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 Managing Store  
 Operations



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# RETAIL STORE OPERATIONS

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219 W STATE STREET







**SUPERMARKET**



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# RETAIL STORE OPERATIONS

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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.



#### 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 article 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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#### MANAGING PROMOTIONS, EVENTS AND PARTNERSHIP

Events and promotions are a very much part of retail marketing strategy. In order to enable the success of an event or a promotion, it is necessary that the store where the activity is to take place be geared for the same.

#### LEGAL COMPLIANCE

Ensure that the store is in compliance with employment laws, including those relating to wages and hours, human rights and equal employment opportunities.

#### 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 in their own cars.
- Install CCTV and cameras to keep a close watch on the customers.
- Each retail outlet should have a security tag.
- Ask the individual not to carry bags on the security.
- Make sure the sales representative handle the products carefully.
- Checks should not have unattended items or dust inside 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.

#### STUNDS AND RETURNS

When a customer returns a product, the retailer should check the product for any damage and then process the return. The retailer should also check the return policy of the product and then process the return.

#### MANAGING INVENTORY AND DISPLAY

The task of allocating the merchandise to the various stores usually rests with the merchandise management team or the category manager as the case may be. As the store, the store staffs manage this inventory.

#### MANAGING RECEIPTS

- Managing receipts involves defining the manner in which the retailer is going to receive payment for the sales. The most common method for receiving payments for goods sold in India is by cash or by credit card. Inventory and Stock Management. The retailer must ensure to manage inventory to avoid being "out of stock".
- Every retail chain should have its own warehouse to stock the merchandise.
- Take adequate steps to prevent loss of inventory and stock.

#### TRAINING

- The store manager must co-ordinate the training programs for the sales representatives to motivate the team members to motivate the customers.
- It is the store manager's responsibility to stay abreast of the latest developments in the industry.
- It is the store manager's responsibility to submit necessary reports (sales and expenses) to the head office on a daily basis.

#### COMMUNICATION

Communication with the regional office/ head office as per the requirements lay down by the organization with reference to sales, target customer service, events and local issues.

#### BUDGETING AND PLANNING

Ensure that the goals and objectives are appropriate, planning and execution are long term success.



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## 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.

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- Do not allow customers to carry more than three dresses at one time to the trial room.
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- 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.
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## MANAGING PROMOTIONS, EVENTS, AND PARTNERSHIPS

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



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