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RETAIL STORE OPERATIONS

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219 W STATE STREET





SUPERMARKET



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Ensure that the goals are supported by appropriate planning and resources, staff, inventory and expenditure for long term success.



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STORE ADMINISTRATION AND MANAGEMENT OF PREMISES

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Management of premises managing the operations of a retail store starts by determining how the tasks pertaining to the premises are to be performed.



REFUNDS AND RETURNS

- Formulate a concrete refund policy for your store.
- The store should have fixed timings for exchange of merchandise. Never exchange products in lieu of cash.
- Never be rude to the customer, instead help him to find something else.

CUSTOMER SERVICE

- Customers are assets of the retail business and the retailer can't afford to lose even a single customer.
- Greet customers with a smile. Assist them in their shopping. The sales representatives should help the individuals buy merchandise as per their need and pocket. The retailer must not oversell his products to the customers. Let them decide on their own.
- Give the individual an honest and correct feedback. If any particular outfit is not looking good on anyone, tell him the truth and suggest him some better options.
- Never compromise on quality of products. Remember one satisfied customer brings five more individuals to the store. Word of mouth plays an important role in Brand Promotion.

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LEGAL COMPLIANCE

Ensure that the store is in compliance with employment laws, including those regarding wage and hour, human rights and equal employment opportunities.

MANAGING PROMOTIONS, EVENTS, AND PARTNERS

Events and promotions are much part of retail marketing scene. In order to enable success of an event or a promotion, it is necessary that the store owner take the action is to take place before for the same.

PREVENT SHOPLIFTING/ SAFETY AND SECURITY

- The merchandise should not be displayed at the entry or exit of the store.
- Do not allow customers to carry more than three dresses at one time to the trial room.
- Install CCTVs and cameras to keep a close watch on the customers.
- Each merchandise should have a security tag.
- Ask the individuals to submit carry bags at the security.
- Make sure the sales representative handle the products carefully.
- Clothes should not have unwanted stains or dust marks as they lose appeal and fail to impress the customers.
- Install a generator for power backup and to avoid unnecessary black outs.
- Keep expensive products in closed cabinets.
- Instruct the children not to touch fragile products.
- The customers should feel safe inside the store.

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