

SYLLABUS

FOR THE TRADE OF

SALES ASSISTANT (RETAIL)

**UNDER CRAFTSMEN TRAINING SCHEME (CTS)
(G.C.V.T.) PATTERN**

Year - 2007

**DESIGNED BY
DIRECTORATE OF EMPLOYMENT & TRAINING
BLOCK NO. 1, 3RD FLOOR, DR. JIVRAJ MEHTA BHAVAN
GANDHINAGAR.**

**List of members of the trade committee to approve the
syllabus for the trade of "SALES ASSISTANT
(RETAIL)" under C.T.S.**

SR. NO.	NAME, ADDRESS & TELEPHONE NO.	QUALIFICATION	DESIGNATION	SIGNATURE
1.	Tarana Khan Rudra Point, Big Bazaar, Nr. Iscon cross road, S.G.Highway, Ahmedabad. Ph. 66305310	M.B.A.	Executive – HR	
2.	Randeep Wala Drive-In Road, Nr. Gurukul Big Bazaar, Ahmedabad. PH. 39829000	M.B.A.	A.S.M.	
3.	Girish Gandhi "Jade Blue" Pariseem Complex, C.G.Road, Ahmedabad.	B.A.	General Manager	
4.	Shaival Patel Bodyline Fashion Shoppee Pvt. Ltd. C.G.Road, Ahmedabad.	M.B.A.	Director	

General Information

1	Name of the Trade	Sales Assistant (Retail)
2	N.O.C. code No.	
3	Duration of Craftsmen Training	3 Months (12 Weeks)
4	Entry Qualification	10 + 2 (12 th Pass with English) or ITI Pass (GCVT/NCVT minimum 1 year Duration.)
5.	Other Requirement	Having Good Communication Skill in English, Hindi and Local language. Having Good Personality.
6.	Course Structure	02 Months Class room Training, 04 Hrs. per-day. 180 Hrs. Total Training. 01 Month on the job Training. 08 Hrs. per day. 208 Hrs. Total Training.
7.	Unit size	20
8.	Space Requirement	400 Sq.Ft.
9.	Power supply	1 KW
10.	Instructor (Faculty) Qualification Requirement	MBA or Graduate with professional relating skills course
11.	Approx cost of tools /machines equipment	2 Lacs.
12.	OBJECTIVES (Unit Competency):-	Retail selling in India is growing up day-by-day. Organized retail sector has been fast replacing the traditional market. Now Big Departmental stores selling all the basic requirements under one roof. Higher markets, Super market and specialty stores introducing the Indian consumer to a New shopping experience apart from traditional markets. Organized retail sector have huge demand for skilled workforce, As there is no available manpower specialization in retail. In order to provide retail career opportunities and to solve the problem of non availability of skilled work force in retail sales, Hence this course introduced to provide personal to organized retail sector and existing traditional markets.

Certificate course for the trade of "SALES ASSISTANT (RETAIL)" under C.T.S.

Duration – 3 MONTHS

MODULES	NO. OF HRS.	COURSE CONTAINTS – TOPIC EXPECTED TO BE COVERED	REMARKS
Module – 1	4	Familiarization with the day to day activity of the store.	Course contains Personality Development & Communication skills. Discussion, Case studies, Assignments, Interactive sessions, Workshops, Role-play & Group-presentation. Visit to Retail stores/ Distribution centers etc. where ever needed.
Awareness of retail sector	4	Orientation to product with various categories.	
	2	Familiarization of scanning and other security system.	
	4	Familiarization with procedure and system.	
	4	Introduction to the retail food safety practice.	
	2	Familiarization with various retail equipment.	
Total Hours	20		
Module – 2	4	Basic of Consumer Behavior.	"
Customer Relation	4	Dynamic of Customers.	
	8	Build relationship with Customers.	
	4	Solving Customer Queries.	
	4	Checking facilities for the Customers.	
	6	Customer feed back and Complaint Analysis.	
	4	Interaction with Customers.	
Total Hours	34		
Module – 3	2	Introduction to Merchandising.	"
Merchandising.	4	Visual Merchandising, Retail visual Illustrations.	
	6	Merchandise Product	
	4	Concept of 5-S	
	4	House Keeping and Shop Organization.	
	4	Inventory Management	
	2	Recording and Reporting.	
	2	Packing of Product.	
	4	Product Display.	
	2	Dispatching Product	
Total Hours	34		

MODULES	NO. OF HRS.	COURSE CONTAINTS – TOPIC EXPECTED TO BE COVERED	REMARKS
Module – 4	2	Basic of Selling.	"
Selling	2	Basic of Sales Inventory.	
	4	Suggestive Selling & selling skill advise on product and services.	
	4	Selling high end product.	
	6	Handling complex sale situations.	
	4	Dynamic of sale and service delivery.	
	4	Retail sales key performance indicators.	
	4	Achievements of sales Targets.	
	4	Customer Interaction during selling..	
Total Hours	34		
Module – 5	2	Importance of Store Safety & Security.	"
Safety, Security & First Aid	2	First Aid.	
	2	Fire Safety & Evacuation procedure.	
	2	Emergency Aid.	
	4	Retail food Safety.	
	4	Loss prevention & Damage control.	
	4	Personal Hygiene & Sanitation.	
	4	Safe working practice.	
	4	Minimization of theft, Store security system and procedures.	
2	Protective clothing and Equipment.		
Total Hours	30		
Module – 6	4	Basic introduction to Laws relating to Customer protection. Sales tax, WET, Excise, Octroi	"
Laws & Standard Norms	2	Product guarantee and warrantee.	
	2	Introduction to BIS, ISO, CE marketing , packaged commodity rules & other standard norms.	
	2	Laws relating to weigh and measurement.	
Total Hours	10		

Module – 7	2	Basic of Equipment used in store Department.	"
Retail Equipment	1	Labeling. Bar-coder.	
	1	Currency counter.	
	2	Basic of Computer operation system & Billing procedure with concern software & Printers of bills, statements.	
	4	Communication Equipments.	
	8	Procedure and Operation of Retail Equipment.	
Total Hours	18		
Module – 8	208	One month (26 days X 8 Hrs.) on the job Training in a retail store covering following skill / competency.	"
On the Job Training		Customer Service.	
		Merchandising.	
		Housekeeping.	
		Laws pretention	
		Achieving Sales targets.	
		Inventory Control.	
		Administrative and Clerrical skill	
		Study of Customer needs and giving feed back to the supplier.	
	Use of Retail Equipments.		
Total Hours	208		

List of tools and equipments for the trade of “SALES ASSISTANT” for a batch of 20 students

Sr. No.	Item	For a Batch of 20 students
1.	Trainee chairs with writing board	20
2.	Instructor Table	02
3.	Instructor chair	02
4.	LCD Projector with all accessories	01 set
5.	Computer latest version with related software (P-4)	02 set
6.	Printer Laser	01
7.	White board	01
8.	Related Charts / Films on professional retailing skills	as required
9.	Air Conditioner 1.5 Ton cap.	01