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# Model Curriculum

## Business Builder/Retailer

**SECTOR: RETAIL**  
**SUB-SECTOR: RETAIL BUSINESS**  
**OCCUPATION: CONSUMER SALES**  
**REFERENCE ID: RAS/Q0202 VERSION 2.0**  
**NSQF LEVEL: 5**

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## Certificate

### CURRICULUM COMPLIANCE TO QUALIFICATION PACK – NATIONAL OCCUPATIONAL STANDARDS

is hereby issued by the

**RETAILERS ASSOCIATION'S SKILL COUNCIL OF INDIA**

for the

### MODEL CURRICULUM

Complying to National Occupational Standards of  
Job Role/Qualification Pack: **'Business Builder/Retailer'** QP No. **'RAS/Q0202 NSQF Level 5'**

Date of Issuance: **May 21<sup>st</sup>, 2021**

Valid up to: **May 26<sup>th</sup>, 2024**

*\* Valid up to the next review date of the Qualification Pack*



Authorised Signatory  
(Retailers Association's Skill Council of India)

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# Business Builder/Retailer

## Curriculum/Syllabus

This program is aimed at training candidates for the job of a “Business Builder/Retailer”, in the “Retail” Sector/Industry and aims at building the following key competencies amongst the learner

<b>Program Name</b>	<b>Business Builder/Retailer</b>		
<b>Qualification Pack Name &amp; Reference ID.</b>	Business Builder/Retailer RAS/Q0202 VERSION 2.0		
<b>Version No.</b>	2.0	<b>Version Update Date</b>	21-05-2021
<b>Pre-requisites to Training</b>	10th Standard Pass and 1 year experience in Sales OR ITI Pass (2 Years after Class 8) and 1 year experience in Sales. OR Certified in NSQF level 4 Job role of Retail Sector / Any following Job roles - Individual Sales Professional/ Retail Sales Associate/ Retail Sales Associate Cum Cashier/ Retail/ Seller Activation Executive/ Distributor Salesman and 1 year experience in Sales.		
<b>Training Outcomes</b>	<p><b>After completing this programme, participants will be able to:</b></p> <ul style="list-style-type: none"> <li>• Implement legal compliances, policies and procedures</li> <li>• Plan and manage finances to accomplish business objectives</li> <li>• Manage inventory and sales</li> <li>• Manage marketing and sale of goods and services</li> <li>• Implement business systems and processes</li> <li>• Maintain health and safety requirements at the place of work</li> <li>• Build relationships with vendors/dealers to ensure smooth business operations and increase sales</li> <li>• Manage customer needs through need identification and strong customer relationship</li> <li>• Exhibit business acumen, self-discipline and demonstrate leadership skills</li> </ul>		

This course encompasses 9 out of 9 National Occupational Standards (NOS) of “Business Builder/Retailer” Qualification Pack issued by “Retailers Association's Skill Council of India”.

Sr. No.	Module	Key Learning Outcomes	Equipment Required
1	<p><b>Implement legal compliances, policies and procedures</b></p> <p><b>Theory Duration</b> (hh:mm) 22:00</p> <p><b>Practical Duration</b> (hh:mm) 22:00</p> <p><b>Corresponding NOS Code</b> RAS / N0209</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>Identify local corporations and government bodies that have a bearing on the particular business</li> <li>Identify the contact persons of the particular corporations and government bodies</li> <li>Interact and maintain relationships with the key persons to ensure smooth functioning of business</li> <li>Determine key elements of major legal oversight systems affecting business operations and follow relevant rules and policies</li> <li>Compare various issues affecting different forms of contract and agreements within business operations</li> <li>Ensure team conformance to the relevant rules and policies for smooth functioning of business</li> <li>Describe the concept of minimizing losses and maximizing gains</li> <li>Articulate legal aspects of financial transactions within business operations</li> <li>Describe legal requirements for the sale of products and services</li> <li>Describe various methods of regulating patents and trademarks in local business environment</li> <li>Identify and adhere to policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials</li> <li>Ensure security checks and balances are conducted to prevent hazards and risks involved in the business process</li> <li>Describe ways and means to handle emergencies and mitigate risks</li> <li>Record, store and transfer information according to legislative and business requirements</li> </ul>	<p>Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras &amp; Mobiles); Danglers; Coupons &amp; Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables &amp; Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting cards; Company Brochure; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>Local corporations/authorities that have a bearing on the particular business</li> <li>Policies and procedures that have a bearing on the particular business</li> <li>Legal formalities applicable for the particular business</li> <li>Systems and processes involved in the business</li> <li>Hazards and risks involved in the business</li> </ul>	
2	<p><b>Plan and manage finances to accomplish business objectives</b></p> <p><b>Theory Duration</b> (hh:mm) 22:00</p> <p><b>Practical Duration</b> (hh:mm) 22:00</p> <p><b>Corresponding NOS Code</b> RAS / N0210</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>Describe elements of basic financial accounting</li> <li>Educate team on conducting basic accounting tasks</li> <li>Create and maintain accounting reports</li> <li>Describe sources of profits and causes of losses as reflected in the reports</li> <li>Assess and interpret information on costs and resource allocation</li> <li>Instruct team members to actively control costs in their areas of responsibility</li> <li>Understand the business cycle from accounting point of view</li> <li>Calculate break-even point and payment schedules</li> <li>Calculate credit amount and credit period required in order to break even</li> <li>Define vendor credit cycle to ensure smooth borrowing process</li> <li>Negotiate with vendor and finalise credit cycle</li> <li>Identify credit sources for borrowing of funds</li> <li>Explain the terms and conditions of sources offering credit</li> <li>Assess risks involved in borrowing / raising of funds</li> <li>Select the suitable credit source after evaluation of creditors</li> <li>Raise additional funds for business expansion</li> <li>Promptly implement recommendations for improving cost reduction and communicate to team</li> <li>Maintain procedures in regard to preparation of budget or target figures</li> </ul>	<p>Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras &amp; Mobiles); Dangers; Coupons &amp; Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables &amp; Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>Compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets</li> <li>Identify and describe possible fraudulent activities in monetary and financial transactions</li> <li>Implement procedures and systems to prevent monetary losses due to fraudulent activities</li> <li>Implement, monitor and maintain store systems for recording sales figures, revenue and expenditure</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>The importance of error free accounting</li> <li>Legal implications of erroneous accounting</li> <li>Reporting forms and formats of the organisation</li> <li>Basic mathematical skills</li> <li>Elements, specific to business, that need to be considered in accounting</li> <li>Popular ways of accounting</li> <li>Risks management while expanding business</li> <li>Basic of IT systems for accounting purpose</li> </ul>	
3	<p><b>Manage inventory and sales</b></p> <p><b>Theory Duration</b> (hh:mm) 22:00</p> <p><b>Practical Duration</b> (hh:mm) 22:00</p> <p><b>Corresponding NOS Code</b> RAS / N0211</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>Identify target audience/consumer profile</li> <li>Identify buying patterns and analyse sales data to define assortments and modify them as per trends observed</li> <li>Understand competitors/other players/substitute products</li> <li>Determine means to forecast demands on inventory</li> <li>Describe the importance for monitoring market trends and technology changes as part of managing inventory demands</li> <li>Describe inventory/procuring capacity as per demand</li> <li>Determine required inventory is on hand</li> <li>Monitor stock levels and maintain at required levels</li> <li>Coordinate stocktake or cyclical count</li> <li>Understand operational costs</li> <li>Define targets for self and team to achieve business gains</li> <li>Match logistics of delivery to inventory supply requirements</li> <li>Calculate profits and margins</li> <li>Take steps to prevent inventory losses</li> <li>Plan for contingencies in case of stockout</li> </ul>	<p>Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras &amp; Mobiles); Danglers; Coupons &amp; Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables &amp; Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Products/services involved in the business</li> <li>• Related products/services</li> <li>• Competitors and substitutes</li> <li>• All costs involved</li> <li>• Possible contingencies</li> <li>• Equipment involved in the business</li> <li>• Calculating various costs</li> <li>• Possible sources of losses</li> </ul>	<p>Product Catalogue/Product detailer; Sample visiting card; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure</p>
4	<p><b>Manage marketing and sale of goods and services</b></p> <p><b>Theory Duration</b> (hh:mm) 22:00</p> <p><b>Practical Duration</b> (hh:mm) 22:00</p> <p><b>Corresponding NOS Code</b> RAS / N0212</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• Engage with existing and potential customers to establish demand</li> <li>• Record customer requirements and preferences in relation to business products or services and factor into marketing strategy</li> <li>• Devise marketing strategy to optimise sales and profit, according to customer requirements, market position, logistical capacity and business resources and forecasts relating to demand</li> <li>• Describe segmentation, targeting and positioning of a product</li> <li>• Define resource requirements for implementation of marketing plans</li> <li>• Decide cost of promotional activities to reach identified and potential customers</li> <li>• Allocate resources required to implement marketing strategy</li> <li>• Establish systems for regularly monitoring marketing activities and evaluating marketing strategies</li> <li>• Develop and impart product knowledge to the team</li> <li>• Identify target customer, initiate customer contact and approach the customer</li> <li>• Record information by applying questioning technique, sound listening and interpretation of non-verbal cues</li> <li>• Direct the customer to the appropriate merchandise</li> <li>• Sell the product by demonstrating/communicating its features, benefits or any other additional offers/complementary products</li> <li>• Solve customer objections related to price, quality, delivery or any other by applying a problem solving technique</li> <li>• Close sale by encouraging customer to make the purchase decision</li> </ul>	<p>Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras &amp; Mobiles); Dangers; Coupons &amp; Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables &amp; Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure</p>



Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Customer buying behaviour</li> <li>• Elements of marketing and promotion strategy</li> <li>• Stages involved in selling of product/services</li> <li>• The elements involved in sales process</li> <li>• Successful promotions in same/related industries</li> <li>• Leveraging partners/vendors in executing promotions</li> </ul>	
5	<p><b>Implement business systems and processes</b></p> <p><b>Theory Duration</b> (hh:mm) 16:00</p> <p><b>Practical Duration</b> (hh:mm) 16:00</p> <p><b>Corresponding NOS Code</b> RAS / N0213</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• Describe in-depth knowledge of products/services involved in the business</li> <li>• Describe to staff features of products/services, their advantages and benefits with respect to comparative and complementary products in the market</li> <li>• Understand market trends with respect to sales patterns as against comparative and complementary products in the market</li> <li>• Describe related products/services and possible opportunities with respect to up-selling, cross-selling, expansion of business to the team</li> <li>• Operate systems and equipment involved in running daily operations</li> <li>• Understand precautions and maintenance required while operating systems and equipment</li> <li>• Understand new technologies that can improve efficiencies and reduce risks</li> <li>• Train staff on use of systems and equipment relevant to business</li> <li>• Train staff to handle emergencies that could occur while handling the systems or equipment</li> <li>• Understand the best sources of materials</li> <li>• Negotiate to arrive at the most profitable vendor relationship for the organization</li> <li>• Train staff on packaging and marketing of products/services being sold</li> <li>• Ensure quality check of products/services to maintain quality and conform to statutory quality requirements</li> <li>• Solicit and incorporate feedback on products/services received from the customers</li> </ul>	<p>Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras &amp; Mobiles); Danglers; Coupons &amp; Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables &amp; Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Product/service being sold</li> <li>• Competition and substitute product/service being sold</li> <li>• Equipment being used by self packaging technology, as applicable</li> <li>• Quality assurance processes</li> <li>• Comparative offerings elsewhere</li> <li>• Best in class equipment being used by others</li> <li>• Best in class processes being used for the specific business</li> </ul>	
6	<p><b>Meet health and safety requirements at place of work</b></p> <p><b>Theory Duration</b> (hh:mm) 11:00</p> <p><b>Practical Duration</b> (hh:mm) 11:00</p> <p><b>Corresponding NOS Code</b> RAS / N0206</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• Wash hands with clean water and soap in order to keep them clean at all times</li> <li>• Wear clean and washed clothes every day</li> <li>• Be presentable and well groomed to service customers of all types</li> <li>• Use separate and clean handkerchief/cloth for wiping off perspiration or dust</li> <li>• Keep the cleaning aids dry and clean</li> <li>• Avoid sneezing or coughing around the area of work</li> <li>• Sweep the surrounding area to create a tidy atmosphere</li> <li>• Drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes</li> <li>• Use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste</li> <li>• Advise customers to throw waste at designated bins or waste areas</li> <li>• Prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors</li> <li>• Describe ways and means to handle emergency situations like fire, robbery, riots etc.</li> <li>• Describe ways and means to mitigate risks to people and property during emergencies</li> <li>• Avoid locating the vending cart near heaps of dumped industrial or food waste with pests around</li> <li>• Ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station</li> <li>• Ensure that waste water is drained-off in closed drains or in a designated way</li> <li>• Describe other ways to maintain cleanliness. Not to litter and dump waste in an unauthorized area</li> </ul>	<p>Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras &amp; Mobiles); Danglers; Coupons &amp; Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables &amp; Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<ul style="list-style-type: none"> <li>Understand the various work hazards</li> <li>Take necessary steps to eliminate or minimize hazards</li> <li>Describe the causes of accidents at the workplace and identify measures to prevent such accidents from taking place</li> <li>Take preventive measures to avoid risk of burns and other injury</li> <li>Check and review the storage areas frequently</li> <li>Stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas</li> <li>Follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies</li> <li>Ensure display of safety signs at places where necessary for people to be cautious</li> <li>Adhere to safety standards and ensure no material damage</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>Legal implications of not implementing health and sanitation requirements</li> <li>Possible emergencies</li> <li>Health and sanitation requirements and the importance of the same</li> <li>Possible losses due to emergency situations</li> </ul>	
7	<p><b>Build relationships with vendors/dealers to ensure smooth business operations and increase sales</b></p> <p><b>Theory Duration</b> (hh:mm) 22:00</p> <p><b>Practical Duration</b> (hh:mm) 22:00</p> <p><b>Corresponding NOS Code</b> RAS / N0205</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>Communicate clearly in the required local language</li> <li>Articulate clearly and coherently</li> <li>Respond appropriately</li> <li>Identify where to get help and information from</li> <li>Understand what is required from specific vendors</li> <li>Express need clearly and get into workable relationship with vendor/s</li> <li>Negotiate with vendors for better deal</li> <li>Ensure proper contracting with vendors</li> <li>Ensure minimisation of possible risks and losses in vendor relationships</li> <li>Understand best practices and maintain cordial relationships</li> </ul>	<p>Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras &amp; Mobiles); Dangers; Coupons &amp; Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables &amp; Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional);</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
		<p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>Vendors and ways to connect with them</li> <li>Local language</li> <li>Basic offerings by vendors elsewhere</li> </ul>	<p>Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure</p>
8	<p><b>Manage customer needs through need identification and strong customer relationship</b></p> <p><b>Theory Duration</b> (hh:mm) 22:00</p> <p><b>Practical Duration</b> (hh:mm) 22:00</p> <p><b>Corresponding NOS Code</b> RAS / N0207</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>Identify target customers</li> <li>Understand and assess target customer need and desire</li> <li>Identify possible options to satisfy customer need</li> <li>Present options in an attractive manner that are mutually beneficial in nature</li> <li>Establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes</li> <li>Maximise sales opportunities by use of add-on and complementary sales techniques</li> <li>Provide customer with detailed information about the product/service</li> <li>Build relationships with customers to generate referrals</li> <li>Collect feedback to improvise to increase business returns and reach</li> <li>Manage on time delivery service fulfilment</li> <li>Implement customer loyalty programs like vouchers, promotions</li> <li>Plan and implement sales presentations</li> <li>Understand customer complaints and problems and support difficult customers to produce positive outcome</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>The target customer</li> <li>Acceptable service fulfillment norms</li> <li>How to build referrals</li> <li>What is a loyalty program</li> </ul>	<p>Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras &amp; Mobiles); Danglers; Coupons &amp; Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables &amp; Stools; Calculator; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets/ Catalogues; Daily Log book; Challan book with delivery challas; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure</p>

Sr. No.	Module	Key Learning Outcomes	Equipment Required
9	<p><b>Exhibit business acumen, self-discipline and demonstrate leadership skills</b></p> <p><b>Theory Duration</b> (hh:mm) 16:00</p> <p><b>Practical Duration</b> (hh:mm) 16:00</p> <p><b>Corresponding NOS Code</b> RAS / N0214</p>	<p>The learners should be able to:</p> <ul style="list-style-type: none"> <li>• Make short-term and long-term plans with respect to returns from the business</li> <li>• Define milestones and break them into achievable targets</li> <li>• Identify efforts and resources required</li> <li>• Get buy in from investors and other credit sources</li> <li>• Understand entrepreneurial thinking and perspective</li> <li>• Participate in workshops, seminars and engage with other successful business owners</li> <li>• Drive self-development through available mediums</li> <li>• Identify and get certifications in related line of business</li> <li>• Identify opportunities and create solutions to face uncertainties</li> <li>• Keep self-updated to be able to expand business in other fields/line of business as desired</li> <li>• Improvise methods so as to improve efficiencies</li> <li>• Demonstrate high personal standards in alignment to business ethics</li> <li>• Motivate team members to achieve high standards of performance</li> <li>• Use honest, open consultation to facilitate communication with team members</li> <li>• Deal with difficult situations fairly, openly and promptly</li> <li>• Develop clear, accurate and relevant team objectives, including expected performance standards, monitor and course correct performance</li> </ul> <p>The learners should be able to apply knowledge of:</p> <ul style="list-style-type: none"> <li>• Success stories in the related field</li> <li>• Innovations in the relevant product/service</li> <li>• Other successful organisations in the same space</li> <li>• Strengths, weakness, opportunity of and threat to self and own organization</li> </ul>	<p>Registration copy; Shelves for Stacking Products; Shopping Basket; Signage Board Retail; Offer Signages; Big Poster (POS) for offer related advertisement; Card Swapping Machine; Gondolas; Products for display (Dummy cameras &amp; Mobiles); Dangers; Coupons &amp; Vouchers; Credit notes; Currency notes of different Denominations; Carry Bags; Physical Bill Copy; Bar Code Machine; Tables &amp; Stools; Stock Almirah; CC TV Camera; Projector; 1 Computer; LCD TV (optional); Demo Counter; Billing Dummy Software; Fake note detecting machine; Peghooks; Customer Feedback Forms; Lead Register; Offer/ Promo Pamphlets; Product Catalogue/Product detailer; Sample visiting card; Calculator; Pre-printed bill book; Dummy DSR; Daily Log book; Challan book with delivery challans; Company brochure</p>

	<p><b>Total Duration</b></p> <p><b>Theory Duration</b> <b>175:00</b></p> <p><b>Practical Duration</b> <b>175:00</b></p>	<p><b>Unique Equipment Required:</b></p> <ul style="list-style-type: none"> <li>• Registration copy</li> <li>• Shelves for Stacking Products</li> <li>• Shopping Basket</li> <li>• Signage Board Retail</li> <li>• Offer Signages</li> <li>• Big Poster (POS) for offer related advertisement</li> <li>• Card Swapping Machine</li> <li>• Gondolas</li> <li>• Products for display (Dummy cameras &amp; Mobiles)</li> <li>• Dangles</li> <li>• Coupons &amp; Vouchers</li> <li>• Credit notes</li> <li>• Currency notes of different Denominations</li> <li>• Carry Bags</li> <li>• Physical Bill Copy</li> <li>• Bar Code Machine</li> <li>• Tables &amp; Stools</li> <li>• Stock Almirah</li> <li>• CC TV Camera</li> <li>• Projector</li> <li>• 1 Computer</li> <li>• LCD TV (optional)</li> <li>• Demo Counter</li> <li>• Billing Dummy Software</li> <li>• Fake note detecting machine</li> <li>• Peghooks</li> <li>• Customer Feedback Forms</li> <li>• Lead Register</li> <li>• Offer/ Promo Pamphlets</li> <li>• Product Catalogue/Product detailer</li> <li>• Sample visiting card</li> <li>• Calculator</li> <li>• Pre-printed bill book</li> <li>• Dummy DSR</li> <li>• Daily Log book</li> <li>• Challan book with delivery challans</li> <li>• Company brochure</li> </ul>	
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**Grand Total Course Duration: 350 Hours 00 Minutes**

*(This syllabus/ curriculum has been approved by Retailers Association's Skill Council of India)*

## Trainer Prerequisites for Job role: “Business Builder/Retailer” mapped to Qualification Pack: “RAS/Q0202 VERSION 2.0”

Sr. No.	Area	Details
1	<b>Job Description</b>	Individual in this position should be able to train and skill candidates as per Qualification Pack by using effective methodology for the target audience/candidates whilst ensuring consistently high pass percentage.
2	<b>Personal Attributes</b>	Individual in this position should exhibit the following attributes: <ul style="list-style-type: none"> <li>• Should be subject knowledge / matter expert</li> <li>• Effective communication skills and proven integrity, as well as sincerity</li> <li>• Ability to conduct interactive training program and concentrate on details</li> <li>• High sense of thoughtfulness in a habitually active environment</li> <li>• Multi-talented and resourceful ability when handling different tasks</li> <li>• Highly skilled in promoting friendly atmosphere and efficient in managing learners</li> </ul>
3	<b>Minimum Educational Qualifications</b>	Retail Diploma/Graduate
4a	<b>Domain Certification</b>	Certified for Job Role: “Business Builder/Retailer” mapped to QP “RAS/Q0202 VERSION 2.0”. Minimum accepted score of 80% or as per RASCI guidelines.
4b	<b>Platform Certification</b>	Recommended that the Trainer is certified for the Job Role: “Trainer”, mapped to the Qualification Pack: “MEP/Q2601”. Minimum accepted score of 80% or as per RASCI guidelines.
5	<b>Experience</b>	<ul style="list-style-type: none"> <li>• 5 years of experience in Retail Store Operations or Sales including minimum 2 years of supervisory experience</li> </ul> OR <ul style="list-style-type: none"> <li>• 5 years of experience in Retail Store Operations or Sales including minimum 2 years of supervisory training experience (who has trained team leaders and above or has functioned as a master trainer)</li> </ul>

## Annexure: Assessment Criteria

<b>Assessment Criteria for Business Builder/Retailer</b>	
<b>Job Role</b>	<b>Business Builder/Retailer</b>
<b>Qualification Pack</b>	<b>RAS/Q0202 VERSION 2.0</b>
<b>Sector Skill Council</b>	<b>Retailers Association's Skill Council of India</b>

Sr. No.	Guidelines for Assessment
1	Criteria for assessment for each Qualification Pack will be created by Retailers Association's Skill Council of India. Each Performance Criteria (PC) will be assigned marks proportional to its importance in NOS. SSC will also lay down proportion of marks for Theory and Skills Practical for each PC
2	The assessment for the theory part will be based on knowledge bank of questions created by the SSC
3	Individual assessment agencies will create unique question papers for theory part for each candidate at each examination/training centre
4	Individual assessment agencies will create unique evaluations for skill practical for every student at each examination/training centre based on this criteria
5	To pass the Qualification Pack, every trainee should score a minimum marks as mentioned in respective QP
6	In case of successfully passing only certain number of NOS's, the trainee is eligible to take subsequent assessment on the balance NOS's to pass the Qualification Pack

Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
1. RAS/N0209 (Implement legal compliances, policies and procedures)	PC1. identify local corporations and government bodies that have a bearing on the particular business	<b>100</b>	10	3	7
	PC2. identify the contact persons of the particular corporations and government bodies		5	1.5	3.5
	PC3. interact and maintain relationships with the key persons to ensure smooth functioning of business		10	3	7
	PC4. determine key elements of major legal oversight systems affecting business operations and follow relevant rules and policies		10	3	7
	PC5. compare various issues affecting different forms of contract and agreements within business operations		5	1.5	3.5
	PC6. ensure team conformance to the relevant rules and policies for smooth functioning of business		5	1.5	3.5
	PC7. describe the concept of minimizing losses and maximizing gains		5	1.5	3.5
	PC8. articulate legal aspects of financial transactions within business operations		10	3	7



Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
	PC9. describe legal requirements for the sale of products and services		10	3	7
	PC10. describe various methods of regulating patents and trademarks in local business environment		5	1.5	3.5
	PC11. identify and adhere to policies and procedures to ensure goods are handled, stored and transported safely and according to requirements for dangerous and hazardous materials		10	3	7
	PC12. ensure security checks and balances are conducted to prevent hazards and risks involved in the business process		5	1.5	3.5
	PC13. describe ways and means to handle emergencies and mitigate risks		5	1.5	3.5
	PC14. record, store and transfer information according to legislative and business requirements		5	1.5	3.5
		<b>Total</b>	100	30	70
2. RAS/N0210 (Plan and manage finances to accomplish business objectives)	PC1. describe elements of basic financial accounting	<b>100</b>	5	1.5	3.5
	PC2. educate team on conducting basic accounting tasks		5	1.5	3.5
	PC3. create and maintain accounting reports		5	1.5	3.5
	PC4. describe sources of profits and causes of losses as reflected in the reports		5	1.5	3.5
	PC5. assess and interpret information on costs and resource allocation		5	1.5	3.5
	PC6. instruct team members to actively control costs in their areas of responsibility		5	1.5	3.5
	PC7. understand the business cycle from accounting point of view		5	1.5	3.5
	PC8. calculate break-even point and payment schedules		3	1	2
	PC9. calculate credit amount and credit period required in order to break even		3	1	2
	PC10. define vendor credit cycle to ensure smooth borrowing process		5	1.5	3.5
	PC11. negotiate with vendor and finalise credit cycle		5	1.5	3.5

Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
	PC12. identify credit sources for borrowing of funds		5	1.5	3.5
	PC13. explain the terms and conditions of sources offering credit		5	1.5	3.5
	PC14. assess risks involved in borrowing / raising of funds		5	1.5	3.5
	PC15. select the suitable credit source after evaluation of creditors		5	1.5	3.5
	PC16. raise additional funds for business expansion		5	1.5	3.5
	PC17. promptly implement recommendations for improving cost reduction and communicate to team		5	1.5	3.5
	PC18. maintain procedures in regard to preparation of budget or target figures		5	1.5	3.5
	PC19. compare, analyse, document and report budget and actual sales revenue and expenditure figures, according to budget targets		3	1	2
	PC20. identify and describe possible fraudulent activities in monetary and financial transactions		5	1.5	3.5
	PC21. implement procedures and systems to prevent monetary losses due to fraudulent activities		5	1.5	3.5
	PC22. implement, monitor and maintain store systems for recording sales figures, revenue and expenditure		5	1.5	3.5
		<b>Total</b>	100	30	70
3. RAS/N0211 (Manage inventory and sales)	PC1. identify target audience/ consumer profile	<b>100</b>	5	1.5	3.5
	PC2. identify buying patterns and analyse sales data to define assortments and modify them as per trends observed		10	3	7
	PC3. Understand competitors/other players/ substitute products		5	1.5	3.5
	PC4. determine means to forecast demands on inventory		5	1.5	3.5
	PC5. describe the importance for monitoring market trends and technology changes as part of managing inventory demands		5	1.5	3.5
	PC6. describe inventory/procuring capacity as per demand		10	3	7

Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
	PC7. determine required inventory is on hand		10	3	7
	PC8. monitor stock levels and maintain at required levels		10	3	7
	PC9. coordinate stocktake or cyclical count		10	3	7
	PC10. understand operational costs		5	1.5	3.5
	PC11. define targets for self and team to achieve business gains		5	1.5	3.5
	PC12. match logistics of delivery to inventory supply requirements		5	1.5	3.5
	PC13. calculate profits and margins		5	1.5	3.5
	PC14. take steps to prevent inventory losses		5	1.5	3.5
	PC15. plan for contingencies in case of stockout		5	1.5	3.5
	<b>Total</b>		<b>100</b>	<b>30</b>	<b>70</b>
4. RAS/N0212 (Manage marketing and sale of goods and services)	PC1. engage with existing and potential customers to establish demand	<b>100</b>	10	3	7
	PC2. record customer requirements and preferences in relation to business products or services and factor into marketing strategy		10	3	7
	PC3. devise marketing strategy to optimise sales and profit, according to customer requirements, market position, logistical capacity and business resources and forecasts relating to demand		10	3	7
	PC4. describe segmentation, targeting and positioning of a product		10	3	7
	PC5. define resource requirements for implementation of marketing plans		5	1.5	3.5
	PC6. decide cost of promotional activities to reach identified and potential customers		5	1.5	3.5
	PC7. allocate resources required to implement marketing strategy		10	3	7
	PC8. establish systems for regularly monitoring marketing activities and evaluating marketing strategies		5	1.5	3.5
	PC9. develop and impart product knowledge to the team		5	1.5	3.5
	PC10. identify target customer, initiate customer contact and approach the customer		5	1.5	3.5

Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
	PC11. record information by applying questioning technique, sound listening and interpretation of non-verbal cues		5	1.5	3.5
	PC12. direct the customer to the appropriate merchandise		5	1.5	3.5
	PC13. sell the product by demonstrating/communicating its features, benefits or any other additional offers/complementary products		5	1.5	3.5
	PC14. solve customer objections related to price, quality, delivery or any other by applying a problem solving technique		5	1.5	3.5
	PC15. close sale by encouraging customer to make the purchase decision		5	1.5	3.5
		<b>Total</b>	100	30	70
5. RAS/N0213 (Implement business systems and processes)	PC1. describe in-depth knowledge of products/services involved in the business	<b>100</b>	8	2.4	5.6
	PC2. describe to staff features of products/services, their advantages and benefits respect to comparative and complementary products in the market		8	2.4	5.6
	PC3. understand market trends with respect to sales patterns as against comparative and complementary products in the market		2	0.6	1.4
	PC4. describe related products/services and possible opportunities with respect to up- selling, cross-selling, expansion of business to the team		6	1.8	4.2
	PC5. operate systems and equipment involved in running daily operations		8	2.4	5.6
	PC6. understand precautions and maintenance required while operating systems and equipment		8	2.4	5.6
	PC7. understand new technologies that can improve efficiencies and reduce risks		8	2.4	5.6
	PC8. train staff on using of systems and equipment relevant to business		8	2.4	5.6
	PC9. train staff to handle emergencies that could occur while handling the systems or equipment		8	2.4	5.6

Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
	PC10. understand the best sources of materials		6	1.8	4.2
	PC11. negotiate to arrive at the most profitable vendor relationship for the organization		8	2.4	5.6
	PC12. train staff on packaging and marketing of products/services being sold		8	2.4	5.6
	PC13. ensure quality check of products/services to maintain quality and conform to statutory quality requirements		8	2.4	5.6
	PC14. solicit and incorporate feedback on products/services received from the customers		6	1.8	4.2
	<b>Total</b>		100	30	70
6. RAS/N0206 (Meet health and safety requirements at place of work)	PC1. wash hands with clean water and soap in order to keep them clean at all times	<b>100</b>	5	1.5	3.5
	PC2. wear clean and washed clothes every day		3	1	2
	PC3. be presentable and well groomed to service customers of all types		5	1.5	3.5
	PC4. use separate and clean handkerchief/cloth for wiping off perspiration or dust		3	1	2
	PC5. keep the cleaning aids dry and clean		3	1	2
	PC6. avoid sneezing or coughing around the area of work		3	1	2
	PC7. sweep the surrounding area to create a tidy atmosphere		5	1.5	3.5
	PC8. drain out or dry off any accumulation of stale water in the form of small pools, etc., which can be breeding ground for mosquitoes		3	1	2
	PC9. use government approved disposal stations or appropriately large waste bins to store and dispose-off collected waste		5	1.5	3.5
	PC10. advise customers to throw waste at designated bins or waste areas		3	1	2
	PC11. prevent development of clean areas into unauthorised waste dump yards over time, in coordination with co-vendors		3	1	2

Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
	PC12. describe ways and means to handle emergency situations like fire, robbery, riots etc.		5	1.5	3.5
	PC13. describe ways and means to mitigate risks to people and property during emergencies		3	1	2
	PC14. avoid locating the vending cart near heaps of dumped industrial or food waste with pests around		3	1	2
	PC15. ensure that all waste is collected and disposed-off safely at the end of the day at the nearest waste disposal station		5	1.5	3.5
	PC16. ensure that waste water is drained-off in closed drains or in a designated way		3	1	2
	PC17. describe other ways to maintain cleanliness. Not to litter and dump waste in an unauthorized area		3	1	2
	PC18. understand the various work hazards		5	1.5	3.5
	PC19. take necessary steps to eliminate or minimize hazards		5	1.5	3.5
	PC20. describe the causes of accidents at the workplace and identify measures to prevent such accidents from taking place		5	1.5	3.5
	PC21. take preventive measures to avoid risk of burns and other injury		3	1	2
	PC22. check and review the storage areas frequently		3	1	2
	PC23. stack items in an organized way and use safe lifting techniques to reduce risk of injuries from handling procedures at the storage areas		5	1.5	3.5
	PC24. follow health and safety practices for storing, cleaning, and maintaining tools, equipment, and supplies		3	1	2
	PC25. ensure display of safety signs at places where necessary for people to be cautious		3	1	2
	PC26. adhere to safety standards and ensure no material damage		5	1.5	3.5
		<b>Total</b>	100	30	70
7. RAS/N0205 (Build relationship with	PC1. communicate clearly in the required local language	<b>100</b>	12	3.6	8.4
	PC2. articulate clearly and coherently		7	2.1	4.9

Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
vendors/dealers)	PC3. respond appropriately		7	2.1	4.9
	PC4. identify where to get help and information from		12	3.6	8.4
	PC5. understand what is required from specific vendors		12	3.6	8.4
	PC6. express need clearly and get into workable relationship with vendor/s		7	2.1	4.9
	PC7. negotiate with vendors for better deal		12	3.6	8.4
	PC8. ensure proper contracting with vendors		12	3.6	8.4
	PC9. ensure minimization of possible risks and losses in vendor relationships		12	3.6	8.4
	PC10. understand best practices and maintain cordial relationships		7	2.1	4.9
	<b>Total</b>		100	30	70
8. RAS/N0207 (Manage customer needs and customer relationships)	PC1. identify target customers	<b>100</b>	10	3	7
	PC2. understand and assess target customer need and desire		10	3	7
	PC3. identify possible options to satisfy customer need		5	3	7
	PC4. present options in an attractive manner that are mutually beneficial in nature		10	3	7
	PC5. establish rapport with customers and express genuine interest to clarify customer requirements and enhance outcomes		10	3	7
	PC6. maximise sales opportunities by use of add-on and complementary sales techniques		5	1.5	3.5
	PC7. provide customer with detailed information about the product/service		10	3	7
	PC8. build relationships with customers to generate referrals		5	1.5	3.5
	PC9. collect feedback to improvise to increase business returns and reach		5	1.5	3.5
	PC10. manage on time delivery service fulfilment		10	3	7
	PC11. implement customer loyalty programs like vouchers, promotions		5	1.5	3.5
	PC12. plan and implement sales presentations		5	1.5	3.5

Assessment Outcomes	Assessment Criteria for Outcomes	Total Mark	Out Of	Marks Allocation	
				Theory	Skills Practical
	PC13. understand customer complaints and problems and support difficult customers to produce positive outcome		10	3	7
		<b>Total</b>	100	30	70
9. RAS/N0214 (Exhibit business acumen, self-discipline and demonstrate leadership skills)	PC1. make short-term and long-term plans with respect to returns from the business	<b>100</b>	10	3	7
	PC2. define milestones and break them into achievable targets		5	1.5	3.5
	PC3. identify efforts and resources required		5	1.5	3.5
	PC4. get buy in from investors and other credit sources		5	1.5	3.5
	PC5. understand entrepreneurial thinking and perspective		5	1.5	3.5
	PC6. participate in workshops, seminars and engage with other successful business owners		5	1.5	3.5
	PC7. drive self-development through available mediums		10	3	7
	PC8. identify and get certifications in related line of business		5	1.5	3.5
	PC9. identify opportunities and create solutions to face uncertainties		10	3	7
	PC10. keep self-updated to be able to expand business in other fields/line of business as desired		10	3	7
	PC11. improvise methods so as to improve efficiencies		10	3	7
	PC12. demonstrate high personal standards in alignment to business ethics		5	1.5	3.5
	PC13. motivate team members to achieve high standards of performance		5	1.5	3.5
	PC14. use honest, open consultation to facilitate communication with team members		5	1.5	3.5
	PC15. deal with difficult situations fairly, openly and promptly		5	1.5	3.5
	PC16. develop clear, accurate and relevant team objectives, including expected performance standards, monitor and course correct performance		5	1.5	3.5
		<b>Total</b>	100	30	70