



CERTIFIED PROFESSIONAL IN RETAIL MANAGEMENT: SUPERMARKET OPERATIONS

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MODULE. II	LEARNING OBJECTIVE	LEARNING OUTCOME	LEARNING HOURS	TEACHING METHODOLOGY	TARGET AUDIENCE	COURSE HIGHLIGHTS/USP'S
Introduction to Supermarket operations	An introduction to supermarket operations as a subject	Identifying supermarket operations as key learning area.	1		Supervisory to store level managers currently working in supermarkets who would like to pursue next level in their career	Clear exposure to one of the fastest growing business sectors in the current economy.
Departments: Groceries - General Merchandise - Fresh Departments - Perishable and Frozen foods - Front end - Hygiene and housekeeping discipline.	A study on different departments of supermarket operations.	Distinctive learning of departments in a supermarket business.	2			Industry is short of qualified managers with detailed knowledge about retail.
Buying/Procurement: Role of a Buyer - Listing of suppliers - Listing of products- Deals & Free stocks - Replenishment - Rebates & discounts - Space selling and displays - Swell Allowance - Distribution Allowance	Learning and understanding what is buying/ Procurement, role of buyers and their functions in supermarket business.	Acquiring in-depth knowledge in the areas of buying and its importance in supermarket operations.	6	Live Classroom Sessions with Printed, Audio and Video Support.	Business owners of independent supermarkets who would like to upgrade themselves.	Huge gaps between demand and supply Undisputed pay for the right candidate High advantage for the migrating dependants to overseas for better job opportunities in largest sector of employment globally
Stock Receiving: Procedures / Checks- GRN/GRV - Claims - Price difference - Damages Returns - Storage area management - perishable goods cold chain management.	A step-by-step learning in one of the most critical areas of supermarket operations.	Familiarising the process of stock receiving, capturing and storage	4			Focused learning targeting a specific job opportunity in high demand, both locally and internationally
Pricing: Pricing Strategies – KVI – EDLP – Markups - GP Margins.	Explaining what is Pricing and different strategies in Pricing with its elements well explained.	Gaining Knowledge about pricing strategies and its applications.	4			Physical interaction with subject experts gives the candidates a unique chance of sharing first-hand experience and role play learning.
Inventory: Product Range - Stock Replenishment - Stock Holding- Shrinkage control - Managing Expiries - Stock Ageing Analysis - Category Management- Stock audits - Cycle counts - Hazard counts.	Detailed study of inventory management and its components	Understanding the importance of treating inventory with its due diligence required in store operations	6		Entrepreneurs or business owners other than super markets.	Step by step leaning can be practically tried in real time environment at their work places
Principals, Products and Brands: Leading FMCG Principals - Products under leading principals - Various brands and its positioning.	Familiarising products/ brands and its principals in FMCG	Accretion of must have knowledge in brands, products and principals.	2			

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Merchandising: Visual Merchandising - Layout/ Planogram-Types of Merchandising - Importance of merchandising - Cross merchandising/ Block Merchandising - Merchandising techniques and Tools - Power wings - Gondola ends and Floor Displays - Space allocations - Impulse Sales - Till Point merchandising - GMD Opportunities and Merchandising - Price label discipline.	Comprehensive study on importance of visual merchandising and various techniques used in supermarkets.	Attaining a sizeable knowledge in merchandising, displaying and selling of products from supermarket floor.	8		Supervisory to store level managers currently working in supermarkets who would like to pursue next level in their career	<p>Clear exposure to one of the fastest growing business sectors in the current economy.</p> <p>Industry is short of qualified managers with detailed knowledge about retail.</p> <p>Huge gaps between demand and supply</p> <p>Undisputed pay for the right candidate</p> <p>High advantage for the migrating dependants to overseas for better job opportunities in largest sector of employment globally</p> <p>Focused learning targeting a specific job opportunity in high demand, both locally and internationally</p> <p>Physical interaction with subject experts gives the candidates a unique chance of sharing first-hand experience and role play learning.</p> <p>Step by step leaning can be practically tried in real time environment at their work places</p>
FRESH DEPARTMENTS OPERATIONS:	▼	▼	1	Live Classroom Sessions with Printed, Audio and Video Support.	Business owners of independent supermarkets who would like to upgrade themselves.	
Fresh Produce: Categories - Procurement and storage - Market buying v/s Direct farm Buying - Wastage management - Display and merchandising - Trading GP - Reworks - Bill of Material/Product structure	A focussed study on most profitable departments in a supermarket and in depth learning of various production processes in service departments.	Gaining knowledge in efficient management of service departments and production management in supermarket service departments.	4		Entrepreneurs or business owners other than super markets.	
Butchery and Fish: Meat Classifications- Meat block Test and Trading GP, Meat displays and rotations - Reworks- Equipments management - Staffing and training- Production Plan - Bill of Material/ Product structure- Recipes - check lists - Food safety and house keeping. Shrinkage Control - Procurement- Storage and cold chain management- Costing and yield- Pricing - Ingredients and packaging - IDT.			8			
Bakery - Product ranging - Production plan- Equipments management - Staffing and training- Production Plan - Bill of Material/ Product structure- Recipes - check lists - Food safety and house keeping- Storage and cold chain management- Costing and yield- Pricing - Ingredients and packaging - IDT.			6			
Hot foods : Product range and Menu- Recipes- Costing and yield - Pricing- Production plan- Equipments management- Staffing and training- Bill of Material/ Product structure- Check lists- Food safety and house keeping- Storage and cold chain management- Temperature controls- Ingredients and packaging - IDT.			4			

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Sales and Marketing: Sales Budgets- Sales Floor activities - Promotion Activities- Markdowns-Leaflets-Advertising- Customer care/ Front end control- Home Deliveries-Loyalty Programs-House Keeping.	Discussing various sales and marketing techniques related to store operations.	Attaining necessary skills required in sales and marketing.	4	Live Classroom Sessions with Printed, Audio and Video Support.	Supervisory to store level managers currently working in supermarkets who would like to pursue next level in their career	<p>Clear exposure to one of the fastest growing business sectors in the current economy.</p> <p>Industry is short of qualified managers with detailed knowledge about retail.</p> <p>Huge gaps between demand and supply</p> <p>Undisputed pay for the right candidate</p> <p>High advantage for the migrating dependants to overseas for better job opportunities in largest sector of employment globally</p> <p>Focused learning targeting a specific job opportunity in high demand, both locally and internationally</p> <p>Physical interaction with subject experts gives the candidates a unique chance of sharing first-hand experience and role play learning.</p> <p>Step by step leaning can be practically tried in real time environment at their work places</p>
IT: POS – ERP – Data management - IT Equipment maintenance – CCTV	Learning of IT requirements and security systems.	Understanding the importance of a proper IT/software infrastructure and system securities required for supermarket business	2			
Maintenance: General maintenance- Plant and equipment-Back up power source- Renewable energy -Security – Checklists- Expense control and management.	Understanding and learning the process of plant and equipment maintenance using checklists and control measures	Knowing the Importance of general and preventive maintenance of plant and equipment in the business	2			
Cash Management/ Banking: Remittances/ Creditors - Debtors - Third Party services (Speed points/ UPI Etc.) - Banking CIT - Cashing up procedure and report - Cashier Floats – Change orders - Daily/ weekly checks.	Explaining the process of how the till collections in a store including cash, card swipes, EFT, UPI etc, are reconciled against the sales registered, how the banking is done and preparing day end reports	Acquired knowledge of how to manage cash and banking in store operations which is vital.	4			
Human Capital Management: Staff hiring procedures and Contracts- Scheduling and staff costing- Cost/ square feet/per employee-Payroll Management- Salary calculations/ Time and attendance- EPF and Staff benefits-Occupational health and safety- Internal communications-Staff training-Staff Appraisals	A detailed study on how the human resource is managed in a store including hiring, scheduling, training, and payroll	Attaining skills in managing the workforce both managerial and lower-level staff.	4			
Standard operating Procedures: Criteria in designing SOP- Check list against SOP- Floor walks - Daily checks.	Explaining the SOPs in a retail business environment, It's purpose, Importance of floor walks and daily checks. Brief discussion of how SOP gets formulated in a supermarket business.	Understanding the importance of standard operating procedures, daily checklists, and its implementations in a supermarket business	4		Entrepreneurs or business owners other than super markets.	
Total Hours			76			
MODULE END ASSESSMENT		120 minutes offline assessment- 40 MCQ's, 20 subjective questions-100 marks				

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MIS,Dashboard Management & Analysis Reports Analysis: Sales Analysis- Stock Analysis-Expense V/s Sales Analysis- GP Analysis - Shrinkage Vs Sales- Promo Vs normal Sales- Category wise sales and stock analysis	Learning how to read important reports and analyse it	To understand the performance status of the store from the report analysis.	2 6 4	Live Classroom Sessions with Printed, Audio and Video Support.	Supervisory to store level managers currently working in supermarkets who would like to pursue next level in their career	Clear exposure to one of the fastest growing business sectors in the current economy. ▼ Industry is short of qualified managers with detailed knowledge about retail. ▼ Huge gaps between demand and supply ▼ Undisputed pay for the right candidate ▼ High advantage for the migrating dependants to overseas for better job opportunities in largest sector of employment globally ▼ Focused learning targeting a specific job opportunity in high demand, both locally and internationally ▼ Physical interaction with subject experts gives the candidates a unique chance of sharing first-hand experience and role play learning. ▼ Step by step learning can be practically tried in real time environment at their work places
Departmental performance analysis- Department staff cost to sales contribution.						
Yearly CAPEX budgets	To learn and understand what CAPEX budget is, how to formulate it, criteria used	To gain knowledge about CAPEX budgets and its application in the business.	2			
P&L Reports - Organisational Trading GP Reports	To learn how to read and understand P&L reports and Organisational trading reports.	To acquire knowledge of Profitability statements and trading reports for business decisions.	4			
Identifying and analysing KPIs- Performance against Budgets	To learn how to identify and monitor various Key performance indicators of the business.	To attain knowledge of KPIs, its monitoring and actions based on it to achieve business goals	4			
Management Appraisals	To learn how to conduct management appraisals, factors to be observed in this process.	To Acquire skills for doing management appraisals periodically for internal promotions.	4			
Store Legal compliance.	Discussing the importance of licences and store compliance	To gain knowledge of basic statutory requirements, and store compliance for smooth running of business	2			
Retail terms and explanations - Current Trends - Future of Retail.	Learning of commonly used retail terms, discussing future and trends in retail	To familiarise the retail terms in practical world, updating oneself with current trends and future of retail	2			

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BONUS CHAPTER						
Checklist for setting up a new Supermarket	Discussing key aspects of setting up a brand new store.	Getting a brief understanding about the operational challenges and solutions for new/ existing supermarket business. Advanced learning is recommended in this area.	8	Live Classroom Sessions with Printed, Audio and Video Support.	Supervisory to store level managers currently working in supermarkets who would like to pursue next level in their career	Clear exposure to one of the fastest growing business sectors in the current economy. ▼ Industry is short of qualified managers with detailed knowledge about retail. ▼ Huge gaps between demand and supply ▼ Undisputed pay for the right candidate ▼ High advantage for the migrating dependants to overseas for better job opportunities in largest sector of employment globally ▼ Focused learning targeting a specific job opportunity in high demand, both locally and internationally ▼ Physical interaction with subject experts gives the candidates a unique chance of sharing first-hand experience and role play learning. ▼ Step by step learning can be practically tried in real time environment at their work places
Checklist for acquiring an existing supermarket and repositioning it	Explaining checklists for a new store acquisition of an existing business		4			
How to get a struggling supermarket recovered	Explaining the process of getting a struggling store recovered - tools and techniques used and principles to be followed		8			
Total Hours			48			
MODULE END ASSESSMENT		120 minutes offline assessment - 60 MCQ's, 20 subjective questions - 100 marks				
Total Course Learning - 130 Hours						
COURSE DESIGNED & PREPARED IN DETAIL BY:						
 Retailist The Retail Detailist						
 www.retailist.co.in						

Rajesh Damodaran

✉ +91 99957 16384

✉ retailist.rajesh@gmail.com

Praveen Parameswaran

✉ +91 98474 10970

✉ retailist.praveen@gmail.com

