
	PC9. Give the customer proof of their membership.		10	5	5
	PC10. Check with the customer that their details, as shown on the membership documentation, are correct.		10	5	5
	PC11. Give application forms to customers who show interest but are not willing to join the scheme there and then.		10	5	5
	Total		100	50	50
RAS/N0119 To keep the store secure	PC1. Notice and correctly identify security risks.	100	20	10	10
	PC2. Follow company procedures for reporting security risks.		20	10	10
	PC3. Report security risks to the right people promptly and accurately.		20	10	10
	PC4. Follow company procedures for preventing security risks while working.		20	10	10
	PC5. Notice where stock may have been stolen and tell the right person about it.		20	10	10
	Total		100	50	50
RAS/N0121 To maintain health and safety	PC1. Notice and correctly identify accidents and emergencies.	100	5	2.5	2.5
	PC2. Get help promptly and in the most suitable way.		5	2.5	2.5
	PC3. Follow company policy and procedures for preventing further injury while waiting for help to arrive.		5	2.5	2.5
	PC4. Act within the limits of his/her responsibility and authority when accidents and emergencies arise.		5	2.5	2.5

	PC5. Promptly follow instructions given by senior staff and the emergency services.		10	5	5
	PC6. Follow company procedures and legal requirements for reducing health and safety risks as far as possible while working.		10	5	5
	PC7. Use safety equipment correctly and in the right situations.		5	2.5	2.5
	PC8. Get advice and help from the right people when he/she concerned about his ability to work safely.		10	5	5
	PC9. Take suitable safety measures before lifting to protect himself/herself and other people.		10	5	5
	PC10. Use approved lifting and handling techniques.		10	5	5
	PC11. Check that any equipment he/she needs to use is fit for use.		5	2.5	2.5
	PC12. Use lifting and handling equipment in line with company guidelines and manufacturers' instructions.		5	2.5	2.5
	PC13. Plan a safe and efficient route for moving goods.		10	5	5
	PC14. Make sure that he/she understands his/her responsibilities when he/she asks others to help in lifting and handling operations.		5	2.5	2.5
	Total		100	50	50
RAS/N0123 To keep the store clean and hygienic	PC1. Get the equipment and materials that are suitable for the surfaces that need cleaning.		5	2.5	2.5
	PC2. Safely position the cleaning equipment and materials and any items he/she must move.		5	2.5	2.5
	PC3. Keep the risk of spillages to a minimum and clean up any spillages promptly and thoroughly.		10	5	5
	PC4. Get rid of rubbish and waste promptly and safely.		5	2.5	2.5
	PC5. Disturb other people as little as possible while cleaning.	100	5	2.5	2.5
	PC6. Check that surfaces are thoroughly clean.		10	5	5
	PC7. Store cleaning equipment and materials correctly and promptly when he/she has finished cleaning.		5	2.5	2.5
	PC8. Use suitable equipment to tidy work areas.		5	2.5	2.5
	PC9. Check that equipment is safe to use before starting to use it.		5	2.5	2.5
	PC10. Get rid of waste and litter safely and in line with company procedures.		5	2.5	2.5

	PC11. Disturb other people as little as possible while getting rid of waste and litter.		10	5	5
	PC12. Store equipment correctly and promptly after use.		5	2.5	2.5
	PC13. Wear protective clothing that is clean and suitable for the work he/she needs to do.		10	5	5
	PC14. Dispose correctly of used clothing and products.		5	2.5	2.5
	PC15. Use effective practices and techniques for keeping his/her hair, skin and nails clean enough for the work he/she does.		10	5	5
	Total		100	50	50
RAS/N0124 To provide information and advice to customers	PC1. Acknowledge promptly and politely customers' requests for information and advice.	100	10	5	5
	PC2. Identify the customer's needs for information and advice.		10	5	5
	PC3. Communicate information and advice to customers in ways they can understand.		10	5	5
	PC4. Provide information and advice to customers that is relevant, complete, accurate and up to date.		10	5	5
	PC5. Check politely that the information and advice provided meets the customer's needs.		10	5	5
	PC6. Find other ways to help the customer when the information and advice given is not satisfactory.		10	5	5
	PC7. Refer requests for information or advice to the right person when he/she cannot help the customer.		5	2.5	2.5
	PC8. Identify the nature of the complaint from information obtained from customers.		10	5	5
	PC9. Acknowledge the complaint clearly and accurately and apologise to the customer.		5	2.5	2.5
	PC10. Follow legal requirements and company policies and procedures for dealing with complaints.		10	5	5
	PC11. When it is not his/her responsibility to sort complaints, refer them promptly to the right person & explain the referral procedure clearly to the customer.		10	5	5
	Total		100	50	50
RAS/N0130 To create a positive image of self &	PC1. Meet the organisation's standards of appearance and behaviour.	100	5	2.5	2.5
	PC2. Greet customers respectfully and in a friendly manner.		5	2.5	2.5

organisation in the customers mind	PC3. Communicate with customers in a way that makes them feel valued and respected.		10	5	5
	PC4. Identify and confirm your customer's expectations.		5	2.5	2.5
	PC5. Treat customers courteously and helpfully at all times.		5	2.5	2.5
	PC6. Keep customers informed and reassured.		5	2.5	2.5
	PC7. Adapt his/her behaviour to respond effectively to different customer behaviour.		10	5	5
	PC8. Respond promptly to a customer seeking assistance.		5	2.5	2.5
	PC9. Select the most appropriate way of communicating with customers.		5	2.5	2.5
	PC10. Check with customers that he/she has fully understood their expectations.		5	2.5	2.5
	PC11. Respond promptly and positively to customers' questions and comments		5	2.5	2.5
	PC12. Allow customers time to consider his/her response and give further explanation when appropriate.		5	2.5	2.5
	PC13. Quickly locate information that will help customers.		5	2.5	2.5
	PC14. Give customers the information they need about the services or products offered by the organisation.		10	5	5
	PC15. Recognise information that customers might find complicated and check whether they fully understand.		5	2.5	2.5
	PC16. Explain clearly to customers any reasons why their needs or expectations cannot be met.		10	5	5
	Total		100	50	50
RAS/N0137 To work effectively in a retail team	PC1. Display courteous and helpful behaviour at all times.		5	2.5	2.5
	PC2. Take opportunities to enhance the level of assistance offered to colleagues		5	2.5	2.5
	PC3. Meet all reasonable requests for assistance within acceptable workplace timeframes.	100	10	5	5
	PC4. Complete allocated tasks as required.		5	2.5	2.5
	PC5. Seek assistance when difficulties arise.		5	2.5	2.5
	PC6. Use questioning techniques to clarify instructions or responsibilities.		10	5	5

71

	PC7. Identify and display a non discriminatory attitude in all contacts with customers and other staff members.	5	2.5	2.5
	PC8. Observe appropriate dress code and presentation as required by the workplace, job role and level of customer contact.	5	2.5	2.5
	PC9. Follow personal hygiene procedures according to organisational policy and relevant legislation.	5	2.5	2.5
	PC10. Interpret, confirm and act on workplace information, instructions and procedures relevant to the particular task.	5	2.5	2.5
	PC11. Interpret, confirm and act on legal requirements in regard to anti-discrimination, sexual harassment and bullying.	10	5	5
	PC12. Ask questions to seek and clarify workplace information.	5	2.5	2.5
	PC13. Plan and organise daily work routine within the scope of the job role.	10	5	5
	PC14. Prioritise and complete tasks according to required timeframes.	10	5	5
	PC15. Identify work and personal priorities and achieve a balance between competing priorities.	5	2.5	2.5
	Total	100	50	50