



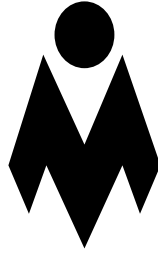
**STANDARD KEMAHIRAN PEKERJAAN KEBANGSAAN  
(NATIONAL OCCUPATIONAL SKILLS STANDARD)**

**G471-001-3:2018  
RETAIL OUTLET OPERATIONS  
(OPERASI OUTLET PERUNCITAN)  
LEVEL 3**



**Jabatan Pembangunan Kemahiran  
Kementerian Sumber Manusia, Malaysia**

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Department of Skills Development (DSD)  
Federal Government Administrative Centre  
62530 PUTRAJAYA, MALAYSIA

NATIONAL OCCUPATIONAL SKILLS STANDARD

**RETAIL OUTLET OPERATIONS  
LEVEL 3**

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## Abbreviation

1. CoCU	Curriculum of Competency Unit
2. CP	Competency Profile
3. CPC	Competency Profile Chart
4. CU	Competency Unit
5. DKM	Diploma Kemahiran Malaysia
6. DLKM	Diploma Lanjutan Kemahiran Malaysia
7. DSD	Department of Skills Development
8. D/O	Delivery Order
9. FEFO	First Expire Fire Out
10. FIFO	First In First Out
11. GST	Government Service Tax
12. GHP	Good Hygiene Practice
13. GRN	Good Return Note
14. ID	Identity Document
15. JTPS	Jawatankuasa Teknikal Penilaian Standard
16. KPDNKK	Kementerian Perdagangan Dalam Negeri, Koperasi dan Kepenggunaan
17. NOSS	National Occupational Skills Standard
18. OAS	Occupational Area Structure
19. OS	Occupational Structure
20. OSHA	Occupational Safety and Health Act
21. PBL	Problem Based Learning
22. PC	Performance Criteria
23. POS	Point of Sales
24. P/O	Purchase Order
25. SBT	Scenario Based Training
26. SKM	Sijil Kemahiran Malaysia

27. SKU	Stock Keeping Unit
28. STC	Standard Technical Committee
29. STEC	Standard Technical Evaluation Committee
30. SOP	Standard Operation Procedure
31. TEM	Tools, Equipment and Materials

## Glossary

1. Back End Business activities that take place behind the scenes and serve more of a supportive function such as information technology, human resources and inventory management.
2. Sales Floor The part of a business devoted to retail activities, such as showroom or selling area of a shop or department store, usually manned by sales staff and having free public access with goods on display.
3. Front End The designated area of a retail store for customer checkout and where merchandise is displayed. It may include a service center, counting room for monies, MIS office and Store Manager's Office.
4. Stock Take The physical verification of the qualities and condition of items held in an inventory or warehouse. This may be done to provide an audit of existing stock. It is also the source of stock discrepancy information.
5. Stock Count An act of checking the number of goods that is available for sale in a shop or business.
6. Planogram A diagram that shows how and where specific retail products should be placed on retail shelves or displays in order to increase customer purchases.
7. Halal Things or actions permitted by Islamic law without punishment imposed on the doer.
8. Corrective action Improvements to an organization's process taken to eliminate causes of non – conformities or other undesirable situation.
9. Stock Keeping Unit A product and service identification code for a store or product, often portrayed as a machine – readable bar code that helps track the item for inventory. In the field of inventory management it is a distinct type of item for sale and all attribute with the item type that distinguish it from other items types.
10. Point of Sales The cashier counters in the retail store or a location where such transaction can occur.
11. Point of Sales system Electronic cash register system, touch – screen display, barcode scanner, receipt printers, scales and pole displays. Also include a debit / credit card reader.
12. Cash Float Cash put into the cash register at the beginning of the day or week to allow change to be given to customers
13. Price integrity A matching of the price of a product and the price charged on the electronic scanner at the checkout.
14. Retail store A place of business owned and operated by a retailer or a manufacturer or by someone other than a retailer in which merchandise is sold primarily to consumers.

## Acknowledgement

The Director General of DSD would like to extend his gratitude to the organisations and individuals who have been involved in developing this Standard including:

- i. National Skills Development Council (NSDC)
- ii. Standard Technical Committee (STC)
- iii. Standard Technical Evaluation Committee (STEC)
- iv. Standard Development Committee (SDC)
- v. Facilitator
- vi. Secretariat
- vii. Related Organisation

**STANDARD PRACTICE**  
**NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:**  
**RETAIL OUTLET OPERATIONS**  
**LEVEL 3**



## 1. Introduction

### 1.1. Occupation Overview

The retail outlet whether it is a convenience store, grocery store, mart, supermarket or departmental store is the place where the customer makes decision on the purchase of the products offered by the retailer. Managing store operations for a small retail business of any size or complexity is a challenging task. It requires integration among various functions within the store. When all the functions are performed in an integration manner, the store operations run smoothly. Managing the operations of a retail outlet starts by determining how the tasks pertaining to the premises are to be performed. Firstly, the duration of the hours for business need to be determined. It is also necessary to specify with whom the responsibility of opening and closing the store lies with. Security of the outlet premises and of the merchandise in the store is equally important. The size of the retail store and the level of operations determine the level of security required. Security of merchandise is needed to ensure that pilferage of merchandise or shrinkage as it is commonly termed is minimal.

Retailers are part of an integrated system called the supply chain. Retailing can be done in either fixed locations like stores or markets, door-to-door or through delivery service. Retailing in Malaysia demonstrated stronger value growth in last few years despite the slowly recovering economic conditions. Although consumers remained cautious about overspending on non-grocery products, sales continued to be stimulated by various marketing efforts, such as price reductions and major promotional activities. Consumers who opted for non-grocery products were more price-sensitive, since these products were considered non-necessities compared with groceries, which are needed on a daily basis. In general, retailing in Malaysia is projected to increase, with a positive outlook for the next few years, with more retailers planning to expand their numbers of outlets, which will further assist in boosting sales. Despite a slow economic condition being forecasted in Malaysia, consumers will continue to be encouraged to purchase by various promotional activities by retailers.

Retail outlet operation personnel is responsible for the various works at the retail store namely back end, sales floor and front-end sections to ensure stocks are readily available, products being displayed for sales activities and ensuring that the store provides proper customer service. Staff and sales team regular supervision is to ensure the smooth functioning of the day-to-day operations of the store. On the other hand, he also has to ensure that the policies and the guidelines as laid down by the management are adhered to by the store and all employees within the store. The retail outlet operation personnel is responsible for all the activities that are conducted within the environs of the store and would include the opening of the store on time, scheduling of staff,

cleanliness, ensuring adequate stock on the floor, cashiering, closing of the store and also dealing with the customer grievances and complaints.

## 1.2. Rationale of NOSS Development

This is a new NOSS for retail outlet operations since the previous NOSS Retail Operations (Department) is found to be specifically for hypermarket and irrelevant to most retail outlets such as convenience store, departmental store, grocery store and mart.

The previous NOSS is designed for big scale retail operations which comprise of various sections and departments. Therefore, this new NOSS is more focusing on small scale retail operations that normally practice by these retail outlets.

## 1.3. Rationale of Occupational Structure and Occupational Area Structure

Previously, the discussion among the industry experts, Level 1 is regarded as general assistant, by considering the work condition and situation, personnel of Level 1 scope of work is merely assisting personnel of Level 2 in performing the core work processes.

As for Level 3, the personnel of this level shares common competencies with Level 2 but the scope of work is more of supervisory functions. In reference to industry practice, operation of the retail is done in a group consisting of Level 1, 2 and 3. In which, each level complementing the work of others. Therefore, panel of experts came with a consensus that in skills training it is best to shrink the levels and merge the areas into single tier entry.

## 2. Occupational Structure (OS)

Section	(G)WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLE
Group	(47) RETAIL SALE IN NON – SPECIALIZED STORES
Area	RETAIL STORE OPERATIONS
Level 5	Retail Store Manager
Level 4	Head of Department
Level 3	Retail Store Supervisor
Level 2	Retail Assistant
Level 1	General Assistant

Figure 1: Occupational Structure

### 3. Occupational Area Structure (OAS)

Section	(G) WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLE
Group	(47) RETAIL SALE IN NON – SPECIALIZED STORES
Area	RETAIL STORE OPERATIONS
Level 5	Retail Outlet Management
Level 4	Retail Outlet Administration
Level 3	<b>Retail Outlet Operations</b>
Level 2	Embedded to L3
Level 1	

Figure 2: Occupational Area Structure

### 4. Definition of Competency Levels

The NOSS is developed for various occupational areas. Below is a guideline of each NOSS Level as defined by the Department of Skills Development, Ministry of Human Resources, Malaysia.

- Level 1: Competent in performing a range of varied work activities, most of which are routine and predictable.
- Level 2: Competent in performing a significant range of varied work activities, performed in a variety of contexts. Some of the activities are non-routine and required individual responsibility and autonomy.
- Level 3: Competent in performing a broad range of varied work activities, performed in a variety of contexts, most of which are complex and non-routine. There is considerable responsibility and autonomy and control or guidance of others is often required.
- Level 4: Competent in performing a broad range of complex technical or professional work activities performed in a wide variety of contexts and with a substantial degree of personal responsibility and autonomy. Responsibility for the work of others and allocation of resources is often present.
- Level 5: Competent in applying a significant range of fundamental principles and complex techniques across a wide and often unpredictable variety of contexts. Very substantial personal autonomy and often significant responsibility for the work of others and for the allocation of substantial resources features strongly, as do personal accountabilities for analysis, diagnosis, planning, execution and evaluation.

## 5. Award of Certificate

The Director General may award, to any person upon conforming to the Standards the following skills qualifications as stipulated under the National Skills Development Act 2006(Act 652):

- Malaysian Skills Certificate
- Malaysian Skills Diploma
- Malaysian Skills Advanced Diploma
- Statements of Achievement

## 6. Occupational Competencies

The Retail Outlet Operations Level 3 personnel is competent in performing the following core competencies:

- a. Back End Operations
- b. Sales Floor Operations
- c. Front End Services
- d. Retail Outlet Supervision
- e. Retail Outlet Security, Safety and Hygiene Practice

## 7. Work Conditions

Due to the huge variety and diversity of retail jobs there is no one set of working condition. Depending upon your role in retail, the job may be very physical - such as moving stock in a storage area or a more desk-based role requiring critical thinking and number crunching.

Retail operators are often required to work flexible hours, including late nights and weekends. Most retail operator spend long hours standing up, and the job may involve lifting and carrying. However, the shop floor is considered a vibrant and exciting place to work with the opportunity to interact with customers on a daily basis.

## 8. Employment Prospects

The retail industry is a key sector of Malaysia's vibrant economy. There is an increasing focus on creating clear skills and career advancement routes to raise the professionalism of jobs, improve customer service and retail productivity to make the retail industry an attractive long-term employment option.

This course will train students exclusively in the processes, technologies and trends of retail operations. The training aims to help both large as well as small retailers in Malaysia to level up and bring world class service standards in the specialised field of retailing. Students will

be exposed to a powerful set of concepts that will serve them, not just in a retailing career pathway, but in any business field they choose that requires serving customers and successfully meeting corporate goals.

## 9. Up Skilling Opportunities

Retailing offers exciting, challenging and rewarding career opportunities. The field of retail is large and opportunities for employment are available in many business organisations. With the multi-disciplinary skills and relevant shop-floor practice acquired from the course, it will be suitable for a wide range of retailing careers. In retail firms, career opportunities occur in the merchandising/buying, store management and corporate staff functions. It could also be Entrepreneurs in managing own businesses or be employed as Retail Supervisors, Retail Business Development Executives, Merchandisers, Visual Merchandisers, Marketing Executives and Retail Operations Executives. Corporate positions include accounting, finance, promotions and advertising, information and distribution systems, and human resource management.

## 10. Organisation Reference for Sources of Additional Information

The following organisations can be referred as sources of additional information which can assist in defining the document's contents.

### National

- a. Kementerian Perdagangan Dalam Negeri, Koperasi Dan Kepenggunaan  
No.13, Persiaran Perdana,  
Presint 2, 62623 Putrajaya  
Tel : 1800-886-800  
Fax : 603-8882 5762  
Website : webadmin@kpdnkk.gov.my
- b. Malaysia Retailers Association (MRA)  
A-11-11 & A-11-12, Level 11, Tower A  
Menara UOA Bangsar  
No. 5 Jalan Bangsar Utama 1  
59000 Kuala Lumpur  
Tel : 603-22848322  
Fax : 603-22018322  
Website : <http://www.mra.com.my>

c. Malaysian Retailer-Chains Association (MRCA)

A-05-02,3,3A Block A, Level 5,  
Sky Park One City, Jalan USJ 25/1,  
47650 Subang Jaya, Selangor  
Tel : 03-5882 4333  
Fax : 1700-810-950  
Website : [www.mrca.org.my](http://www.mrca.org.my)

d. Asean Retail-Chains & Franchise Federation

ARFF Malaysia Chapter Secretariat  
Block C-10-7 & 8, Menara Uncang Emas,  
85, Jalan Loke Yew  
55200 Kuala Lumpur  
Website : <http://www.arff.org.my/>

e. AcNielsen (M) Sdn Bhd

20th Floor Menara MPPJ Jalan Tengah  
46200 Petaling Jaya, Selangor  
Tel : 03-7956 2311

INTERNATIONAL

a. Federation Of Asia-Pacific Retailers Association (FAPRA)

NO., 25, Yuetan North Street, Xicheng District, Beijing, China  
Tel : (+86 10) 6839 1370  
Fax : (+86 10) 6839 1373  
Website : <http://www.fapra.com/>

b. Indonesian Retail Merchants Association (APRINDO)

E-Trade Bldg, Ground Floor, Jalan Wachid Hasyim  
No. 55, Jakarta 10350 Indonesia  
Tel : (+62 21) 315 4241  
Fax : (+62 21) 392 8545  
Website : [www.aprindoor.id](http://www.aprindoor.id)

c. Singapore Retailers Association (SRA)

371 Beach Road, #02-04/-5 Keypoint, Singapore 199597  
Tel : (+65) 6295 2622  
Fax : (+65) 6295 2722  
Website : [www.retail.org.sg](http://www.retail.org.sg)

- d. Australian Retailers Association (ARA)  
Level 10, 136 Exhibition Street Melbourne Vic 3000 Australia  
Tel : (+61) 1300 368 041  
Fax : (+61 3) 8660 3399  
Website : [www.retail.org.au](http://www.retail.org.au)
- e. Association Of Vietnam Retailers (AVR)  
25, Ngo Ouyen, Hoan Kiem, Ha Noi, Vietnam  
Tel : (+84 4) 2220 54 52  
Fax : (+84 4) 2220 54 11
- f. Federation Of Indian Chambers Of Commerce And Industry (FCCI)  
FCCI Head Office Federation House  
Tansen Marg, New Delhi 110001 India  
Tel : (+91 11) 2331 5442  
Fax : (+91 11) 2331 9369  
Website : [www.fcci.com](http://www.fcci.com)

#### 11. Standard Technical Evaluation Committee

NO	NAME	POSITION & ORGANISATION
1.	Halim bin Hamim	Assistant General Manager Mydin Retail Academy
2.	Mejar Abdul Aziz Bin Munaji	Group Manager, Human Resource Department UO Superstore
3.	Steven Lee Teng Sun	Senior Manager Business Operation Control KK Supermart & Superstore Sdn Bhd
4	Kennady Soosay	Regional Operations Manager Lulu Group Retail Sdn Bhd



## 12. Standard Development Committee

### **RETAIL OUTLET OPERATIONS LEVEL 3**

NO	NAME	POSITION & ORGANISATION
1.	Riswardi Abdul Rajak	Director Mentor Skills Sdn Bhd
2.	Hilmey bin Md Aris	Deputy General Manager Iskandar Malaysia Cooperatives Bhd
3.	Mohd Hanafi bin Jamiat	Head of ILB Project Halal Industry Development Corporation Sdn Bhd
4.	Mohd Rodi bin Apri	Assistant Training Manager Mydin Mohamed Holdings Bhd
5.	Nur Azhar bin Laba	Trainer Executive KK Supermart Superstore Sdn Bhd
6.	Shaiful Anuar bin Abdullah	Manager, Operational Training Segi Value Holdings Sdn Bhd
7.	Muhammad Hairin bin Ahmad Supian	Retail Strategy Consultant Strategic HRM PLT
8.	Shahrine bin Mohammed Isa	Branch Manager Mydin Mohamed Holdings Bhd
9.	Zuwati binti Mustafa @ Tarmizi	Assistant Training Manager Pakson Corporation Sdn Bhd
10.	Wan Masdurianita binti Wan Muhamad Naw	Trainer 7 Eleven Malaysia Sdn Bhd
11.	Norsafarina binti Muhamad Nazir	Senior Executive/Trainer 7 Eleven Malaysia Sdn Bhd
<b>FACILITATOR</b>		
1.	Saiful Anwar bin Abu Hasan	Facilitator FACTS Consultance

**STANDARD CONTENT**

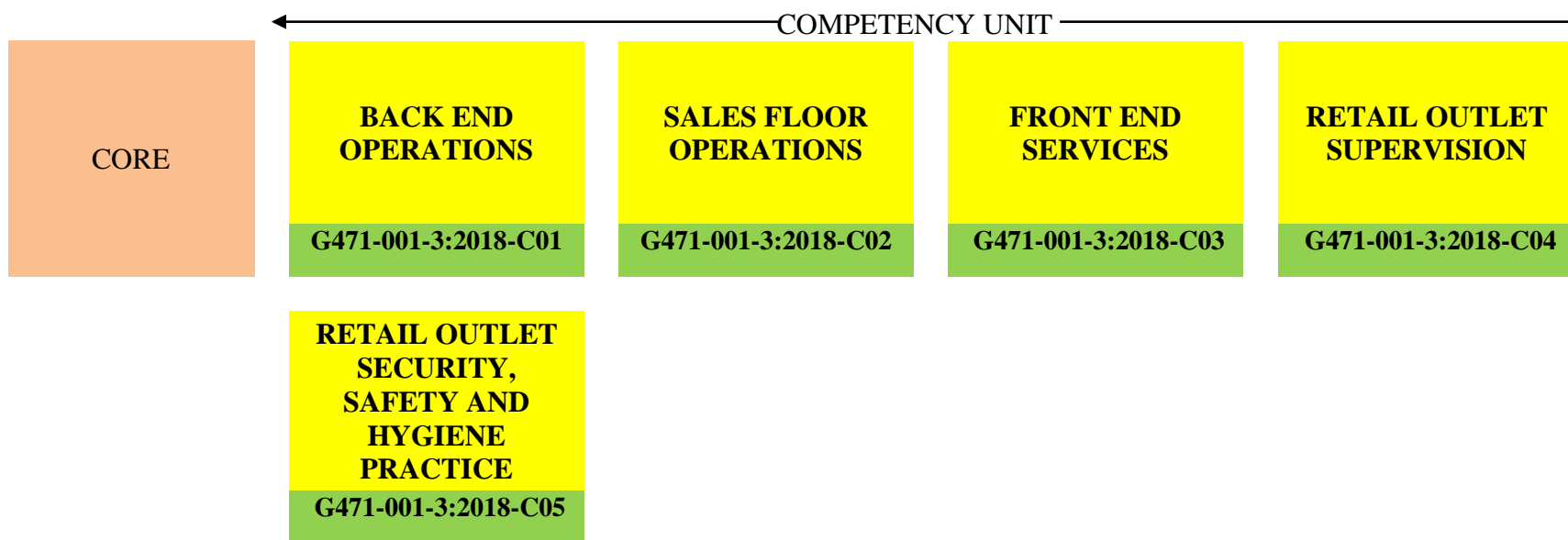
**NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:**

**RETAIL OUTLET OPERATIONS**

**LEVEL 3**

### 13. Competency Profile Chart (CPC)

SECTION	(G) WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLE		
GROUP	(47) RETAIL SALE IN NON – SPECIALIZED STORES		
AREA	RETAIL STORE OPERATIONS		
NOSS TITLE	RETAIL OUTLET OPERATIONS		
NOSS LEVEL	THREE (3)	NOSS CODE	G471-001-3:2018



#### 14. Competency Profile (CP)

SECTION	(G) WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLE		
GROUP	(47) RETAIL SALE IN NON – SPECIALIZED STORES		
AREA	RETAIL STORE OPERATIONS		
NOSS TITLE	RETAIL OUTLET OPERATIONS		
NOSS LEVEL	THREE (3)	NOSS CODE	G471-001-3:2018

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
1. Back End Operations  G471-001-3:2018-C01	<p>Back End Operations involve in managing and controlling stock and inventory. Goods and materials that a retail outlet holds for the ultimate purpose of resale needs to be ordered and arranged properly to refill the inventory replenish shelves and regularly monitored to ensure that all goods are kept under favourable conditions for retail operations.</p> <p>A competent person in this CU shall be able to prepare retail store back end documentation, carry out back end stock take, carry out stock ordering, carry out stock receiving, carry out stock arrangement, carry out inter store stock transfer, carry out product return, carry out</p>	1. Prepare back end documentation	<p>1.1 Stock category, quantity and status determined based on stock movement record, price change, stock card, and order proposal list</p> <p>1.2 Return and non-returnable stocks determined and listed out</p> <p>1.3 Stock documentation such as ordering, receiving, disposal, returns and transfer documents prepared according to retail store standards operation procedures (SOP)</p>
		2. Carry out back end stock take	<p>2.1 Relevant documents interpreted and location code determined according to scope of work</p> <p>2.2 Stock Keeping Unit (SKU) to be counted segregated and arranged according to product category</p> <p>2.3 Physical SKU quantity confirmed and recorded according to product category</p> <p>2.4 Amended stock take report checked according to product category</p> <p>2.5 Variance finding confirmed by recounting stock according to product category</p> <p>2.6 Stock take finding conveyed to superior and</p>

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
	<p>product disposal</p> <p>The outcome of this competency is to ensure stock received is arranged according to FIFO and FEFO requirements, stock par level maintained and properly stacked according to latest regulatory requirements such Food and Hygiene guideline, OSHA, Drug and Poison Act. Efficiency in ordering stock will reduce stock shortage, reduce customer complaint and increase regular customer &amp; sales</p>		approval on finding obtained
		3. Carry out stock ordering	3.1 Stock ordering planned base on stock level and delivery schedule 3.2 Sales trend on promotional, seasonal and festive items determined based on sales history 3.3 SKU availability checked based on actual physical balance and stock replenishment report 3.4 Sales performance checked based on weekly and monthly sales reports 3.5 Stock ordering carried out based on sales trend, sales performance and availability
		4. Carry out stock receiving	4.1 Stock type and quantity checked according to Good Receive Note (GRN) / Good Receive Document according to numbers / quantity of accepted SKU 4.2 Halal products checked according to Halal standards requirements 4.3 Stock quality checked base on acceptance quality levels guidelines. 4.4 Corrective action of stock discrepancies and variances recommended to supplier and approved by superior
		5. Carry out stock arrangement	5.1 Back end stock arranged according to First In First Out (FIFO) and First Expire First Out (FEFO) requirements 5.2 Stock segregated according to product

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
			category and type 5.3 Halal product segregated from non – halal product and placed at the designated area 5.4 Storage area condition checked according to retail store SOP 5.5 Back end stock arranged according to latest statutory regulation requirements such as Food and Hygiene guideline, Occupational Safety and Health Act (OSHA), Drug and Poison Act
		6. Carry out stock transfer	6.1 Category and type of stock for transferring determined base on stock status such as low stock, out of stock or overstock 6.2 Stock transfer documentations prepared according to stock status 6.3 Stock transfer documentations submitted to superior for approval 6.4 Stock transfer executed and monitored according to respective store requisition 6.5 Inter company stock transfer carried out when stock is being transferred within the company's branches or outlets. 6.6 Intra company stock transfer carried out when stock is being transferred to other company
		7. Carry out product return	7.1 Quantity and quality of product return checked and verified according to specification. 7.2 Category, type and quantity of product return determined and documented. 7.3 Product return documentations prepared and

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
			<p>submitted to superior for approval</p> <p>7.4 Product return status conveyed to supplier for corrective actions</p> <p>7.5 Suppliers pick up schedule for product return arranged and confirmed</p> <p>7.6 Product returns to supplier monitored during collection time according to retail store SOP.</p>
		8. Carry out product disposal	<p>8.1 Products for disposal sorted and segregated according to retail store SOP</p> <p>8.2 Non-returnable SKU determined for clearance such as markdown or discount/purchase with purchase</p> <p>8.3 Disposal products details recorded according to non – conformance criteria such as damage, dented and expired products</p> <p>8.4 Retail store non – trade item disposal monitored according to retail store SOP</p> <p>8.5 Disposal product records submitted to superior for approval</p> <p>8.6 Disposal activities carried out and monitored according to retail store SOP</p>
		9. Produce back end reports	<p>9.1 Back end documents such as Delivery Order (D/O), Purchase Order (P/O) and Goods Return Note (GRN) determined according to retail store requirements</p> <p>9.2 Back end documents verified according to retail store requirements</p> <p>9.3 Verified back end documents submitted to Superior</p> <p>9.4 Back end documents compiled according to retail store SOP</p>

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
2. Sales Floor Operations  G471-001-3:2018-C02	<p>Sales Floor Operations involves in product merchandising, selling and replenishment activities. Merchandising refers to the variety of products available for sale and the display of those products in such a way that it stimulates interest and entices customers to make a purchase</p> <p>A competent person in this CU shall be able to prepare product merchandising, carry out product merchandising, update selling floor stock status, carry out selling floor stock take and produce sales floor operations reports</p> <p>The outcome of this competency is to ensure that products being displayed for sales activities according to according to promotion plan, high pilferage products are arranged at designated fixtures according to retail store SOP and price label is displayed according to KPDNKK</p>	1. Prepare product merchandising	<p>1.1 Retail store planogram obtained to determine product category</p> <p>1.2 Retail store promotion plan obtained to determine festive season and promotion activities requirements</p> <p>1.3 Retail store planogram determined according to retail store promotion plan</p> <p>1.4 Retail store product category determined according to retail store promotion plan</p> <p>1.5 Retail store display fixtures determined according to product category</p> <p>1.6 Product assortment determined according to floor space availability</p>
		2. Carry out product merchandising	<p>2.1 Product display fixtures cleanliness checked according to retail store SOP</p> <p>2.2 Product displayed according to promotion plan, product launching and events requirements</p> <p>2.3 High pilferage products arranged at designated fixtures according to retail store SOP</p> <p>2.4 Price label displayed according to latest Ministry of Domestic Trade, Co-operatives and Consumerism (KPDNKK) requirements and retail store SOP</p> <p>2.5 Price change updated according to latest Ministry of Domestic Trade, Co-operatives and Consumerism (KPDNKK) requirements, retail store promotional plan and retail store SOP</p> <p>2.6 Stock replenishment activities carried out</p>



CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
			when stock reached minimum level
		3. Update selling floor stock status	3.1 Stock count area determined according to retail store plan layout 3.2 Stock counting documents such as stock count sheet prepared according to stock count area 3.3 Selling floor stock report generated to determine stock status 3.4 SKU to be counted segregated and arranged according to product category and type such as food and non – food items 3.5 Physical count carried out and stock variance determined 3.6 Physical SKU quantity confirmed and recorded according to product category 3.7 Stock summary variance report produced and submitted to superior for verification
		4. Carry out selling floor stock take	4.1 Selling floor stock arranged according to product category 4.2 Physical SKU quantity counted and recorded according to product category 4.3 Stock take finding compared with stock record according to product category 4.4 Amended stock take report checked according to product category 4.5 Variance finding confirmed by recounting stock according to product category 4.6 Stock take finding conveyed to superior and approved
		5. Produce sales floor operations reports	5.1 Retail floor sales floor operations documents such as price change, promotion, stock card

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
			<p>and end of day reports verified according to retail store daily requirements</p> <p>5.2 Sales floor operations reports generated according to company's management requirements</p> <p>5.3 Sales floor operations reports submitted to superior and reviewed</p> <p>5.4 Sales floor operations reports systematically compiled</p>
<p>3. Front End Services</p> <p>G471-001-3:2018-C03</p>	<p>Front End Services involve in providing customer service such as item exchange and refund, attending to customer enquiries, complaints or feedback, availability of customer shopping equipment and receiving customer payment.</p> <p>A competent person in this CU shall be able to carry out retail store sales floor inspection, carry out customer information services, carry out front end customer services, check retail store shopping equipment, handle customer item exchange and refund, handle customer enquiries, complaints and feedback, carry out retail store cashing and produce front end services reports</p>	1. Carry out retail store sales floor inspection	<p>1.1 Sales floor inspection checklist prepared according to retail store daily requirements</p> <p>1.2 Sufficient retail store staff determined according to retail store staff schedule</p> <p>1.3 Selling floor product display arrangement checked according to retail store promotion plan requirements</p> <p>1.4 Selling floor cleanliness checked according to retail store SOP</p> <p>1.5 Point of Sales (POS) system cash register function checked according to system instruction manual</p> <p>1.6 Sales floor inspection checklist systematically compiled</p>
		2. Carry out customer information services	<p>2.1 Product information and promotion materials collected and prepared according to latest retail store activities</p> <p>2.2 Customer service form such as lost &amp; found, Good Service Tax (GST) and return forms provided to customer</p> <p>2.3 Retail store promotion price verified according to latest retail store promotion</p>

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
	The outcome of this competency is to ensure price is updated, customer enquiry, complaint and feedback are attended, cashiers are arranged, shopping equipment are in good condition and item exchange and refund handled according to retail store SOP		activities 2.4 Customer bulletin board updated according to latest retail store activities
		3. Carry out front end customer services	3.1 Customer free gifts provided according to latest retail store and suppliers promotion activities 3.2 Customer utilities billing services such as ASTRO, Touch and Go and mobile prepaid provided according to merchant requirements 3.3 Customer loyalty programs monitored according to retail store SOP 3.4 Special needs customer such as handicapped, senior citizen, disable and pregnant women assistance provided to meet their specific requirements
		4. Check retail store shopping equipment	4.1 Retail store shopping equipment such as basket, trolley list obtained to determine availability status 4.2 Shopping equipment condition checked to ensure in good shape 4.3 Shopping equipment condition recorded in retail store shopping equipment list 4.4 Shopping equipment arranged at specific retail store area according to customer traffic flow 4.5 Shopping equipment availability status reported to superior
		5. Handle customer item exchange and refund	5.1 Customer proof of purchase obtained from customer 5.2 Item condition checked according to causes

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
			of defect 5.3 Item warranty determined according to item validity period 5.4 Customer item exchange verified according to retail store SOP 5.5 Customer refund verified according to retail store SOP 5.6 Customer item exchange and refund cases reported to superior
		6. Handle customers enquiries, complaints and feedback	6.1 Customer enquiry, complaint or feedback determined according to nature of the case 6.2 Customer solution proposed based on type of enquiry, complaint or feedback and according to retail store SOP 6.3 Customer enquiry, complaint or feedback written down in retail store standard form 6.4 Customer enquiry, complaint or feedback form submitted to superior for further action
		7. Carry out retail store cashiering	7.1 POS system cash register checked to ensure the system is functioning 7.2 Cashier briefing conducted on related matters such as promotion activities, process and procedures, appearance 7.3 Cashier counter opened according to cashier Identity Document (ID) 7.4 Cashier cash float prepared to ensure minimum amount of cash at each counter maintained 7.5 Product scanned and cash received according to total amount displayed on POS system cash register

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
			<p>7.6 Cancellation of transaction checked and verified according to retail store SOP</p> <p>7.7 Cash collection handover carried out during off duty / end of shift and based on retail store SOP</p> <p>7.8 Cashier day end reports produced to determine daily sales transaction, discrepancies and reconciliation</p> <p>7.9 Cash in hand, credit cards transaction and vouchers are compared with daily sales transaction report to determine shortages and discrepancies</p>
		8. Produce front end services reports	<p>8.1 GST refund for tourist and wholesaler reports prepared according to standard format</p> <p>8.2 Customer Suggestion / feedback report prepared according to standard format</p> <p>8.3 Refund and return report prepared according to standard format</p> <p>8.4 Lost and found reports prepared according to standard format</p> <p>8.5 Redemption and Voucher reports prepared according to standard format</p> <p>8.6 Redundant card members cancellation reports prepared according to standard format</p> <p>8.7 Customer services reports submitted to superior</p>

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
4. Retail Outlet Supervision  G471-001-3:2018-C04	<p>Retail Outlet Supervision involves in monitoring day-to-day operations of staffs to ensure that all work activities are done within their duties and responsibilities and scope of work.</p> <p>The person who is competence in this work shall be able to prepare staff work schedule, conduct staff briefing and meeting, carry out staff coaching and monitor staff performance</p> <p>The outcome of this competency is to ensure retail store staffs are briefed, coached and monitored according to staff duty and responsibility and retail store rules and regulation.</p>	1. Prepare staff work schedule	1.1 Sufficient number of retail store staff determined according to retail store promotion plan, festive seasons and public holidays 1.2 Staff shift and working hours determined according to retail store promotion plan, festive seasons and public holidays 1.3 Staff job tasks and work instruction assigned to meet retail store sales target 1.4 Staff work schedule produced to meet retail store promotion plan, festive seasons and public holidays 1.5 Staff work schedule submitted to superior for approval
		2. Conduct staff briefing and meeting	2.1 Latest retail store activities information obtained from superior 2.2 Staff briefing contents prepared according to latest retail store procedures, promotion and fraud attempt activities 2.3 Staff meeting organised to discuss on sales forecast 2.4 Staff briefing conducted to inform on latest retail store procedures, promotion and fraud attempt activities 2.5 Latest procedures, promotion and fraud attempt activities updated to retail store staff
		3. Carry out staff coaching	3.1 Staff skill and knowledge evaluated according to staff job requirements 3.2 Staff coaching carried out to enhance product knowledge and skill in retailing 3.3 Staff performance evaluated according to

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
			<p>staff skill and knowledge</p> <p>3.4 Training program proposed according to staff performance</p> <p>3.5 Staff performance reports prepared and submitted to superior for review</p>
		4. Monitor staff performance	<p>4.1 Staff attendance checked according to retail store rules and regulation</p> <p>4.2 Staff discipline checked according to retail store rules and regulation</p> <p>4.3 Staff knowledge and skill measured according to retail store staff duties and responsibilities</p> <p>4.4 Staff appearance checked according to retail store staff rules and regulation</p> <p>4.5 Staff performance reviewed and submitted to superior for verification and as reference for staff development</p>
<p>5. Retail Outlet Security, Safety and Hygiene Practice</p> <p>G471-001-3:2018-C05</p>	<p>Retail Outlet Security, Safety and Hygiene Practice involves in monitoring equipment maintenance and utilities services, hygiene conditions, security and safety practice of a retail store</p> <p>The person who is competence in this work shall be able to check retail store equipment maintenance and utilities services, check retail store hygiene practice, monitor retail</p>	1. Check retail store equipment maintenance and utilities services	<p>1.1 Retail store inspection checklist prepared to check equipment condition and utilities supply</p> <p>1.2 Equipment condition checked as per retail store inspection checklist</p> <p>1.3 Utilities supply checked as per retail store inspection checklist</p> <p>1.4 Equipment malfunction reported to superior</p> <p>1.5 Utilities supply insufficiency reported to superior</p>
		2. Check retail store hygiene practice	<p>2.1 Retail store hygiene practice checklist prepared for verification purpose</p> <p>2.2 Work area hygiene practiced verified according to Good Hygienic Practice (GHP)</p>

CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
	<p>store security and safety practice, and monitor retail store house keeping.</p> <p>The outcome of this competency is to ensure retail store equipment maintenance, utilities, hygiene, security and safety practice are monitored according to Good Hygiene Practice, Good Housekeeping Practice and Standard Operation Procedure (SOP)</p>		<p>requirements and retail store SOP</p> <p>2.3 Staff hygiene practice verified according to GHP requirements and retail store SOP</p> <p>2.4 Updated retail store hygiene practice checklist submitted to superior</p>
		3. Monitor retail store security and safety practice	<p>3.1 Work area security and safety practice checked according to retail store SOP</p> <p>3.2 Fire preventive system function checked according to retail store SOP</p> <p>3.3 Equipment safety practice checked according to retail store SOP</p> <p>3.4 Staff safety practice evaluated to ensure emergency situation such as robbery, fire and natural disaster handled according to retail store safety standard practice</p> <p>3.5 Retail store loss and prevention reports produced and submitted to superior for verification</p>
		4. Monitor retail store housekeeping	<p>4.1 Retail store housekeeping checklist obtained to evaluate back end, sales floor and front end cleanliness</p> <p>4.2 Back end cleanliness checked according to Good Housekeeping Practice requirements and retail store SOP</p> <p>4.3 Sales floor cleanliness checked according to Good Housekeeping Practice requirements and retail store SOP</p> <p>4.4 Front end cleanliness checked according to Good Housekeeping Practice requirements and retail store SOP</p> <p>4.5 Solid waste disposal checked according to</p>



CU TITLE& CU CODE	CU DESCRIPTOR	WORK ACTIVITIES	PERFORMANCE CRITERIA
			retail store SOP 4.6 Retail store housekeeping checklist updated and submitted to superior

**CURRICULUM OF COMPETENCY UNIT**  
**NATIONAL OCCUPATIONAL SKILLS STANDARD (NOSS) FOR:**  
**RETAIL OUTLET OPERATIONS**  
**LEVEL 3**

## 15. Curriculum of Competency Unit

### 15.1. Back End Operations

SECTION	(G) WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLE		
GROUP	(47) RETAIL SALE IN NON – SPECIALIZED STORES		
AREA	RETAIL STORE OPERATIONS		
NOSS TITLE	RETAIL OUTLET OPERATIONS		
COMPETENCY UNIT TITLE	BACK END OPERATIONS		
LEARNING OUTCOMES	<p>The outcome of this competency unit is to ensure stock is ordered, received, arranged, transferred, returned and disposed according to sales trend, food safety regulation, FIFO and FEFO requirements, collection time and non – conformance criteria and par level maintained. Upon completion of this competency unit, trainees shall be able to:</p> <ol style="list-style-type: none"> <li>1. Prepare back end documentation</li> <li>2. Carry out back end stock take</li> <li>3. Carry out stock ordering</li> <li>4. Carry out stock receiving</li> <li>5. Carry out stock arrangement</li> <li>6. Carry out stock transfer</li> <li>7. Carry out product return</li> <li>8. Carry out product disposal</li> <li>9. Produce back end reports</li> </ol>		
TRAINING PRE-REQUISITE			
CU CODE	G471-001-3:2018-C01	NOSS LEVEL	THREE (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Prepare back end documentation	1.1 Principle of retail inventory process 1.2 Procedure of stock documentation	1.1 Obtain back end documents 1.2 Determine stock category 1.3 Determine stock status 1.4 Determine stock quantity	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>•Detail in stock documentation</li> <li>•Precise in stock category</li> <li>•Precise in stock quantity</li> </ul> <u>SAFETY</u>	1.1 Principle of retail inventory process described 1.2 Stock documentation procedure elaborated 1.3 Back end documents acquired 1.4 Stock category identified 1.5 Stock status identified

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
		1.5 Conduct back end stock documentation	<ul style="list-style-type: none"> <li>• Adhere to retail store SOP</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	1.6 Stock quantity identified 1.7 Back end stock documentation completed
2. Carry out back end stock take	2.1 Type of stock take documents 2.2 Type of stock take tools and materials 2.3 Procedure of back end stock counting 2.4 Method of back end stock counting 2.5 Report of stock take comprehension	2.1 Obtain back end stock take documents 2.2 Determine back end stock location code 2.3 Segregate back end SKU 2.4 Conduct back end physical SKU counting 2.5 Record SKU quantity 2.6 Produce back end stock take report	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Meticulous in carrying out stock take activity</li> <li>• Uphold integrity in accepting documents</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• Adhere to retail store stock count SOP</li> <li>• Adhere to safety practice during back end stock count</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	2.1 Stock take documents, tools and materials types identified 2.2 Back end stock counting procedure and method elaborated 2.3 Back end physical SKU counting performed 2.4 SKU quantity updated 2.5 Back end stock take report produced
3. Carry out stock ordering	3.1 Procedure of stock ordering 3.2 Basic of retail sales trend 3.3 Guideline of ordering schedule 3.4 Report of stock replenishment	3.1 Obtain sales history 3.2 Obtain stock replenishment report 3.3 Determine stock level 3.4 Determine sales performance 3.5 Plan stock delivery schedule 3.6 Perform stock ordering	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Precise in stock level</li> <li>• Meticulous in stock ordering</li> <li>• Meticulous in planning stock delivery schedule</li> <li>• Knowledgeable on sales trend</li> </ul> <u>SAFETY</u>	3.1 Stock take ordering procedure elaborated 3.2 Retail sales trend explained 3.3 Ordering schedule guideline followed 3.4 Stock level identified 3.5 Stock delivery schedule arranged 3.6 Stock ordering completed

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
			<ul style="list-style-type: none"> <li>N/A</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>N/A</li> </ul>	
4. Carry out stock receiving	4.1 Type of receiving documents 4.2 Schedule of stock receiving 4.3 Procedure of stock receiving 4.4 Requirement of retail safety and security on stock receiving	4.1 Obtain stock receiving documents 4.2 Determine stock receiving SKU 4.3 Determine stock receiving quantities 4.4 Check stock receiving quantities 4.5 Check stock receiving qualities 4.6 Determine Halal products 4.7 Check Halal products quantities 4.8 Check Halal product qualities 4.9 Determine stock receiving discrepancies 4.10 Perform stock receiving 4.11 Record stock receiving discrepancies	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>Accuracy in selecting particular documents</li> <li>Meticulous in recording stock receiving</li> <li>Thorough in checking stock discrepancies</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>Safety conscious</li> <li>Ensure safety in receiving area</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>N/A</li> </ul>	4.1 Type of receiving documents listed out and explained 4.2 Stock receiving schedule determined 4.3 Stock receiving procedure elaborated 4.4 Stock receiving quantities and qualities checked 4.5 Halal products identified 4.6 Halal products quantities and qualities checked 4.7 Stock receiving completed 4.8 Stock receiving discrepancies identified and recorded

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
5. Carry out stock arrangement	5.1 Procedure of food item storage 5.2 Procedure of non-food items storage 5.3 Procedure of Halal items storage 5.4 Food and Hygiene Act 5.5 Occupational Safety and Health Act (OSHA) 5.6 Drug and Poison Act	5.1 Check storage area condition 5.2 Determine Halal items storage area 5.3 Determine non-Halal items storage area 5.4 Determine non – food items storage area 5.5 Segregate food items 5.6 Segregate non – food items 5.7 Arrange food items 5.8 Arrange non – food items 5.9 Record food items storage location 5.10 Record non – food storage location	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Knowledgeable in FIFO and FEFO method</li> <li>• Knowledgeable in Food Safety Act</li> <li>• Systematic in stock arrangement</li> <li>• Meticulous in determine storage area</li> <li>• Systematic in record items storage location</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• Adhere to retail store SOP</li> <li>• Safety conscious</li> <li>• Ensure safety in stock arrangement</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	5.1 Food item storage procedure elaborated 5.2 Non – food item storage procedure elaborated 5.1 Storage area condition inspected 5.2 Food items stored 5.3 Non – food items stored 5.4 Food items storage location updated 5.5 Non – food items storage location updated 5.6 Stock arrangement carried out according to storage procedure.
6. Carry out stock transfer	6.1 Type and purpose of stock transfer 6.2 Procedure of stock transfer 6.3 Documentation of stock transfer	6.1 Obtain stock status report 6.2 Determine stock transfer item 6.3 Segregate stock transfer item 6.4 Plan stock transfer delivery schedule 6.5 Perform stock transfer 6.6 Record stock transfer	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Systematic in segregating stock transfer item</li> <li>• Meticulous in planning stock transfer delivery schedule</li> <li>• Systematic in preparing documents</li> </ul>	6.1 Stock transfer type and purpose explained 6.2 Stock transfer procedure elaborated 6.3 Stock transfer documentation determined 6.4 Stock transfer item separated 6.5 Stock transfer delivery schedule arranged 6.6 Stock transfer completed

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
		6.7 Prepare stock transfer items documents	<ul style="list-style-type: none"> <li>• Precise in record stock transfer</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	
7. Carry out product return	7.1 Type of product return 7.2 Procedure of product return 7.3 Process of product return 7.4 Documentation of product return	7.1 Obtain stock status report 7.2 Determine product return category 7.3 Determine product return quality 7.4 Determine product return quantity 7.5 Segregate product return item 7.6 Plan product return delivery schedule 7.7 Perform product return 7.8 Record product return 7.9 Prepare product return documents	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Systematic in segregating product return</li> <li>• Meticulous in planning product return delivery schedule</li> <li>• Systematic in preparing documents</li> <li>• Precise in record product return</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	7.1 Type of product return identified 7.2 Product return procedure elaborated 7.3 Product return process explained 7.4 Product return documentation determined 7.5 Product return item separated 7.6 Product return delivery schedule arranged 7.7 Product return documentations completed

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
8. Carry out product disposal	8.1 Purpose of product disposal 8.2 Procedure of product disposal 8.3 Process of product disposal 8.4 Documentation of product disposal	8.1 Obtain stock status report 8.2 Determine product disposal category 8.3 Determine product disposal quality 8.4 Determine product disposal quantity 8.5 Segregate product disposal item 8.6 Plan product disposal schedule 8.7 Perform product disposal 8.8 Record product disposal 8.9 Prepare product disposal documents	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Systematic in segregating product for disposal</li> <li>• Meticulous in planning product disposal schedule</li> <li>• Systematic in preparing documents</li> <li>• Precise in record product disposal</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• Adhere to retail store SOP</li> <li>• Ensure safety in product disposal</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	8.1 Purpose of product disposal explained 8.2 Product disposal procedure elaborated 8.3 Product disposal process determined 8.4 Product disposal item separated 8.5 Product disposal schedule arranged 8.6 Product disposal documentations completed
9. Produce back end reports	9.1 Type of back end documents 9.2 Procedure of back end documentation report 9.3 Method of back end documentation	9.1 Determine back end documents 9.2 Check back end documents 9.3 Record back end documents 9.4 Compile back end document 9.5 Generate back end reports	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Accuracy in selecting particular documents</li> <li>• Detail in producing reports</li> <li>• Systematic in compiling documents</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• Ensure retail store back end reports are private</li> </ul>	9.1 Back end documents type identified 9.2 Back end documentation report procedure elaborated 9.3 Back end documents up-dated 9.4 Back end reports produced and presented



WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
			and confidential  <u>ENVIRONMENT</u> •Conducive working environment	

## Employability Skills

### Core Abilities

- Utilize database applications to locate and process information
- Utilize spreadsheets applications to locate and process information
- Utilize business graphic application to process information
- Apply a variety of mathematical techniques
- Apply thinking skills and creativity
- Prepare flowcharts
- Prepare reports and instructions
- Convey information and ideas to people
- Manage and improve performance of individuals
- Provide consultation and counselling
- Monitor and evaluate performance of human resources
- Provide coaching/on-the job training
- Develop and maintain team harmony and resolve conflicts
- Facilitate and coordinate teams and ideas
- Liaise to achieve identified outcomes

#### Social Values & Social Skills

- Communication skills
- Conceptual skills
- Interpersonal skills
- Learning skills
- Leadership skills
- Multitasking and prioritizing
- Self – discipline
- Teamwork

#### References for Learning Material Development

- 1 Vishal Agrawal (2011) Retail Store Operations, Dreamtech Press; 2<sup>nd</sup> Edition, ISBN 13: 978-8177225167.
- 2 Sriram Iyer (2011) Retail Store Operations, Tata McGraw Hill Edu. Publishing, ISBN 13: 978-0070700840
- 3 Max Muller (2011) Essentials of Inventory Management, AMACOM Publishing; 2<sup>nd</sup> Edition, ISBN-13: 978-0814416556
- 4 Michael Levy , Barton A. Weitz and Dhruv Grewal (2014) Retailing Management, Publisher McGraw-Hill Education - Europe; 9<sup>th</sup> Edition, ISBN13: 978-1259060663
- 5 Agrawal, Narendra, Smith, Stephen A (2015) Retail Supply Chain Management: Quantitative Models and Empirical Studies, Springer US Publishing, ISBN 13: 978-1489975614
- 6 Robin Lewis and Michael Dart (2010), The New Rules of Retail: Competing in the World's Toughest Marketplace, ISBN-13: 978-0230105720
- 7 Michael Levy, Barton A. Weitz (2012), Retail Management, Eight Edition, The McGraw-Hill Companies, ISBN 13: 978-1259010170
- 8 Doug Stephens, The Retail Revival: Reimagining Business for the New Age Consumerism, Wiley, ISBN-13: 978-1118489673
- 9 Willard N. Ander, Neil Z. Stern (2004), Winning At Retail: Developing a Sustained Model for Retail Success, Wiley, ISBN 13: 978-0471473572

15.2. Sales Floor Operations

SECTION	(G) WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLE		
GROUP	(47) RETAIL SALE IN NON – SPECIALIZED STORES		
AREA	RETAIL STORE OPERATIONS		
NOSS TITLE	RETAIL OUTLET OPERATIONS		
COMPETENCY UNIT TITLE	SALES FLOOR OPERATIONS		
LEARNING OUTCOMES	<p>The outcome of this competency unit is to ensure product is updated, displayed and arranged according to retail store SOP and KPDNKK requirements. Upon completion of this competency unit, trainees shall be able to:</p> <ol style="list-style-type: none"> <li>1. Prepare product merchandising</li> <li>2. Carry out product merchandising</li> <li>3. Update selling floor stock status</li> <li>4. Carry out selling floor stock take</li> <li>5. Produce sales floor operations reports</li> </ol>		
TRAINING PRE-REQUISITE			
CU CODE	G471-001-3:2018-C02	NOSS LEVEL	THREE (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Prepare product merchandising	1.1 Principle of product merchandising 1.2 Type of display fixtures 1.3 Function of retail planogram / schematic drawing 1.4 Type of retail promotion	1.1 Obtain retail store planogram 1.2 Obtain retail store promotion plan 1.3 Determine product category 1.4 Determine product display fixtures 1.5 Propose product display location	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Knowledgeable in retail outlet plan layout</li> <li>• Detail in determine product display fixtures</li> <li>• Detail in determine product category</li> <li>• Adhere to promotion plan</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	1.1 Product merchandising principle defined 1.2 Display fixtures type identified and explained 1.3 Retail planogram function elaborated 1.4 Product category identified 1.5 Product display fixtures identified 1.6 Product display location proposed and presented

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
			<u>ENVIRONMENT</u> • N/A	
2. Carry out product merchandising	2.1 Procedure of product display 2.2 Technique of product display 2.3 Procedure of price display 2.4 Process of price change 2.5 Determination of stock level 2.6 Procedure of stock replenishment	2.1 Locate product display area 2.2 Check display fixtures cleanliness 2.3 Perform product display 2.4 Perform price label display 2.5 Update price change 2.6 Check product display stock level 2.7 Check product display quality 2.8 Conduct selling floor stock replenishment 2.9 Record product display stock level	<u>ATTITUDE</u> • Meticulous in locating product display area • Thorough in displaying product • Thorough in checking product display stock level • Meticulous in stock replenishment  <u>SAFETY</u> • Meticulous in displaying high pilferage products • Adhere to retail store SOP  <u>ENVIRONMENT</u> • N/A	2.1 Product display procedure elaborated 2.2 Price display procedure elaborated 2.3 Stock replenishment procedure elaborated 2.4 Product display completed 2.5 Price label display completed 2.6 Price change completed 2.7 Selling floor stock replenishment completed 2.8 Product display stock level updated
3. Update selling floor stock status	3.1 Type of stock count document 3.2 Procedure of stock count 3.3 Determination of stock variance	3.1 Obtain selling floor stock report 3.2 Determine selling floor stock status 3.3 Prepare selling floor stock count document 3.4 Perform selling floor stock count 3.5 Produce stock	<u>ATTITUDE</u> • Adhere to product category • Meticulous in stock counting • Systematic in preparing selling floor stock count document	3.1 Stock count record type identified 3.2 Stock count procedure elaborated 3.3 Selling floor stock count document arranged 3.4 Selling floor stock count completed 3.5 Stock variance report produced

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
		variance report	<u>SAFETY</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	
4. Carry out selling floor stock take	4.1 Type of stock take documents 4.2 Procedure of selling floor stock counting 4.3 Method of selling floor stock counting	4.1 Obtain selling floor stock take documents 4.2 Determine selling floor stock location area 4.3 Segregate selling floor SKU 4.4 Conduct selling floor physical SKU counting 4.5 Record SKU quantity 4.6 Produce selling floor stock take report	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Meticulous in carrying out stock take activity</li> <li>• Uphold integrity in accepting documents</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• Adhere to retail store stock count SOP</li> <li>• Adhere to safety practice during back end stock count</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	4.1 Stock take documents type identified 4.2 Selling floor stock counting procedure elaborated 4.3 Selling floor stock counting method determined 4.4 Selling floor physical SKU counting performed 4.5 Selling floor stock take report produced and presented
5. Produce sales floor operations reports	5.1 Type of sales reports 5.2 Procedure of sales report documentation 5.3 Steps in updating sales reports	5.1 Obtain sales floor operations documents 5.2 Update sales floor operations documents 5.3 Generate sales floor operations reports 5.4 Compile sales floor operations reports	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Accuracy in selecting particular documents</li> <li>• Accuracy in updating sales floor operations documents</li> <li>• Systematic in compiling sales floor operations report</li> </ul> <u>SAFETY</u>	4.1 Sales reports type determined 4.2 Procedure of sales report documentations explained 4.3 Steps in updating reports applied 4.4 Sales floor operations reports produced and presented

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
			<ul style="list-style-type: none"> <li>• Ensure retail store sales floor operation reports are private and confidential</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• Conducive working environment</li> </ul>	

## Employability Skills

### Core Abilities

- Utilize database applications to locate and process information
- Utilize spreadsheets applications to locate and process information
- Utilize business graphic application to process information
- Apply a variety of mathematical techniques
- Apply thinking skills and creativity
- Prepare flowcharts
- Prepare reports and instructions
- Convey information and ideas to people
- Manage and improve performance of individuals
- Provide consultation and counselling
- Monitor and evaluate performance of human resources
- Provide coaching/on-the job training
- Develop and maintain team harmony and resolve conflicts
- Facilitate and coordinate teams and ideas
- Liaise to achieve identified outcomes

#### Social Values & Social Skills

- Communication skills
- Conceptual skills
- Interpersonal skills
- Learning skills
- Leadership skills
- Multitasking and prioritizing
- Self – discipline
- Teamwork

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- 8 Doug Stephens, The Retail Revival: Reimagining Business for the New Age Consumerism, Wiley, ISBN-10: 1118489675, 13: 978-1118489673
- 9 Willard N. Ander, Neil Z. Stern (2004), Winning At Retail: Developing a Sustained Model for Retail Success, Wiley, ISBN-13: 978-0471473572

### 15.3. Front End Services

SECTION	(G) WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLE		
GROUP	(47) RETAIL SALE IN NON – SPECIALIZED STORES		
AREA	RETAIL STORE OPERATIONS		
NOSS TITLE	RETAIL OUTLET OPERATIONS		
COMPETENCY UNIT TITLE	FRONT END SERVICES		
LEARNING OUTCOMES	<p>The outcome of this competency unit is to ensure price is updated, customer enquiry, complaint and feedback are attended, cashiers are arranged, shopping equipment are in good condition and item exchange and refund handled according to retail store SOP. Upon completion of this competency unit, trainees shall be able to:</p> <ol style="list-style-type: none"> <li>1. Carry out retail store sales floor inspection</li> <li>2. Carry out customer information services</li> <li>3. Carry out front end customer services</li> <li>4. Check retail store shopping equipment</li> <li>5. Handle customer item exchange and refund</li> <li>6. Handle customers enquiries, complaints and feedback</li> <li>7. Carry out retail store cashiering</li> <li>8. Produce front end services reports</li> </ol>		
TRAINING PRE-REQUISITE			
CU CODE	<b>G471-001-3:2018-C03</b>	NOSS LEVEL	THREE (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Carry out retail store sales floor inspection	1.1 Type and function of Point of Sales (POS) system 1.2 Checklist of sales floor inspection 1.3 Procedure of sales floor inspection 1.4 Schedule of retail store staff	1.1 Generate sales floor inspection checklist 1.2 Determine sufficient retail store staff 1.3 Check selling floor product display arrangement 1.4 Check selling floor cleanliness	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Meticulous in sales floor inspection</li> <li>• Adhere to retail store SOP</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	1.1 Type and function of Point of Sales interpreted 1.2 Sales floor inspection checklist prepared 1.3 Sales floor inspection procedure elaborated 1.4 Sufficient retail store staff identified 1.5 Selling floor product display



WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	1.5 Procedure of sales floor house keeping	1.5 Check Point of Sales (POS) system cash register function 1.6 Compile sales floor inspection checklist	<u>ENVIRONMENT</u> • N/A	arrangement inspected 1.6 Selling floor cleanliness inspected 1.7 Point of Sales (POS) system cash register function inspected 1.1 Sales floor inspection checklist filed
2. Carry out customer information services	2.1 Type of product information 2.2 Type of customer service forms 2.3 Introduction to Goods Service Tax (GST) 2.4 Procedure of price changes on promotional items	2.1 Obtain retail store latest product information 2.2 Obtain retail store latest promotion materials 2.3 Prepare customer service form 2.4 Verify retail store promotion price 2.5 Update customer bulletin board information	<u>ATTITUDE</u> • Systematic in preparing customer related documents • Precise in updating prices • Meticulous in carrying out price changes  <u>SAFETY</u> • N/A  <u>ENVIRONMENT</u> • N/A	2.1 Customer service forms type identified 2.2 Goods Service Tax (GST) described 2.3 Procedure of price changes elaborated 2.4 Customer service forms prepared 2.5 Customer bulletin board information prepared
3. Carry out front end customer services	3.1 Procedure of customer redemption and free gifts 3.2 Process of handling customer utilities billing services 3.3 Procedure of handling customer loyalty	3.1 Provide customer free gifts 3.2 Provide customer utilities billing services 3.3 Provide customer loyalty program 3.4 Provide special needs	<u>ATTITUDE</u> • Hospitality in assisting special needs customer • Knowledgeable in customer utilities billing services • Knowledgeable in customer loyalty	3.1 Procedure of customer redemption and free gifts explained 3.2 Process of handling customer utilities billing services elaborated 3.3 Procedure of handling customer loyalty program

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	program 3.4 Procedure of handling special needs customer	customer assistance	program  <u>SAFETY</u> • N/A  <u>ENVIRONMENT</u> • N/A	explained 3.5 Procedure of handling special needs customer explained
4. Check retail store shopping equipment	4.1 Type and function of retail store shopping equipment	4.1 Obtained retail store shopping equipment list 4.2 Check shopping equipment condition 4.3 Record shopping equipment condition 4.4 Arrange shopping equipment 4.5 Report shopping equipment availability status	<u>ATTITUDE</u> • Awareness in observing customer traffic flow • Responsible in determining shopping equipment condition  <u>SAFETY</u> • N/A  <u>ENVIRONMENT</u> • N/A	4.1 Retail store shopping equipment type and function determined 4.2 Shopping equipment condition inspected 4.3 Shopping equipment prepared 4.4 Shopping equipment availability status informed
5. Handle customer item exchange and refund	5.1 Type of refund 5.2 Procedure of customer item exchange 5.3 Procedure of customer refund 5.4 Documentation of item exchange 5.5 Documentation of refund	5.1 Obtain customer proof of purchase 5.2 Check item condition 5.3 Determine item warranty 5.4 Verify customer exchange item 5.5 Verify customer refund 5.6 Compile customer proof of purchase	<u>ATTITUDE</u> • Thorough in determine item condition • Responsible for approving exchange item • Systematic in compiling customer exchange item receipt • Adhere to retail store SOP	5.1 Type of refund listed out 5.2 Customer item exchange procedure elaborated 5.3 Customer refund procedure elaborated 5.4 Customer exchange item documentations completed 5.5 Customer refund documentations completed

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
			<u>SAFETY</u> • N/A  <u>ENVIRONMENT</u> • N/A	
6. Handle customers enquiries, complaints and feedback	6.1 Type of customer enquiries 6.2 Type of customer complaints 6.3 Purpose of customer feedback 6.4 Procedure of handling customer complaint 6.5 Procedure of handling customer enquiry 6.6 Procedure of handling customer feedback 6.7 Technique of writing customer enquiry report 6.8 Technique of writing customer complaint report 6.9 Technique of writing customer feedback report	6.1 Determine customer enquiry 6.2 Determine customer complaint 6.3 Determine customer feedback 6.4 Propose customer solution 6.5 Record customer enquiry 6.6 Record customer complaint 6.7 Record customer feedback	<u>ATTITUDE</u> • Honest in propose customer solution • Meticulous in recording customer complaints and enquiries • Adhere to retail store SOP • Detailed in writing customer enquiry, complaint and feedback  <u>SAFETY</u> • N/A  <u>ENVIRONMENT</u> • N/A	6.1 Types of customer enquiries and complaints identified 6.2 Procedure of handling customer enquiries and complaints elaborated 6.3 Procedure of handling customer feedback elaborated 6.4 Customer enquiry written down 6.5 Customer complaint written down 6.6 Customer feedback written down 6.7 Customer solution recommended
7. Carry out retail store cashiering	7.1 Function of POS system cash register 7.2 Procedure of handling POS system cash register	7.1 Conduct cashier briefing 7.2 Prepare cashier cash float 7.3 Check Point of Sales	<u>ATTITUDE</u> • Systematic in preparing cashier cash float • Knowledgeable in using POS system	7.1 Function of POS system cash register explained 7.2 Handling of POS system cash register procedure elaborated 7.3 Receiving payment procedure

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
	7.3 Process of receiving payment 7.4 Type of payment mode 7.5 Type of common fraud 7.6 Procedure of handling fraud 7.7 Procedure of handling robbery	(POS) system cash register function 7.4 Perform product scanning 7.5 Receive customer payment 7.6 Verify sales transaction cancellation 7.7 Generate daily sales transaction report 7.8 Determine sales transaction shortages 7.9 Determine sales transaction discrepancies 7.10 Perform sales transaction reconciliation	<ul style="list-style-type: none"> <li>• Knowledgeable in using scanner</li> <li>• Precise in sales transaction reconciliation</li> <li>• Adhere to retail store SOP</li> </ul> <p><u>SAFETY</u></p> <ul style="list-style-type: none"> <li>• Ensure security in handing over cash</li> </ul> <p><u>ENVIRONMENT</u></p> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	elaborated 7.4 Handling fraud procedure elaborated 7.5 Handling robbery procedure elaborated 7.6 Cashier cash float arrangement explained 7.7 Product scanning completed 7.8 Sales transaction cancellation validated 7.9 Daily sales transaction report produced 7.10 Sales transaction shortages identified 7.11 Sales transaction discrepancies identified 7.12 Sales transaction reconciliation carried out
8. Produce front end services reports	8.1 Type of front end services reports 8.2 Purpose of front end services reports 8.3 Procedure of front end reports 8.4 Technique of writing front end service reports	8.1 Determine front end services reports 8.2 Produce front end services reports 8.3 Compile front end services reports	<p><u>ATTITUDE</u></p> <ul style="list-style-type: none"> <li>• Accuracy in selecting particular reports</li> <li>• Meticulous in creating front end services reports</li> <li>• Systematic in compiling retail store front end services reports</li> </ul> <p><u>SAFETY</u></p> <ul style="list-style-type: none"> <li>• Ensure retail store front</li> </ul>	8.1 Front end services reports type identified 8.2 Front end services reports purpose determined 8.3 Writing front end service reports technique identified 8.4 Front end services reports generated 8.5 Front end services reports produced and presented

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
			<p>end services reports are private and confidential</p> <p><u>ENVIRONMENT</u></p> <ul style="list-style-type: none"> <li>•Conducive working environment</li> </ul>	

## Employability Skills

### Core Abilities

- Utilize database applications to locate and process information
- Utilize spreadsheets applications to locate and process information
- Utilize business graphic application to process information
- Apply a variety of mathematical techniques
- Apply thinking skills and creativity
- Prepare flowcharts
- Prepare reports and instructions
- Convey information and ideas to people
- Manage and improve performance of individuals
- Provide consultation and counselling
- Monitor and evaluate performance of human resources
- Provide coaching/on-the job training
- Develop and maintain team harmony and resolve conflicts
- Facilitate and coordinate teams and ideas
- Liaise to achieve identified outcomes.

#### Social Values & Social Skills

- Communication skills
- Conceptual skills
- Interpersonal skills
- Learning skills
- Leadership skills
- Multitasking and prioritizing
- Self – discipline
- Teamwork

#### References for Learning Material Development

- 1 Lee Cockerell (2013) The Customer Rules: The 39 Essential Rules for Delivering Sensational Service, Publisher: Currency Publishing 1<sup>st</sup> Edition (2013), ISBN-13: 978-0770435608
- 2 Renee Evenson (2012) Powerful Phrases for Effective Customer Service: Over 700 Ready-to-Use Phrases and Scripts That Really Get Results, AMACOM Publishing, ISBN-13: 978-0814420324
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- 4 Janelle Barlow and Claus Moller (2008) A Complaint Is a Gift: Recovering Customer Loyalty When Things Go Wrong, Berrett-Koehler Publishers; 2<sup>nd</sup> Edition, ISBN-13: 978-1576755822
- 5 Robin Lewis and Michael Dart (2010), The New Rules of Retail: Competing in the World's Toughest Marketplace, ISBN-13: 978-0230105720
- 6 Michael Levy, Barton A. Weitz (2012), Retail Management, Eight Edition, The McGraw-Hill Companies, ISBN-13: 978-1259010170
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- 8 Willard N. Ander, Neil Z. Stern (2004), Winning At Retail: Developing a Sustained Model for Retail Success, Wiley, ISBN-13: 978-0471473572

15.4. Retail Outlet Supervision

SECTION	(G) WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLE		
GROUP	(47) RETAIL SALE IN NON – SPECIALIZED STORES		
AREA	RETAIL STORE OPERATIONS		
NOSS TITLE	RETAIL OUTLET OPERATIONS		
COMPETENCY UNIT TITLE	RETAIL OUTLET SUPERVISION		
LEARNING OUTCOMES	<p>The outcome of this competency unit is to ensure staffs are briefed, coached and monitored according to duty and responsibilities; and retail store rules and regulation. Upon completion of this competency unit, trainees shall be able to:</p> <ol style="list-style-type: none"> <li>1. Prepare staff work schedule</li> <li>2. Conduct staff briefing and meeting</li> <li>3. Carry out staff coaching</li> <li>4. Monitor staff performance</li> </ol>		
TRAINING PRE-REQUISITE			
CU CODE	<b>G471-001-3:2018-C04</b>	NOSS LEVEL	THREE (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Prepare staff work schedule	1.1 Principle of retail Supervision 1.2 Assessment of event calendar 1.3 Purpose of work schedule 1.4 Guideline of retail working hours 1.5 Job descriptions of retail staff	1.1 Determine sufficient number of retail store staff 1.2 Determine staff shift 1.3 Determine staff working hours 1.4 Assign staff job tasks 1.5 Assign staff work 1.6 Prepare staff work schedule 1.7 Compile staff work schedule	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>•Detail in assigning staff work instruction</li> <li>•Detail in drafting staff work instruction</li> <li>•Meticulous in creating staff work schedule</li> <li>•Systematic in compiling staff work schedule</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <u>ENVIRONMENT</u>	1.1 Principle of retail supervision described 1.2 Work schedule type identified and purpose explained 1.3 Retail working hours determined according to guideline 1.4 Retail staff job descriptions determined 1.5 Staff work schedule prepared and presented

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
			<ul style="list-style-type: none"> <li>• N/A</li> </ul>	
2. Conduct staff briefing and meeting	2.1 Importance of staff briefing 2.2 Importance of staff meeting 2.3 Guideline of staff briefing 2.4 Procedure of staff meeting	2.1 Prepare staff briefing contents 2.2 Organise staff meeting 2.3 Perform staff briefing 2.4 Inform latest retail store activities	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>•Detail in staff briefing contents</li> <li>•Awareness in latest retail store promotion activities, processes and procedures</li> <li>•Responsible in updating latest retail store activities</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	2.1 Staff briefing guideline identified 2.2 Staff meeting procedure elaborated 2.3 Staff meeting arranged 2.4 Staff briefing completed 2.5 Latest retail store activities updated
3. Carry out staff coaching	3.1 Method of staff skills evaluation 3.2 Technique of staff coaching 3.3 Procedures of retail store operations	3.1 Evaluate staff skill 3.2 Evaluate staff knowledge 3.3 Perform staff coaching 3.4 Evaluate staff performance 3.5 Produce staff performance report 3.6 Propose staff training program	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>•Honest in evaluating staff skills and knowledge</li> <li>•Responsible in staff coaching</li> <li>•Detail in creating staff coaching report</li> <li>•Adhere to retail store SOP</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>•Ensure staff coaching reports are private and</li> </ul>	3.1 Staff evaluation method identified 3.2 Staff coaching technique determined 3.3 Retail store operations procedure elaborated 3.4 Staff skill measured 3.5 Staff knowledge measured 3.6 Staff training program arranged 3.7 Staff coaching conducted 3.8 Staff coaching and performance reports produced and explained.



WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
			confidential  <u>ENVIRONMENT</u> •Conducive working environment	
4. Monitor staff performance	4.1 Procedure of staff appraisal 4.2 Rules and regulation of retail store staff 4.3 Duties and responsibilities of retail store staff	4.1 Obtain retail store staff attendance 4.2 Check staff attendance 4.3 Check staff discipline 4.4 Check staff appearance 4.5 Evaluate staff knowledge 4.6 Evaluate staff skill 4.7 Review staff performance	<u>ATTITUDE</u> •Honest in evaluating staff skills and knowledge •Responsible in reviewing staff performance •Knowledgeable in latest employment act •Adhere to retail store SOP  <u>SAFETY</u> • N/A  <u>ENVIRONMENT</u> • N/A	4.1 Staff appraisal procedure elaborated 4.2 Retail store staff rules and regulation identified 4.3 Retail store staff duties and responsibilities described 4.4 Verification on staff attendance and punctuality explained 4.5 Evaluation on staff appearance, knowledge and skill explained 4.6 Staff performance reviewed according to appraisal procedure

## Employability Skills

### Core Abilities

- Utilize database applications to locate and process information
- Utilize spreadsheets applications to locate and process information
- Utilize business graphic application to process information
- Apply a variety of mathematical techniques
- Apply thinking skills and creativity
- Prepare flowcharts
- Prepare reports and instructions
- Convey information and ideas to people
- Manage and improve performance of individuals
- Provide consultation and counselling
- Monitor and evaluate performance of human resources
- Provide coaching/on-the job training
- Develop and maintain team harmony and resolve conflicts
- Facilitate and coordinate teams and ideas
- Liaise to achieve identified outcomes.

### Social Values & Social Skills

- Communication skills
- Conceptual skills
- Interpersonal skills
- Learning skills
- Leadership skills
- Multitasking and prioritizing
- Self – discipline
- Teamwork

## References for Learning Material Development

- 1 Anne Johnson (2016) First-Line Supervisor of Retail Sales Workers Career (Special Edition): The Insider's Guide to Finding a Job at an Amazing Firm, Acing the Interview & Getting Promoted, Createspace Independent Publishing Platform, USA; Special Edition, ISBN13 9781530615810
- 2 Michael Levy , Barton A. Weitz and Dhruv Grewal (2014) Retailing Management, Publisher McGraw-Hill Education - Europe; 9<sup>th</sup> Edition, ISBN13 9781259060663
- 3 Agrawal, Narendra, Smith, Stephen A (2015) Retail Supply Chain Management: Quantitative Models and Empirical Studies, Springer US Publishing, ISBN 9781489975614
- 4 Matthew Schwartz (2006) Fundamentals of Sales Management for the Newly Appointed Sales Manager, Publisher Amacom Publishing, New York, ISBN13 9780814408735
- 5 Robin Lewis and Michael Dart (2010), The New Rules of Retail: Competing in the World's Toughest Marketplace, ISBN-10: 0230105726, 13: 978-0230105720
- 6 Marshall Fisher, Ananth Raman (2010), The New Science of Retailing: How Analytics are Transforming the Supply Chain and Improving Performance, Harvard Business Review Press, ISBN-10: 1422110575, 13: 978-1422110577

15.5. Retail Outlet Hygiene, Safety and Security Practice

SECTION	(G) WHOLESALE AND RETAIL TRADE, REPAIR OF MOTOR VEHICLES AND MOTORCYCLE		
GROUP	(47) RETAIL SALE IN NON – SPECIALIZED STORES		
AREA	RETAIL STORE OPERATIONS		
NOSS TITLE	RETAIL OUTLET OPERATIONS		
COMPETENCY UNIT TITLE	RETAIL OUTLET SECURITY, SAFETY AND HYGIENE PRACTICE		
LEARNING OUTCOMES	<p>The outcome of this competency unit is to ensure retail store equipment maintenance; utilities, hygiene, security and safety practice are checked according to Good Hygiene Practice (GHP), Good Housekeeping Practice and Standard Operation Procedure (SOP). Upon completion of this competency unit, trainees shall be able to:</p> <ol style="list-style-type: none"> <li>1. Check retail store equipment maintenance and utilities services</li> <li>2. Check retail store hygiene practice</li> <li>3. Monitor retail store security and safety practice</li> <li>4. Monitor retail store housekeeping</li> </ol>		
TRAINING PRE-REQUISITE			
CU CODE	<b>G471-001-3:2018-C05</b>	NOSS LEVEL	THREE (3)

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
1. Check retail store equipment maintenance and utilities services	1.1 Type and function of retail store equipment 1.2 Inspection checklist of retail store equipment maintenance 1.3 Inspection checklist of retail store utilities service 1.4 Guideline of store equipment maintenance	1.1 Obtain retail store equipment maintenance checklist 1.2 Obtain retail store utilities service checklist 1.3 Check equipment condition 1.4 Check utilities supply sufficiency 1.5 Report equipment malfunction 1.6 Report utilities supply	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>•Thorough in verifying retail store maintenance</li> <li>•Thorough in verifying retail store utility services</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>•Safety conscious in inspecting equipment and utilities supply</li> </ul> <u>ENVIRONMENT</u>	1.1 Retail store equipment type and function determined 1.2 Retail store equipment maintenance inspection checklist identified 1.3 Retail store utilities service inspection checklist identified 1.4 Equipment condition inspected 1.5 Utilities supply sufficiency inspected 1.6 Equipment malfunction informed

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
		insufficiency	<ul style="list-style-type: none"> <li>• N/A</li> </ul>	1.7 Utilities supply insufficiency informed
2. Check retail store hygiene practice	2.1 Good Hygienic Practice (GHP) in retail sector 2.2 Procedure of retail store hygiene	2.1 Prepare retail store hygiene practice checklist 2.2 Verify work area hygiene practice 2.3 Verify staff hygiene practice 2.4 Update retail store hygiene practice checklist	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Thorough in verifying retail store work area hygiene practice</li> <li>• Thorough in verifying staff hygiene practice</li> <li>• Knowledgeable in Good Hygiene Practice</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul> <u>ENVIRONMENT</u> <ul style="list-style-type: none"> <li>• N/A</li> </ul>	2.1 Retail store hygiene procedure elaborated 2.2 Retail store hygiene practice checklist generated 2.3 Retail store work area hygiene practice validated 2.4 Staff hygiene practice validated 2.5 Retail store hygiene practice checklist recorded
3. Monitor retail store security and safety practice	3.1 Type of retail store loss 3.2 Type and function of preventive devices 3.3 Technique of loss prevention 3.4 Procedure of loss and prevention 3.5 Documentation of loss and prevention 3.6 Type of retail store crisis 3.7 Procedure of handling emergency situation 3.8 Fire preventive system	3.1 Check work area security and safety practice 3.2 Check fire preventive system function 3.3 Check equipment safety practice 3.4 Evaluate staff safety practice 3.5 Produce retail store loss and prevention reports	<u>ATTITUDE</u> <ul style="list-style-type: none"> <li>• Meticulous in evaluating retail store security and safety practice</li> <li>• Detail in evaluating retail store security and safety practice</li> <li>• Meticulous in creating retail store security and safety practice reports</li> <li>• Knowledgeable in crisis handling</li> </ul> <u>SAFETY</u> <ul style="list-style-type: none"> <li>• Ensure retail store</li> </ul>	3.1 Loss and prevention procedure elaborated 3.2 Loss and prevention documentation identified 3.3 Handling emergency situation procedure elaborated 3.4 Work area security and safety practice described 3.5 Fire preventive system function explained 3.6 Staff safety practice measured 3.7 Retail store loss and prevention reports produced and presented

WORK ACTIVITIES	RELATED KNOWLEDGE	RELATED SKILLS	ATTITUDE/ SAFETY/ ENVIRONMENT	ASSESSMENT CRITERIA
			security and safety reports are private and confidential  <u>ENVIRONMENT</u> • N/A	
4. Monitor retail store house keeping	4.1 Type of housekeeping activities 4.2 Type and function of pest control 4.3 Retail Store Good Housekeeping Practice 4.4 Procedure of housekeeping 4.5 Procedure of solid waste disposal	4.1 Obtain retail store housekeeping checklist 4.2 Check back end cleanliness 4.3 Check sales floor cleanliness 4.4 Check front end cleanliness 4.5 Compile retail store housekeeping documents	<u>ATTITUDE</u> • Detail in evaluating retail store cleanliness • Meticulous in creating retail store housekeeping report • Adhere to retail store SOP • Knowledgeable in Good Housekeeping Practice  <u>SAFETY</u> • Ensure retail store housekeeping report is private and confidential  <u>ENVIRONMENT</u> • N/A	4.1 Housekeeping activities type identified 4.2 Pest control function identified 4.3 Housekeeping procedure elaborated 4.4 Back end cleanliness verified 4.5 Sales floor cleanliness verified 4.6 Front end cleanliness verified

## Employability Skills

### Core Abilities

- Utilize database applications to locate and process information
- Utilize spreadsheets applications to locate and process information
- Utilize business graphic application to process information
- Apply a variety of mathematical techniques
- Apply thinking skills and creativity
- Prepare flowcharts
- Prepare reports and instructions
- Convey information and ideas to people
- Manage and improve performance of individuals
- Provide consultation and counselling
- Monitor and evaluate performance of human resources
- Provide coaching/on-the job training
- Develop and maintain team harmony and resolve conflicts
- Facilitate and coordinate teams and ideas
- Liaise to achieve identified outcomes

### Social Values & Social Skills

- Communication skills
- Conceptual skills
- Interpersonal skills
- Learning skills
- Leadership skills
- Multitasking and prioritizing
- Self – discipline
- Teamwork

## References for Learning Material Development

- 1 Vishal Agrawal (2011) Retail Store Operations, Dreamtech Press; 2<sup>nd</sup> Edition, ISBN-13: 978-8177225167.
- 2 Mancomm (2017) OSHA General Industry CFR 1910 Standards and Regulations, Mancomm Publisher; ISBN-13: 978-1599597751
- 3 Shyam Bhatawdekar and Dr Kalpana Bhatawdeka (2012) Essentials of 5S Housekeeping (Essentials of a Subject) (Volume 3) CreateSpace Independent Publishing Platform, ISBN-13: 978-1481010818
- 4 Marshall Fisher, Ananth Raman (2010), The New Science of Retailing: How Analytics are Transforming the Supply Chain and Improving Performance, Harvard Business Review Press, ISBN-13: 978-1422110577
- 5 Michael Levy, Barton A. Weitz (2012), Retail Management, Eight Edition, The McGraw-Hill Companies, ISBN: 978-1259010170.
- Lembaga Penyelidikan Undang-undang (2008), Akta Keselamatan dan Kesehatan Pekerjaan 1994 (Akta 514), International Law Book Services, ISBN 13: 967-8914948



## 16. Delivery Mode

The following are the **recommended** training delivery modes:

KNOWLEDGE	SKILL
<ul style="list-style-type: none"><li>• Lecture</li><li>• Group discussion</li><li>• E-learning, self-paced</li><li>• E-learning, facilitate</li><li>• Case study or Problem based learning (PBL)</li><li>• Self-paced learning, non-electronic</li><li>• One-on-one tutorial</li><li>• Shop talk</li><li>• Seminar</li></ul>	<ul style="list-style-type: none"><li>• Demonstration</li><li>• Simulation</li><li>• Project</li><li>• Scenario based training (SBT)</li><li>• Role play</li><li>• Coaching</li><li>• Observation</li><li>• Mentoring</li></ul>

17. Tools, Equipment and Materials (TEM)

**RETAIL OUTLET OPERATIONS  
LEVEL 3**

CU No.	CU CODE	COMPETENCY UNIT TITLE
<b>CU1</b>	G471-001-3:2018-C01	Back End Operations
<b>CU2</b>	G471-001-3:2018-C02	Sales Floor Operations
<b>CU3</b>	G471-001-3:2018-C03	Front End Services
<b>CU4</b>	G471-001-3:2018-C04	Retail Outlet Supervision
<b>CU5</b>	G471-001-3:2018-C05	Retail Outlet Security, Safety and Hygiene Practice

\* Items listed refer to TEM's **minimum requirement** for skills delivery only.

No	ITEM*	RATIO (TEM : Trainees)	CU1	CU2	CU3	CU4	CU5
<b>A. Tools</b>			<b>Tick (√) where relevant</b>				
1	Housekeeping tools	1:5					√
<b>B. Equipment</b>			<b>Tick (√) where relevant</b>				
1	Product display fixtures	1:5		√			
2	Customer bulletin board	1:5			√		
3	Electronic payment device	1:25			√		
4	POS system cash register	1:25			√		
5	Hand Held Terminal	1:25	√	√	√		
6	Computer	1:5	√		√	√	
7	Printer	1:5	√		√	√	
8	Shopping equipment	1:25			√		
<b>C. Materials</b>			<b>Tick (√) where relevant</b>				
1	Stock card	1:1	√	√			
2	Sample of Retail store SOP	1:1	√	√	√	√	√
3	Sample of Good Receive Note	1:1	√				

4	Guideline of Food and Hygiene	1:1	√				
5	Drug and Poison Act	1:1	√				
6	Sample of Delivery Order	1:1	√				
7	Sample of Invoice	1:1	√				
8	Sample of retail store plan layout	1:1		√			
9	Sample of stock count sheet	1:1		√			
10	Sample of promotion material	1:1			√		
11	Sample of GST form	1:1			√		
12	Sample of customer return form	1:1			√		
13	Sample of customer complaint form	1:1			√		
14	Sample of customer enquiry form	1:1			√		
15	Sample of loyalty card	1:1			√		
16	Sample of customer voucher	1:1			√		
17	Sample of retail store policy	1:1				√	
18	Sample of employee handbook	1:1				√	
19	Manual of Good Hygiene Practice	1:1				√	
20	Sample of vendor agreement	1:1					√
21	Visual of CCTV	1:1			√		√
22	Visual of Fire Prevention System	1:1					√
23	Malaysian Standard	1:1	√				√
24	Manual of Crisis Management	1:1					√
25	Sample of non – trade items	1:1					√
26	Sample of product for display	1:1		√			

## 18. Training Hour Summary

The following table shows the nominal training hours based on recommendations made by the Standard Development Committee (SDC). For purpose of Malaysian Skills Certification through accredited centre training, the program duration is subject to Malaysian Skills Certification System.

### RETAIL OUTLET OPERATIONS NOSS LEVEL 3

CU CODE	COMPETENCY UNIT TITLE	WORK ACTIVITIES	RELATED KNOWLEDGE (HOURS)	RELATED SKILLS (HOURS)	TRAINING DURATION (HOURS)	SKILLS CREDIT
G471-001- 3:2018-C01	Back End Operations	Prepare back end documentation	12	18	420	42
		Carry out back end stock take	18	36		
		Carry out stock ordering	18	36		
		Carry out stock receiving	18	36		
		Carry out stock arrangement	18	36		
		Carry out stock transfer	12	30		
		Carry out product return	18	36		
		Carry out product disposal	18	36		
		Produce back end reports	6	18		
		Prepare product merchandising	18	36		
		Carry out product merchandising	24	48		
		Update selling floor	18	36		

G471-001-3:2018-C02	Sales Floor Operations	stock status			300	30
		Carry out selling floor stock take	18	42		
		Produce sales floor operations reports	12	30		
G471-001-3:2018-C03	Front End Services	Carry out retail store sales floor inspection	18	36	360	36
		Carry out customer information services	18	36		
		Carry out front end customer services	18	36		
		Check retail store shopping equipment	12	24		
		Handle customer item exchange and refund	12	24		
		Handle customer enquiries, complaints and feedback	18	36		
		Carry out retail store cashiering	18	36		
		Produce front end services reports	6	12		
G471-001-3:2018-C04	Retail Outlet Supervision	Prepare staff work schedule	12	24	270	27
		Conduct staff briefing and meeting	18	36		
		Carry out staff coaching	18	36		
		Monitor staff performance	18	36		
		Check retail store maintenance and utilities services	24	48		

G471-001-3:2018-C05	Retail Outlet Security, Safety and Hygiene Practice	Check retail store hygiene practice	18	42	252	25
		Monitor retail store security and safety practice	24	48		
		Monitor retail store house keeping	18	42		
TOTAL HOURS (CORE COMPETENCY)			534	1068	1602	160