

Qualification Pack



Retail Merchandise Manager

QP Code: RAS/Q0701

Version: 1.0

NSQF Level: 5.5

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RAS/Q0701: Retail Merchandise Manager

Brief Job Description

This qualification reflects the role of individuals who undertake retail merchandise management activity to deliver profitable results for a retail organisation. They analyse merchandise performance results and follow an organisational strategy to plan and enhance ongoing merchandise performance. These individuals operate with autonomy, and are responsible for their personal outputs, and undertake decision making independently and in consultation with relevant internal and external stakeholders. Individuals with this qualification can perform roles such as sourcing & purchasing, merchandise planning and merchandise management.

Personal Attributes

The role requires autonomy, accountability, and strong decision-making skills, both independent and collaborative. Strategic thinking, adaptability, and attention to detail are essential for planning, problem-solving, and precise execution. Effective communication and negotiation skills are vital for stakeholder alignment and successful sourcing and purchasing.

Applicable National Occupational Standards (NOS)

Compulsory NOS:

1. [RAS/N0701: Develop a merchandise strategy](#)
2. [RAS/N0702: Perform post-trade analysis](#)
3. [RAS/N0703: Prepare a merchandise financial plan](#)
4. [RAS/N0704: Prepare category financial plan](#)
5. [RAS/N0705: Develop a merchandise product range plan](#)
6. [RAS/N0706: Negotiate and finalise supply arrangements](#)
7. [RAS/N0707: Prepare a merchandise promotional plan](#)
8. [RAS/N0708: Manage merchandise quality and compliance](#)
9. [RAS/N0709: Manage Merchandise for e-channels](#)
10. [RAS/N0710: Sustainability in product packaging & fixtures](#)
11. [RAS/N0711: Artificial Intelligence \(AI\) in Merchandise Management](#)
12. [RAS/N0712: Plan product development](#)

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13. [RAS/N0413: Provide Leadership to the Team](#)

14. [DGT/VSQ/N0103: Employability Skills \(90 Hours\)](#)

Qualification Pack (QP) Parameters

Sector	Retail
Sub-Sector	Retail Operations, E-commerce, FMCG
Occupation	Category Management
Country	India
NSQF Level	5.5
Credits	21
Aligned to NCO/ISCO/ISIC Code	NCO-2015/ 1420.9900
Minimum Educational Qualification & Experience	<p>Completed 3 year UG degree (or equivalent) with 1.5 years of experience Advanced MS Excel skill required as a prerequisite & Relevant Experience in Store Operations Mangement OR Completed 2nd year diploma after 12th with 3 Years of experience Advanced MS Excel skill required as a prerequisite * Relevant Experience in Store Operations Mangement OR Completed 3 year diploma after 10th with 4.5 years of experience * Advanced MS Excel skill required as a prerequisite * Relevant Experience in Store Operations Mangement OR 12th grade Pass with 6 Years of experience * Advanced MS Excel skill required as a prerequisite * Relevant Experience in Store Operations Mangement OR Previous relevant Qualification of NSQF Level (5) with 1.5 years of experience * Advanced MS Excel skill required as a prerequisite * Relevant Experience in Store Operations Mangement OR Previous relevant Qualification of NSQF Level (4.5) with 3 Years of experience * Advanced MS Excel skill required as a prerequisite * Relevant Experience in Store Operations Mangement</p>

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Minimum Level of Education for Training in School	Not Applicable
Pre-Requisite License or Training	Proficiency in working with MS-Office applications, especially advanced Excel, and usage of internet applications for communication, Proficient in using the software for data analytics & reporting tools, inventory management software, e-commerce platforms, Point-of-Sale (POS) systems, Customer Relationship Management (CRM) tools.
Minimum Job Entry Age	18 Years
Last Reviewed On	NA
Next Review Date	27/08/2027
NSQC Approval Date	27/08/2024
Version	1.0
Reference code on NQR	QG-5.5-OR-02875-2024-V1-RASCI
NQR Version	1.0

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RAS/N0701: Develop a merchandise strategy

Description

This occupational standard (OS) describes the skills required to develop, implement, and evaluate a merchandise strategy aligned with organizational goals. It includes analyzing trends, assessing risks, setting objectives, ensuring resource availability, and defining performance indicators. The role also involves obtaining approvals, communicating plans, and refining the strategy based on feedback and performance evaluation.

Scope

The scope covers the following :

- Developing a merchandise strategy aligned with goals
- Setting KPIs
- Ensuring resource availability, engaging stakeholders, and adapting to market changes.

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Review strategic objectives of the organisation and determine priorities for merchandise performance in consultation with relevant personnel.
- PC2.** Review previous and existing merchandise strategies and its performance data to inform relevant role holders in strategy development.
- PC3.** Conduct research on trends in merchandise management and use findings to inform strategy development team.
- PC4.** Identify opportunities and risks related to merchandise performance by analyzing internal and external operating environments.
- PC5.** Determine key objectives and priorities of the merchandising strategy based on operating environment analysis.
- PC6.** Ensure that the merchandise strategy is aligned with the objectives and direction of the organisation.
- PC7.** Confirm the availability of organisational structure and resources to support the implementation of merchandise strategy.
- PC8.** Determine the key performance indicators to evaluate the performance of merchandise strategy.
- PC9.** Ensure strategy that can be adapted in response to environmental opportunities and threats.
- PC10.** Determine key activities, responsibilities and timeframes for execution of the strategy.
- PC11.** Make adjustments to strategy based on feedback received from relevant personnel
- PC12.** Obtain required approval after finalizing merchandise strategy.
- PC13.** Communicate merchandise strategy and action plan to relevant personnel.
- PC14.** Obtain feedback from relevant stakeholders on performance of merchandise.
- PC15.** Evaluate merchandise strategy against key performance indicators and make informed conclusions about merchandise performance.

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PC16. Recommend improvements for future using the findings.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Understanding organizational strategic objectives: Knowledge of how to align merchandise strategies with the strategic direction of the business.
- KU2.** Awareness of merchandise performance data: Ability to review and analyze previous and existing strategies for performance insights.
- KU3.** Knowledge of internal and external environments: Familiarity with factors affecting merchandise performance, including market trends.
- KU4.** Understanding of risk identification: Ability to identify risks and opportunities that impact merchandise strategies.
- KU5.** Knowledge of KPI development: Understanding how to create key performance indicators to measure merchandise performance.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Reading skills: Ability to interpret complex and varied information related to organizational objectives and market conditions.
- GS2.** Planning and organizing: Skills to set realistic objectives for merchandise strategies and ensure they align with business goals.
- GS3.** IT skills: Proficiency in using digital tools to access, document, and communicate information.
- GS4.** Communication skills: Effectively communicate strategies and action plans to relevant personnel.
- GS5.** Problem-solving: Ability to adjust strategies based on feedback and environmental factors.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Review strategic objectives of the organisation and determine priorities for merchandise performance in consultation with relevant personnel.	3	3	-	-
PC2. Review previous and existing merchandise strategies and its performance data to inform relevant role holders in strategy development.	3	3	-	-
PC3. Conduct research on trends in merchandise management and use findings to inform strategy development team.	4	4	-	-
PC4. Identify opportunities and risks related to merchandise performance by analyzing internal and external operating environments.	4	4	-	-
PC5. Determine key objectives and priorities of the merchandising strategy based on operating environment analysis.	3	3	-	-
PC6. Ensure that the merchandise strategy is aligned with the objectives and direction of the organisation.	3	3	-	-
PC7. Confirm the availability of organisational structure and resources to support the implementation of merchandise strategy.	2	2	-	-
PC8. Determine the key performance indicators to evaluate the performance of merchandise strategy.	4	4	-	-
PC9. Ensure strategy that can be adapted in response to environmental opportunities and threats.	3	3	-	-
PC10. Determine key activities, responsibilities and timeframes for execution of the strategy.	4	4	-	-
PC11. Make adjustments to strategy based on feedback received from relevant personnel	4	4	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Obtain required approval after finalizing merchandise strategy.	2	2	-	-
PC13. Communicate merchandise strategy and action plan to relevant personnel.	2	2	-	-
PC14. Obtain feedback from relevant stakeholders on performance of merchandise.	3	3	-	-
PC15. Evaluate merchandise strategy against key performance indicators and make informed conclusions about merchandise performance.	3	3	-	-
PC16. Recommend improvements for future using the findings.	3	3	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0701
NOS Name	Develop a merchandise strategy
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	2
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

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RAS/N0702: Perform post-trade analysis

Description

The occupational standard (OS) describes the performance criteria, knowledge and understanding including the generic skills required to analyze merchandise performance post-trade, including data validation, KPI evaluation, and competitor insights, to optimize future strategies and drive improvements.

Scope

The scope covers the following :

- Reviewing product categories, financial data, supplier performance, and promotions.
- Validating data accuracy and analyzing competitor insights
- Identifying key trends, strengths, and areas for improvement.
- Reporting findings and Recommendations

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Determine product category to be reviewed and objectives for post-trade analysis.
- PC2.** Obtain merchandise and financial performance data from specified trading period.
- PC3.** Obtain performance data for the suppliers for specified trading period.
- PC4.** Source store and customer feedback for specified trading period.
- PC5.** Obtain summary of promotional activities along with their performance for the specified trading period.
- PC6.** Review competitor performance and draw informed conclusions during the specified trading period.
- PC7.** Obtain input on merchandise performance for the specified trading period from concerned stakeholders.
- PC8.** Validate integrity and accuracy of data on merchandise performance.
- PC9.** Evaluate financial performance data against performance indicators to determine financial performance of the product category.
- PC10.** Develop evidence-based conclusions about merchandise performance by analyzing post-trade information and data.
- PC11.** Identify strengths, weaknesses, opportunities and threats based on findings.
- PC12.** Document post-trade findings according to organisational requirements.
- PC13.** Make recommendations for improved merchandise category performance by using the findings.
- PC14.** Report findings and recommendations to relevant stakeholders.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

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- KU1.** Understanding merchandise and financial performance: Knowledge of how to review merchandise and supplier performance during a specific trading period.
- KU2.** Awareness of post-trade feedback processes: Understanding how to obtain customer and store feedback on merchandise performance.
- KU3.** Knowledge of SWOT analysis: Ability to analyze data to identify strengths, weaknesses, opportunities, and threats.
- KU4.** Understanding of competitor performance evaluation: Knowledge of how to benchmark against competitor performance during the specified trading period.
- KU5.** Documentation skills: Ability to record and present post-trade analysis findings according to organizational procedures.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Numerical ability: Skills to interpret complex financial data and performance metrics.
- GS2.** IT skills: Proficiency in using systems to access and document post-trade information.
- GS3.** Analytical skills: Ability to evaluate performance data and identify key trends and opportunities for improvement.
- GS4.** Communication skills: Present post-trade analysis findings and recommendations clearly to stakeholders.
- GS5.** Problem-solving skills: Recommend improvements based on the analysis of post-trade information.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Determine product category to be reviewed and objectives for post-trade analysis.	3	3	-	-
PC2. Obtain merchandise and financial performance data from specified trading period.	2	2	-	-
PC3. Obtain performance data for the suppliers for specified trading period.	2	2	-	-
PC4. Source store and customer feedback for specified trading period.	2	2	-	-
PC5. Obtain summary of promotional activities along with their performance for the specified trading period.	3	3	-	-
PC6. Review competitor performance and draw informed conclusions during the specified trading period.	5	5	-	-
PC7. Obtain input on merchandise performance for the specified trading period from concerned stakeholders.	3	3	-	-
PC8. Validate integrity and accuracy of data on merchandise performance.	4	4	-	-
PC9. Evaluate financial performance data against performance indicators to determine financial performance of the product category.	4	4	-	-
PC10. Develop evidence-based conclusions about merchandise performance by analyzing post-trade information and data.	5	5	-	-
PC11. Identify strengths, weaknesses, opportunities and threats based on findings.	5	5	-	-
PC12. Document post-trade findings according to organisational requirements.	4	4	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. Make recommendations for improved merchandise category performance by using the findings.	4	4	-	-
PC14. Report findings and recommendations to relevant stakeholders.	4	4	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0702
NOS Name	Perform post-trade analysis
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	1
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

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RAS/N0703: Prepare a merchandise financial plan

Description

This occupational standard (OS) describes the performance criteria, knowledge and understanding including the generic skills required for setting financial objectives, analyzing sales and profit data, planning inventory and margins, evaluating performance, and making data-driven adjustments for profitability.

Scope

The scope covers the following :

- Analyzing financial data and setting objectives.
- Planning sales, inventory, and profit margins.
- Monitoring performance and adjusting for risks.
- Engaging stakeholders for continuous improvement.

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Review merchandise strategy to determine financial and merchandise objectives for a specified trading period.
- PC2.** Source and review organisational profit and loss statements to determine organisational financial position and objectives as required.
- PC3.** Review post-trade analysis data to determine past merchandise financial performance.
- PC4.** Analyse internal and external factors impacting merchandise financial planning.
- PC5.** Identify activities under merchandise financial plan that will maximise profitability and financial performance of the organisation.
- PC6.** Use organisational systems and processes to plan sales value for a specific trading period.
- PC7.** Determine gross profit margins that meet financial objectives.
- PC8.** Plan markdown value to accommodate potential markdowns and shrinkage to minimise loss in profit.
- PC9.** Plan optimal inventory values against key performance indicators that maximise profitability and minimize the loss.
- PC10.** Evaluate promotional plans of the organisation to identify impacts of planned promotional activity on sales, inventory and profit planning.
- PC11.** Determine merchandise performance indicators.
- PC12.** Document sales, inventory and profit values through systems and processes of the organisation.
- PC13.** Obtain feedback from relevant stakeholders and modify merchandise financial plan.
- PC14.** Finalise and obtain approval on the merchandise financial plan.
- PC15.** Communicate merchandise financial plan to relevant stakeholders.
- PC16.** Review in-trade financial performance against actual and budgeted sales, profit and inventory values.

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- PC17.** Examine and account for variances in sales, inventory and profit values.
- PC18.** Identify available rebates and incorporate into merchandise financial plan as required.
- PC19.** Re-plan sales, profit and inventory values in response to the actual sales results.
- PC20.** Re-plan sales, profit and inventory values in response to internal and external influences on performance.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Understanding of merchandise financial objectives: Knowledge of how to review financial information to support merchandise financial planning.
- KU2.** Familiarity with profit and loss statements: Understanding of how to assess the organization's financial position and objectives.
- KU3.** Knowledge of internal and external factors: Ability to analyze factors impacting financial planning, such as market trends and cost structures.
- KU4.** Understanding inventory and sales planning: Knowledge of how to plan optimal inventory values and sales targets.
- KU5.** Awareness of promotional impact: Understanding the effect of promotions on sales, inventory, and profitability.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Numerical skills: Ability to perform financial calculations to support merchandise planning.
- GS2.** Technology skills: Proficiency in using merchandise planning systems to create and modify financial plans.
- GS3.** Analytical skills: Ability to analyze financial data and adjust plans accordingly.
- GS4.** Communication skills: Clearly present and communicate financial plans to relevant stakeholders.
- GS5.** Planning and organizing: Skills to document sales, inventory, and profit values efficiently and manage timelines.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Review merchandise strategy to determine financial and merchandise objectives for a specified trading period.	2	2	-	-
PC2. Source and review organisational profit and loss statements to determine organisational financial position and objectives as required.	1	1	-	-
PC3. Review post-trade analysis data to determine past merchandise financial performance.	2	2	-	-
PC4. Analyse internal and external factors impacting merchandise financial planning.	3	3	-	-
PC5. Identify activities under merchandise financial plan that will maximise profitability and financial performance of the organisation.	3	3	-	-
PC6. Use organisational systems and processes to plan sales value for a specific trading period.	4	4	-	-
PC7. Determine gross profit margins that meet financial objectives.	4	4	-	-
PC8. Plan markdown value to accommodate potential markdowns and shrinkage to minimise loss in profit.	3	3	-	-
PC9. Plan optimal inventory values against key performance indicators that maximise profitability and minimize the loss.	4	4	-	-
PC10. Evaluate promotional plans of the organisation to identify impacts of planned promotional activity on sales, inventory and profit planning.	3	3	-	-
PC11. Determine merchandise performance indicators.	2	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Document sales, inventory and profit values through systems and processes of the organisation.	2	2	-	-
PC13. Obtain feedback from relevant stakeholders and modify merchandise financial plan.	2	2	-	-
PC14. Finalise and obtain approval on the merchandise financial plan.	2	2	-	-
PC15. Communicate merchandise financial plan to relevant stakeholders.	2	2	-	-
PC16. Review in-trade financial performance against actual and budgeted sales, profit and inventory values.	2	2	-	-
PC17. Examine and account for variances in sales, inventory and profit values.	2	2	-	-
PC18. Identify available rebates and incorporate into merchandise financial plan as required.	2	2	-	-
PC19. Re-plan sales, profit and inventory values in response to the actual sales results.	2	2	-	-
PC20. Re-plan sales, profit and inventory values in response to internal and external influences on performance.	3	3	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0703
NOS Name	Prepare a merchandise financial plan
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	2
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

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RAS/N0704: Prepare category financial plan

Description

This occupational standard (OS) describes the process of developing a financial plan for a product or service category, ensuring alignment with business objectives, market trends, and profitability goals. It includes budgeting, forecasting, pricing strategies, and financial risk management.

Scope

The scope covers the following :

- Develop and implement a category financial plan
- Analyze financial performance and market trends
- Monitor financial metrics and risks

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Review merchandise financial plan to determine category financial planning requirements at the category and sub-category level
- PC2.** Profile target market and identify relevant trends to optimize sales opportunities within category plan.
- PC3.** Determine open-to-buy or space capacity for the trading period.
- PC4.** Determine strategies and pricing structures to achieve gross margin and margin mix
- PC5.** Plan and calculate inventory values using open-to-buy or space capacity method for each category.
- PC6.** Allocate inventory value to core and seasonal lines
- PC7.** Assess risk level of inventory within each category and plan markdown value and stock exit strategy to maximise profitability and maintain inventory at budgeted levels
- PC8.** Evaluate the promotional plan to identify impacts of planned promotional activity on category planning.
- PC9.** Detain a percentage of category plan spend for reaction to trade
- PC10.** Use organisational systems and processes to document category plan
- PC11.** Modify category financial plan based on feedback received from relevant stakeholders
- PC12.** Finalise category financial plan and gain required approval
- PC13.** Communicate category financial plan to relevant personnel to inform range planning and merchandise buying
- PC14.** Assess internal and external factors impacting category performance and make any required adjustments
- PC15.** Use action levers to react to in-trade performance
- PC16.** Re-plan category financial plan based on sales, inventory and profit values during trade
- PC17.** Communicate changes to relevant stakeholders

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Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Understanding category planning requirements: Knowledge of how to review merchandise financial plans for category-level planning.
- KU2.** Knowledge of open-to-buy methods: Understanding methods for inventory management and capacity planning.
- KU3.** Understanding pricing and gross margin strategies: Familiarity with developing pricing structures to achieve gross margins.
- KU4.** Awareness of inventory risk: Ability to assess risks within categories and plan for markdown values.
- KU5.** Familiarity with promotional activities: Knowledge of the impacts of planned promotional activities on category planning.

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Numerical skills: Ability to apply financial formulas and perform retail calculations for category planning.
- GS2.** Technology skills: Proficiency in using systems to create and modify category financial plans.
- GS3.** Analytical skills: Evaluate sales, inventory, and promotional impacts on financial plans.
- GS4.** Communication skills: Effectively present category financial plans to cross-functional teams.
- GS5.** Organizational skills: Ability to plan, document, and manage category financial strategies.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Review merchandise financial plan to determine category financial planning requirements at the category and sub-category level	2	2	-	-
PC2. Profile target market and identify relevant trends to optimize sales opportunities within category plan.	2	2	-	-
PC3. Determine open-to-buy or space capacity for the trading period.	3	3	-	-
PC4. Determine strategies and pricing structures to achieve gross margin and margin mix	3	3	-	-
PC5. Plan and calculate inventory values using open-to-buy or space capacity method for each category.	3	3	-	-
PC6. Allocate inventory value to core and seasonal lines	3	3	-	-
PC7. Assess risk level of inventory within each category and plan markdown value and stock exit strategy to maximise profitability and maintain inventory at budgeted levels	4	4	-	-
PC8. Evaluate the promotional plan to identify impacts of planned promotional activity on category planning.	4	4	-	-
PC9. Detain a percentage of category plan spend for reaction to trade	3	3	-	-
PC10. Use organisational systems and processes to document category plan	4	4	-	-
PC11. Modify category financial plan based on feedback received from relevant stakeholders	4	4	-	-
PC12. Finalise category financial plan and gain required approval	2	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. Communicate category financial plan to relevant personnel to inform range planning and merchandise buying	2	2	-	-
PC14. Assess internal and external factors impacting category performance and make any required adjustments	3	3	-	-
PC15. Use action levers to react to in-trade performance	3	3	-	-
PC16. Re-plan category financial plan based on sales, inventory and profit values during trade	3	3	-	-
PC17. Communicate changes to relevant stakeholders	2	2	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0704
NOS Name	Prepare category financial plan
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	1
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

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RAS/N0705: Develop a merchandise product range plan

Description

This occupational standard (OS) describes the skills, knowledge, and competencies required to develop a merchandise product range plan that aligns with market trends, business objectives, and customer preferences. It includes analyzing sales data, identifying customer needs, selecting appropriate products, and ensuring the profitability of the merchandise assortment.

Scope

The scope covers the following :

- Plan and curate a merchandise product range
- Analyze sales data, consumer insights, and competitor offerings
- Manage sourcing, procurement, and distribution

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Determine range requirements based on review of category financial plan
- PC2.** Profile target market and identify relevant trends to prepare range planning
- PC3.** Obtain relevant stakeholder's feedback and finalise range planning
- PC4.** Review information on product performance to plan range optimisation and exit strategies
- PC5.** Generate range options aligned with target market and information on trends
- PC6.** Evaluate whether the proposed range options are commercially viable to maximise profitability and minimise risk
- PC7.** Prepare assortment plan including core and seasonal with width, depth and breadth, of the range
- PC8.** Prepare an action plan for clearance of aged and carry-over stock
- PC9.** Prepare a range option plan for Stock Keeping Unit (SKU) requirements
- PC10.** Accurately quantify product units to be ordered based on open-to-buy or space capacity method
- PC11.** Review of merchandise plan to ensure alignment of range alignment with planned promotional activity
- PC12.** Refine range options by consulting cross-functional teams and obtain required approvals
- PC13.** Prepare a document of finalised range identifying key features, costs, and benefits
- PC14.** Determine critical path for range sourcing and distribution
- PC15.** Review supplier strategy and determine range sourcing
- PC16.** Brief product development teams on new range
- PC17.** Identify product branding needs and develop branding strategy accordingly
- PC18.** Place order with supplier to procure merchandise and confirm delivery schedules as per agreed terms with the supplier

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- PC19.** Document and exchange order and invoice information according to organisational procedures
- PC20.** Implement and adjust orders as required
- PC21.** Plan range distribution
- PC22.** Communicate relevant merchandise information to stores
- PC23.** Determine strategy for stock allocation, replenishment and distribution based on individual store requirements
- PC24.** Communicate planned merchandise ranges to relevant personnel

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Understanding range planning requirements: Knowledge of how to determine merchandise-range requirements based on category financial plans
- KU2.** Knowledge of target market profiling: Understanding how to analyze the target market and identify trends
- KU3.** Familiarity with range optimization strategies: Ability to optimize product ranges and manage exit strategies for underperforming items
- KU4.** Understanding SKU requirements: Knowledge of how to determine stock-keeping unit requirements for range planning
- KU5.** Awareness of promotional alignment: Understanding the need to align range planning with promotional activities

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Numerical skills: Ability to calculate product units and inventory values for range planning
- GS2.** Technology skills: Proficiency in using systems to manage range planning and documentation
- GS3.** Collaboration skills: Work effectively with cross-functional teams to finalize range plans
- GS4.** Analytical skills: Evaluate and adjust range options based on market and financial data
- GS5.** Organizational skills: Document and communicate range planning processes clearly

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Determine range requirements based on review of category financial plan	3	3	-	-
PC2. Profile target market and identify relevant trends to prepare range planning	3	3	-	-
PC3. Obtain relevant stakeholder's feedback and finalise range planning	1	1	-	-
PC4. Review information on product performance to plan range optimisation and exit strategies	3	3	-	-
PC5. Generate range options aligned with target market and information on trends	2	2	-	-
PC6. Evaluate whether the proposed range options are commercially viable to maximise profitability and minimise risk	3	3	-	-
PC7. Prepare assortment plan including core and seasonal with width, depth and breadth, of the range	3	3	-	-
PC8. Prepare an action plan for clearance of aged and carry-over stock	3	3	-	-
PC9. Prepare a range option plan for Stock Keeping Unit (SKU) requirements	2	2	-	-
PC10. Accurately quantify product units to be ordered based on open-to-buy or space capacity method	2	2	-	-
PC11. Review of merchandise plan to ensure alignment of range alignment with planned promotional activity	2	2	-	-
PC12. Refine range options by consulting cross-functional teams and obtain required approvals	2	2	-	-
PC13. Prepare a document of finalised range identifying key features, costs, and benefits	2	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. Determine critical path for range sourcing and distribution	2	2	-	-
PC15. Review supplier strategy and determine range sourcing	1	1	-	-
PC16. Brief product development teams on new range	2	2	-	-
PC17. Identify product branding needs and develop branding strategy accordingly	2	2	-	-
PC18. Place order with supplier to procure merchandise and confirm delivery schedules as per agreed terms with the supplier	2	2	-	-
PC19. Document and exchange order and invoice information according to organisational procedures	2	2	-	-
PC20. Implement and adjust orders as required	2	2	-	-
PC21. Plan range distribution	2	2	-	-
PC22. Communicate relevant merchandise information to stores	2	2	-	-
PC23. Determine strategy for stock allocation, replenishment and distribution based on individual store requirements	1	1	-	-
PC24. Communicate planned merchandise ranges to relevant personnel	1	1	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0705
NOS Name	Develop a merchandise product range plan
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	1
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

Qualification Pack

RAS/N0706: Negotiate and finalise supply arrangements

Description

This occupational standard (OS) describes the skills and knowledge required to effectively negotiate and finalize supply arrangements with vendors, suppliers, or service providers. It includes assessing supplier capabilities, negotiating terms, ensuring compliance with organizational policies, and formalizing agreements to support business operations.

Scope

The scope covers the following :

- Reviewing Supply Needs
- Supplier Selection and Evaluation
- Negotiating Supply Agreements
- Finalizing Contracts
- Monitoring Supplier Performance

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Review merchandise planning documents to determine supply needs and seek clarification if required.
- PC2.** Develop supplier selection criteria based on organisational supply needs and expectations
- PC3.** Evaluate supplier data to assess existing suppliers and determine their ability to meet ongoing supply requirements
- PC4.** Identify potential new suppliers and evaluate them against supplier selection criteria and determine their ability to meet supply needs
- PC5.** Evaluate ethical and sustainability performance of suppliers
- PC6.** Shortlist preferred suppliers that meet supplier selection criteria and supply requirements
- PC7.** Prepare for supplier negotiations and determine negotiables, non-negotiables and desired outcomes.
- PC8.** Communicate purchase and supply specifications to suppliers and ensure mutual understanding
- PC9.** Negotiate supplier pricing, trading terms and delivery with preferred suppliers and select suppliers based on supply requirements
- PC10.** Negotiate and agree on promotional activity with supplier
- PC11.** Develop key performance indicators and evaluation criteria for supplier and obtain their agreement.
- PC12.** Ensure consistent and agreed understanding of negotiation outcomes
- PC13.** Ensure consistent and agreed understanding of negotiation outcomes
- PC14.** Draft supplier contract agreements in line with policies and procedures and legal requirements of the organisation

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- PC15.** Seek advice from relevant stakeholders to confirm the legality and validity of draft contract agreements.
- PC16.** Finalise supplier contracts and obtain approval as required
- PC17.** Distribute contract agreements to suppliers and resolve discrepancies or disagreements to ensure satisfaction of all parties
- PC18.** Obtain and secure signed copies of supplier contract agreements aligned with organisational policies and procedures
- PC19.** Review supplier performance against key performance indicators and ensure contractual obligations are being met
- PC20.** Take corrective action in consultation with supplier to resolve potential problems
- PC21.** Make amendments to contract agreements if required
- PC22.** Evaluate supplier performance on key performance indicators and prepare a supplier performance report
- PC23.** Constantly review for availability of alternative options of supply options to enhance merchandise supply and enhance ethics and sustainability in supply chain

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Understanding supplier selection criteria: Knowledge of how to evaluate suppliers based on organizational needs
- KU2.** Familiarity with supplier evaluation processes: Understanding how to assess the performance and sustainability of suppliers
- KU3.** Knowledge of negotiation techniques: Ability to negotiate supplier terms, pricing, and conditions effectively
- KU4.** Awareness of legal and compliance standards: Understanding of the legal implications and organizational policies governing supplier agreements
- KU5.** Familiarity with KPI development for suppliers: Knowledge of how to create performance indicators for supplier evaluations

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Reading skills: Ability to interpret supplier contracts and agreements
- GS2.** Negotiation skills: Proficiency in conducting supplier negotiations to secure favorable terms
- GS3.** Problem-solving skills: Ability to manage challenges in negotiations and resolve conflicts
- GS4.** Communication skills: Present clear and concise negotiation outcomes to stakeholders
- GS5.** Technology skills: Use digital tools to document and monitor supplier agreements

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Review merchandise planning documents to determine supply needs and seek clarification if required.	3	3	-	-
PC2. Develop supplier selection criteria based on organisational supply needs and expectations	3	3	-	-
PC3. Evaluate supplier data to assess existing suppliers and determine their ability to meet ongoing supply requirements	3	3	-	-
PC4. Identify potential new suppliers and evaluate them against supplier selection criteria and determine their ability to meet supply needs	3	3	-	-
PC5. Evaluate ethical and sustainability performance of suppliers	2	2	-	-
PC6. Shortlist preferred suppliers that meet supplier selection criteria and supply requirements	3	3	-	-
PC7. Prepare for supplier negotiations and determine negotiables, non-negotiables and desired outcomes.	3	3	-	-
PC8. Communicate purchase and supply specifications to suppliers and ensure mutual understanding	3	3	-	-
PC9. Negotiate supplier pricing, trading terms and delivery with preferred suppliers and select suppliers based on supply requirements	2	2	-	-
PC10. Negotiate and agree on promotional activity with supplier	2	2	-	-
PC11. Develop key performance indicators and evaluation criteria for supplier and obtain their agreement.	2	2	-	-
PC12. Ensure consistent and agreed understanding of negotiation outcomes	2	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. Ensure consistent and agreed understanding of negotiation outcomes	2	2	-	-
PC14. Draft supplier contract agreements in line with policies and procedures and legal requirements of the organisation	2	2	-	-
PC15. Seek advice from relevant stakeholders to confirm the legality and validity of draft contract agreements.	1	1	-	-
PC16. Finalise supplier contracts and obtain approval as required	1	1	-	-
PC17. Distribute contract agreements to suppliers and resolve discrepancies or disagreements to ensure satisfaction of all parties	2	2	-	-
PC18. Obtain and secure signed copies of supplier contract agreements aligned with organisational policies and procedures	1	1	-	-
PC19. Review supplier performance against key performance indicators and ensure contractual obligations are being met	2	2	-	-
PC20. Take corrective action in consultation with supplier to resolve potential problems	2	2	-	-
PC21. Make amendments to contract agreements if required	2	2	-	-
PC22. Evaluate supplier performance on key performance indicators and prepare a supplier performance report	2	2	-	-
PC23. Constantly review for availability of alternative options of supply options to enhance merchandise supply and enhance ethics and sustainability in supply chain	2	2	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0706
NOS Name	Negotiate and finalise supply arrangements
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	1
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

Qualification Pack

RAS/N0707: Prepare a merchandise promotional plan

Description

This occupational standard (OS) describes the skills and knowledge required to develop and implement a merchandise promotional plan. It includes analyzing market trends, setting promotional objectives, selecting appropriate strategies, coordinating with stakeholders, and evaluating the effectiveness of promotional activities.

Scope

The scope covers the following :

- Market Research and Analysis
- Planning and Strategy Development
- Execution of Promotional Activities
- Performance Monitoring and Evaluation

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Review organisational marketing strategy to finalise marketing direction and objectives of the organisation
- PC2.** Review previous promotional activity and identify improvement opportunities for merchandise promotional performance
- PC3.** Review and make informed conclusions about competitor promotional activity and identify promotional opportunities
- PC4.** Consult with relevant personnel to seek input on merchandise promotional activity and opportunities
- PC5.** Develop merchandise promotional objectives in line with marketing strategy
- PC6.** Identify and source promotional tools required to achieve merchandise promotional objectives
- PC7.** Document a merchandise promotional action plan that details key activities, resources and timeframes.
- PC8.** Establish performance indicators for measuring impact of merchandise promotional activity
- PC9.** Integrate legal and ethical requirements and considerations into promotional planning
- PC10.** Ensure merchandise promotional plan aligns with organisational objectives, current marketing strategy and budget.
- PC11.** Seek any required approval for merchandise promotional plan
- PC12.** Communicate merchandise promotional plan and action plan to relevant personnel
- PC13.** Oversee merchandise promotional activity and respond to issues as they arise
- PC14.** Produce promotional activity reports according to organisational procedures
- PC15.** Evaluate promotional activity against performance indicators to determine effectiveness
- PC16.** Make recommendations for improvements in merchandise promotion based on review

Qualification Pack

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Understanding organizational marketing strategies: Knowledge of how to review the marketing strategy and align it with merchandise promotional objectives
- KU2.** Familiarity with previous promotional activities: Understanding of how to assess and draw insights from past promotional campaigns
- KU3.** Awareness of competitor promotional strategies: Knowledge of how to analyze competitor activities to identify promotional opportunities
- KU4.** Knowledge of promotional tools and resources: Understanding of the tools required to execute promotional activities effectively
- KU5.** Understanding of legal and ethical requirements: Familiarity with the legal and ethical considerations involved in promotional planning
- KU6.** Awareness of performance indicators: Knowledge of how to establish KPIs to measure the success of promotional activities

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Planning and organizing skills: Ability to develop a promotional action plan, detailing key activities, resources, and timelines
- GS2.** IT skills: Proficiency in using digital tools to document and manage promotional plans
- GS3.** Analytical skills: Ability to evaluate promotional performance against KPIs and identify areas for improvement
- GS4.** Communication skills: Effectively communicate the promotional plan to relevant personnel
- GS5.** Problem-solving skills: Address issues that arise during promotional activities and make adjustments as needed
- GS6.** Creative skills: Develop innovative promotional strategies that align with marketing objectives

Qualification Pack

Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Review organisational marketing strategy to finalise marketing direction and objectives of the organisation	3	3	-	-
PC2. Review previous promotional activity and identify improvement opportunities for merchandise promotional performance	3	3	-	-
PC3. Review and make informed conclusions about competitor promotional activity and identify promotional opportunities	4	4	-	-
PC4. Consult with relevant personnel to seek input on merchandise promotional activity and opportunities	4	4	-	-
PC5. Develop merchandise promotional objectives in line with marketing strategy	3	3	-	-
PC6. Identify and source promotional tools required to achieve merchandise promotional objectives	3	3	-	-
PC7. Document a merchandise promotional action plan that details key activities, resources and timeframes.	3	3	-	-
PC8. Establish performance indicators for measuring impact of merchandise promotional activity	4	4	-	-
PC9. Integrate legal and ethical requirements and considerations into promotional planning	3	3	-	-
PC10. Ensure merchandise promotional plan aligns with organisational objectives, current marketing strategy and budget.	4	4	-	-
PC11. Seek any required approval for merchandise promotional plan	3	3	-	-
PC12. Communicate merchandise promotional plan and action plan to relevant personnel	2	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. Oversee merchandise promotional activity and respond to issues as they arise	2	2	-	-
PC14. Produce promotional activity reports according to organisational procedures	3	3	-	-
PC15. Evaluate promotional activity against performance indicators to determine effectiveness	3	3	-	-
PC16. Make recommendations for improvements in merchandise promotion based on review	3	3	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0707
NOS Name	Prepare a merchandise promotional plan
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	1
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

Qualification Pack

RAS/N0708: Manage merchandise quality and compliance

Description

This occupational standard (OS) describes the skills and knowledge required for ensuring the quality and compliance of merchandise across various industries, including retail, manufacturing, and supply chain management. It outlines the essential tasks, knowledge, and skills required to maintain high-quality standards and adhere to regulatory requirements.

Scope

The scope covers the following :

- Quality Assurance & Compliance Management
- Audit and Risk Management
- Stakeholder Coordination & Continuous Improvement

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Determine the quality requirements of merchandise aligned with strategies and objectives of the organisation
- PC2.** Identify internal and external merchandise compliance requirements
- PC3.** Prepare a document to record product quality, compliance standards and tolerances
- PC4.** Create procedures and control mechanisms that aid in achieving quality and compliance standards
- PC5.** Document and communicate procedures and mechanisms to relevant stakeholders
- PC6.** Monitor adherence to quality and compliance standards during production and trade
- PC7.** Facilitate testing of product against quality and compliance standards
- PC8.** Obtain feedback from stores and customers on product quality and compliance
- PC9.** Identify reasons for faulty product and take corrective action
- PC10.** Document and communicate the problems and faults with relevant stakeholders to minimise adverse impact
- PC11.** Obtain information of product performance related to quality and compliance
- PC12.** Record issues related to product quality and compliance
- PC13.** Record action taken to prevent further compliance and quality issues
- PC14.** Prepare a document to recommend future improvements pertaining to quality and compliance.

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Understanding quality standards: Knowledge of organizational merchandise quality requirements and how they align with business objectives

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- KU2.** Familiarity with compliance requirements: Awareness of both internal and external merchandise compliance regulations (e.g., safety, legal, and ethical standards)
- KU3.** Knowledge of quality control mechanisms: Understanding of how to create and implement procedures to ensure adherence to quality and compliance standards
- KU4.** Awareness of testing methods: Familiarity with various testing techniques used to evaluate product quality and compliance during production and trade
- KU5.** Understanding customer feedback processes: Ability to gather and analyze customer and store feedback related to product quality and compliance
- KU6.** Knowledge of corrective actions: Ability to identify issues with merchandise quality and compliance and implement corrective actions

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Reading skills: Ability to interpret complex information related to specifications, compliance standards, and quality requirements
- GS2.** Problem-solving skills: Address quality and compliance issues by identifying their root causes and implementing solutions
- GS3.** IT skills: Proficiency in using digital tools to document and monitor quality and compliance data
- GS4.** Communication skills: Effectively communicate quality and compliance procedures and issues to relevant stakeholders
- GS5.** Organizational skills: Ability to manage and document the processes and corrective actions related to quality and compliance
- GS6.** Analytical skills: Ability to review quality and compliance performance data and suggest improvements

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Determine the quality requirements of merchandise aligned with strategies and objectives of the organisation	3	3	-	-
PC2. Identify internal and external merchandise compliance requirements	2	2	-	-
PC3. Prepare a document to record product quality, compliance standards and tolerances	2	2	-	-
PC4. Create procedures and control mechanisms that aid in achieving quality and compliance standards	2	2	-	-
PC5. Document and communicate procedures and mechanisms to relevant stakeholders	3	3	-	-
PC6. Monitor adherence to quality and compliance standards during production and trade	5	5	-	-
PC7. Facilitate testing of product against quality and compliance standards	3	3	-	-
PC8. Obtain feedback from stores and customers on product quality and compliance	4	4	-	-
PC9. Identify reasons for faulty product and take corrective action	4	4	-	-
PC10. Document and communicate the problems and faults with relevant stakeholders to minimise adverse impact	5	5	-	-
PC11. Obtain information of product performance related to quality and compliance	5	5	-	-
PC12. Record issues related to product quality and compliance	4	4	-	-
PC13. Record action taken to prevent further compliance and quality issues	4	4	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC14. Prepare a document to recommend future improvements pertaining to quality and compliance.	4	4	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0708
NOS Name	Manage merchandise quality and compliance
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	1
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

Qualification Pack

RAS/N0709: Manage Merchandise for e-channels

Description

This occupational standard (OS) describes the skills and knowledge required to effectively manage merchandise for e-commerce and digital sales channels. It includes product selection, inventory management, pricing strategies, listing optimization, order fulfillment, and adherence to platform policies. The role ensures seamless online product availability, enhances customer experience, and drives sales performance.

Scope

The scope covers the following :

- E-Commerce Merchandise Planning & Optimization
- Inventory & Order Management

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Implement effective inventory control strategies to prevent overstocking or stockouts
- PC2.** Utilize data analytics to forecast demand and optimize stock levels for each product category
- PC3.** Leverage e-commerce and inventory management software to streamline operations and improve efficiency
- PC4.** Monitor the e-retail landscape to stay informed about competitors' product offerings, pricing, and strategies
- PC5.** Adapt strategies based on market shifts and competitor actions
- PC6.** Develop and execute pricing strategies to maximize profitability while remaining competitive in the online market
- PC7.** Monitor pricing trends and adjust prices in response to market changes
- PC8.** Optimize product listings for SEO (Search Engine Optimization) and user experience, including product titles, descriptions, and images
- PC9.** Create visually appealing product pages that highlight key features and benefits
- PC10.** Collaborate with marketing teams to ensure product promotions align with inventory and sales goals
- PC11.** Leverage content marketing and advertising to drive product visibility and sales
- PC12.** Enhance the online shopping experience by ensuring product availability, accurate product information, and easy navigation
- PC13.** Implement customer feedback and user experience improvements
- PC14.** Build and maintain positive relationships with customers through effective communication and issue resolution
- PC15.** Implement customer retention strategies to encourage repeat business
- PC16.** Utilize data analytics tools to track sales performance, customer behaviour, and inventory turnover
- PC17.** Generate reports to identify trends, opportunities, and areas for improvement

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- PC18.** Coordinate with supply chain and fulfilment teams to ensure efficient order processing and delivery
- PC19.** Minimize lead times and optimize shipping options for customer satisfaction
- PC20.** Stay updated on e-commerce regulations, tax requirements, and compliance standards
- PC21.** Ensure the online store adheres to all legal and regulatory requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Understanding inventory control strategies: Knowledge of managing inventory for online retail to avoid stockouts or overstocking
- KU2.** Knowledge of e-commerce pricing: Ability to develop and implement competitive pricing strategies for online markets
- KU3.** Familiarity with product presentation for e-channels: Understanding of optimizing product listings for SEO and user experience
- KU4.** Awareness of customer experience strategies: Knowledge of how to enhance the online shopping experience for better customer retention
- KU5.** Understanding of data analysis tools: Knowledge of using data analytics to track sales performance and inventory turnover

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** IT skills: Proficiency in using e-commerce and inventory management software
- GS2.** Numerical skills: Ability to interpret and analyze sales and inventory data
- GS3.** Communication skills: Collaborate with marketing teams to align product promotion strategies
- GS4.** Problem-solving skills: Address issues related to customer experience and inventory management
- GS5.** Organizational skills: Manage online product listings and ensure alignment with inventory levels

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Implement effective inventory control strategies to prevent overstocking or stockouts	2	2	-	-
PC2. Utilize data analytics to forecast demand and optimize stock levels for each product category	1	1	-	-
PC3. Leverage e-commerce and inventory management software to streamline operations and improve efficiency	3	3	-	-
PC4. Monitor the e-retail landscape to stay informed about competitors' product offerings, pricing, and strategies	3	3	-	-
PC5. Adapt strategies based on market shifts and competitor actions	3	3	-	-
PC6. Develop and execute pricing strategies to maximize profitability while remaining competitive in the online market	4	4	-	-
PC7. Monitor pricing trends and adjust prices in response to market changes	3	3	-	-
PC8. Optimize product listings for SEO (Search Engine Optimization) and user experience, including product titles, descriptions, and images	3	3	-	-
PC9. Create visually appealing product pages that highlight key features and benefits	4	4	-	-
PC10. Collaborate with marketing teams to ensure product promotions align with inventory and sales goals	3	3	-	-
PC11. Leverage content marketing and advertising to drive product visibility and sales	2	2	-	-
PC12. Enhance the online shopping experience by ensuring product availability, accurate product information, and easy navigation	2	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. Implement customer feedback and user experience improvements	2	2	-	-
PC14. Build and maintain positive relationships with customers through effective communication and issue resolution	2	2	-	-
PC15. Implement customer retention strategies to encourage repeat business	2	2	-	-
PC16. Utilize data analytics tools to track sales performance, customer behaviour, and inventory turnover	2	2	-	-
PC17. Generate reports to identify trends, opportunities, and areas for improvement	2	2	-	-
PC18. Coordinate with supply chain and fulfilment teams to ensure efficient order processing and delivery	2	2	-	-
PC19. Minimize lead times and optimize shipping options for customer satisfaction	2	2	-	-
PC20. Stay updated on e-commerce regulations, tax requirements, and compliance standards	2	2	-	-
PC21. Ensure the online store adheres to all legal and regulatory requirements	1	1	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0709
NOS Name	Manage Merchandise for e-channels
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	1
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

Qualification Pack

RAS/N0710: Sustainability in product packaging & fixtures

Description

This occupational standard (OS) describes the performance criteria, knowledge and understanding including generic skills required to sustainable material in all product packaging, fixtures, equipment and display props. This OS applies to teams in Buying, Sourcing and Purchasing Departments who work with suppliers providing the packaging for products and fixtures to the business. They operate independently, under limited supervision from others, and are responsible for making operational decisions.

Scope

The scope covers the following :

- Optimization & Reduction for Sustainability
- Compliance
- Monitoring & Reporting

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Reduce packaging of the products manufactured and optimize space to reduce fixtures usage
- PC2.** Re-use the current product packaging and fixtures
- PC3.** Ensure usage of recyclable material for product packing and fixtures
- PC4.** Ensure that material used in product packaging and fixtures is reusable for re-packing same product or used for other purposes
- PC5.** Use compostable material in product packaging and fixtures that can safely degrade into environment
- PC6.** Use material made in eco-factories
- PC7.** Use right sized packaging for optimization
- PC8.** Ensure that all material used for packaging meets Health and Safety (H&S) regulations throughout its lifecycle
- PC9.** Ensure all fixtures and props meets H&S regulations to protect the staff & customers
- PC10.** Verify the certifications that classify factories as eco-factories
- PC11.** Ensure all compliances are met in every area of operations
- PC12.** Determine key performance indicators (KPIs) and evaluation parameters related to environment sustainability

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** The innovative processes that exist to reduce packaging in products and how to optimize space to ensure less fixtures are used

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- KU2.** The different methods of reusing same packaging and fixtures
- KU3.** The recycled materials available in the market
- KU4.** The types of reusable containers available that can be used as product packaging
- KU5.** The types of packaging available that are made from compostable material recycling and waste management facilities for compostable material available in the vicinity
- KU6.** The eco-friendly processes that are used in factories, the certifications of these factories that classify them as eco-factories
- KU7.** The types of designs of packaging and new packaging available which helps in optimizing space
- KU8.** The health & safety standards for packaging and the testing methods and general standards followed to ensure safety
- KU9.** The health & safety standards for fixtures & props and the testing methods and general standards followed to ensure safety
- KU10.** The types of certifications that exist
- KU11.** The various compliances needed as listed by the concerned authorities in respective fields
- KU12.** Kpis to report regularly showing the progress and impact of sustainability initiatives taken by the business

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Continuously learn and keep up to date on innovations in Packaging Industry
- GS2.** Show good inter-personal skills in all interactions
- GS3.** Understand technical concepts of innovations in environment sustainability in packaging
- GS4.** Negotiate effectively

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Reduce packaging of the products manufactured and optimize space to reduce fixtures usage	4	4	-	-
PC2. Re-use the current product packaging and fixtures	4	4	-	-
PC3. Ensure usage of recyclable material for product packing and fixtures	3	3	-	-
PC4. Ensure that material used in product packaging and fixtures is reusable for re-packing same product or used for other purposes	3	3	-	-
PC5. Use compostable material in product packaging and fixtures that can safely degrade into environment	3	3	-	-
PC6. Use material made in eco-factories	5	5	-	-
PC7. Use right sized packaging for optimization	3	3	-	-
PC8. Ensure that all material used for packaging meets Health and Safety (H&S) regulations throughout its lifecycle	5	5	-	-
PC9. Ensure all fixtures and props meets H&S regulations to protect the staff & customers	5	5	-	-
PC10. Verify the certifications that classify factories as eco-factories	5	5	-	-
PC11. Ensure all compliances are met in every area of operations	5	5	-	-
PC12. Determine key performance indicators (KPIs) and evaluation parameters related to environment sustainability	5	5	-	-
NOS Total	50	50	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0710
NOS Name	Sustainability in product packaging & fixtures
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	1
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

Qualification Pack

RAS/N0711: Artificial Intelligence (AI) in Merchandise Management

Description

This NOS focuses on leveraging Artificial Intelligence (AI) to enhance merchandise management. It covers AI-driven demand forecasting, automated inventory management, dynamic pricing, personalized recommendations, and data-driven decision-making to improve efficiency, reduce costs, and optimize customer experience in retail and e-commerce environments.

Scope

The scope covers the following :

- AI-Driven Merchandise Planning & Optimization
- Dynamic Pricing & Personalized Customer Experience
- AI-Enabled Decision-Making & Automation

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Gain proficiency in using AI tools and software relevant to merchandising, including data analytics platforms and machine learning libraries
- PC2.** Collect and preprocess relevant data, such as historical sales data, customer data, and market trends, for AI analysis
- PC3.** Apply AI techniques to forecast demand for various products accurately, accounting for seasonality, promotions, and external factors
- PC4.** Utilize AI to analyse market trends, monitor competitor strategies, and identify emerging opportunities or threats
- PC5.** Plan, execute, and manage AI projects, setting clear goals, timelines, and budgets
- PC6.** Evaluate the cost-effectiveness of AI implementations by comparing the benefits they bring to the organization against their costs
- PC7.** Implement AI-driven inventory optimization strategies to minimize stockouts, overstock situations, and carrying costs
- PC8.** Use AI to create data-driven assortment plans that consider customer preferences, historical sales, and regional variations
- PC9.** Develop and test dynamic pricing models that adjust prices in real-time based on demand, competitor pricing, and inventory levels
- PC10.** Implement AI-based recommendation systems to personalize product recommendations for online and in-store customers
- PC11.** Apply AI for supplier performance analysis, demand forecasting, and negotiating better terms for cost savings
- PC12.** Communicate AI-driven insights and recommendations to other team members and stakeholders effectively
- PC13.** Design and conduct A/B tests to evaluate the impact of AI-driven changes in merchandising strategies and assess their effectiveness

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- PC14.** Monitor and evaluate key performance indicators (KPIs) related to AI-driven merchandising efforts, such as sales growth, inventory turnover, and customer satisfaction
- PC15.** Address ethical considerations related to AI in retail, ensuring that data privacy, fairness, and transparency are maintained
- PC16.** Identify and resolve issues related to AI applications, such as data quality problems, algorithm performance, and system integration challenges
- PC17.** Use AI-generated insights to inform and improve decision-making in product selection, pricing, and inventory management
- PC18.** Continuously seek ways to optimize and refine AI-driven strategies, incorporating feedback and learning from past experiences
- PC19.** Train and support team members in using AI tools and platforms to ensure successful adoption within the organization
- PC20.** Document AI strategies, best practices, and lessons learned for future reference and knowledge sharing

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Understanding AI concepts: Knowledge of core AI principles such as machine learning and data analytics
- KU2.** Familiarity with AI tools: Understanding how to use AI software for demand forecasting and trend analysis
- KU3.** Awareness of ethical AI considerations: Knowledge of ethical concerns such as data privacy and transparency in AI applications
- KU4.** Understanding predictive analytics: Ability to apply AI for consumer demand forecasting and optimizing inventory levels
- KU5.** Familiarity with AI in pricing strategies: Knowledge of using AI for dynamic pricing based on market conditions

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Critical thinking skills: Ability to solve problems using AI-driven solutions for merchandise management.
- GS2.** Change management skills: Manage the integration of AI tools within the organization
- GS3.** IT skills: Proficiency in using AI platforms for merchandising decisions
- GS4.** Analytical skills: Evaluate AI-generated insights to optimize merchandising strategies
- GS5.** Communication skills: Relay AI-driven recommendations and findings to relevant teams

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Gain proficiency in using AI tools and software relevant to merchandising, including data analytics platforms and machine learning libraries	2	2	-	-
PC2. Collect and preprocess relevant data, such as historical sales data, customer data, and market trends, for AI analysis	1	1	-	-
PC3. Apply AI techniques to forecast demand for various products accurately, accounting for seasonality, promotions, and external factors	3	3	-	-
PC4. Utilize AI to analyse market trends, monitor competitor strategies, and identify emerging opportunities or threats	3	3	-	-
PC5. Plan, execute, and manage AI projects, setting clear goals, timelines, and budgets	3	3	-	-
PC6. Evaluate the cost-effectiveness of AI implementations by comparing the benefits they bring to the organization against their costs	4	4	-	-
PC7. Implement AI-driven inventory optimization strategies to minimize stockouts, overstock situations, and carrying costs	3	3	-	-
PC8. Use AI to create data-driven assortment plans that consider customer preferences, historical sales, and regional variations	3	3	-	-
PC9. Develop and test dynamic pricing models that adjust prices in real-time based on demand, competitor pricing, and inventory levels	4	4	-	-
PC10. Implement AI-based recommendation systems to personalize product recommendations for online and in-store customers	3	3	-	-
PC11. Apply AI for supplier performance analysis, demand forecasting, and negotiating better terms for cost savings	2	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC12. Communicate AI-driven insights and recommendations to other team members and stakeholders effectively	2	2	-	-
PC13. Design and conduct A/B tests to evaluate the impact of AI-driven changes in merchandising strategies and assess their effectiveness	2	2	-	-
PC14. Monitor and evaluate key performance indicators (KPIs) related to AI-driven merchandising efforts, such as sales growth, inventory turnover, and customer satisfaction	2	2	-	-
PC15. Address ethical considerations related to AI in retail, ensuring that data privacy, fairness, and transparency are maintained	2	2	-	-
PC16. Identify and resolve issues related to AI applications, such as data quality problems, algorithm performance, and system integration challenges	2	2	-	-
PC17. Use AI-generated insights to inform and improve decision-making in product selection, pricing, and inventory management	2	2	-	-
PC18. Continuously seek ways to optimize and refine AI-driven strategies, incorporating feedback and learning from past experiences	2	2	-	-
PC19. Train and support team members in using AI tools and platforms to ensure successful adoption within the organization	2	2	-	-
PC20. Document AI strategies, best practices, and lessons learned for future reference and knowledge sharing	3	3	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0711
NOS Name	Artificial Intelligence (AI) in Merchandise Management
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	2
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

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RAS/N0712: Plan product development

Description

This occupational standard (OS) describes the skills and knowledge required to plan and manage product development to align with an organization's merchandise objectives and market demands. It includes market research, competitor analysis, concept testing, cost evaluation, sourcing, compliance, and stakeholder engagement. The role ensures that product development is commercially viable, ethically sourced, and aligned with quality and regulatory standards.

Scope

The scope covers the following :

- Product Planning & Market Alignment
- Compliance & Supplier Management
- Performance Evaluation

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Review merchandise objectives and direction of the organisation
- PC2.** Conduct research and analysis of the target market and current market trends to develop products aligned with objectives and directions of the organisation
- PC3.** Analyse the offerings of the competitors to identify opportunities and risks with respect to product development
- PC4.** Obtain feedback from external and internal stakeholders to identify opportunities for product development and inform the product concept department
- PC5.** Review product development opportunities and identify options for product development
- PC6.** Complete the costing for product development to decide on commercial viability of product development options
- PC7.** Evaluate sourcing and supply provisions to establish feasibility of product development
- PC8.** Conduct a conceptual market test to determine responsiveness
- PC9.** Prepare a product concept document, present it to stakeholders and make amendments as required
- PC10.** Seek approval for the final concept of the product
- PC11.** Determine options for range, quantity and grading parameters for the product
- PC12.** Identify critical path and required resourcing for product development
- PC13.** Identify compliance requirements and incorporate them in product development plan to ensure adherence
- PC14.** Plan contingency strategies for product development and supply issues
- PC15.** Plan product packaging and labelling needs to comply with packaging and labelling requirements
- PC16.** Prepare product design brief to initiate supplier tendering
- PC17.** Procure samples from the supplier and provide feedback

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- PC18.** Shortlist suppliers that match the product design brief and compliance requirements
- PC19.** Confirm that the supply arrangements are ethical and environmentally sustainable
- PC20.** Finalise product development brief and communicate with the relevant stakeholders
- PC21.** Review sales performance and market receptiveness to determine the performance of product
- PC22.** Review product development costings against performance to determine commercial viability of product
- PC23.** Make recommendations for the continuation, alteration or deletion of product

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Understanding of merchandise objectives: knowledge of how to align product development with the organizations merchandise objectives and strategic direction
- KU2.** Familiarity with market research techniques: Understanding how to conduct research and analyze market trends, competitors, and customer needs to identify product development opportunities.
- KU3.** Knowledge of product costing: Ability to evaluate product development costs to ensure commercial viability.
- KU4.** Understanding sourcing and supply provisions: Familiarity with evaluating suppliers and sourcing channels to assess feasibility for product development
- KU5.** Knowledge of compliance requirements: Awareness of packaging, labeling, and other compliance requirements that affect product development
- KU6.** Understanding product performance review: Ability to review product sales performance and market receptiveness to determine the success of the developed product

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Numeracy skills: Ability to calculate complex product development costs, including material and supplier sourcing expenses
- GS2.** Technology skills: Proficiency in using digital tools to access, document, and communicate information related to product development
- GS3.** Problem-solving skills: Address challenges in product development, from sourcing to compliance, by creating contingency strategies
- GS4.** Planning and organizing skills: Ability to plan the critical path for product development, including timelines, resources, and compliance checks
- GS5.** Collaboration skills: Work effectively with internal and external stakeholders to finalize product concepts and development strategies
- GS6.** Communication skills: Present product concepts, sourcing plans, and development briefs to stakeholders and obtain necessary approvals

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Review merchandise objectives and direction of the organisation	3	3	-	-
PC2. Conduct research and analysis of the target market and current market trends to develop products aligned with objectives and directions of the organisation	3	3	-	-
PC3. Analyse the offerings of the competitors to identify opportunities and risks with respect to product development	3	3	-	-
PC4. Obtain feedback from external and internal stakeholders to identify opportunities for product development and inform the product concept department	3	3	-	-
PC5. Review product development opportunities and identify options for product development	2	2	-	-
PC6. Complete the costing for product development to decide on commercial viability of product development options	3	3	-	-
PC7. Evaluate sourcing and supply provisions to establish feasibility of product development	3	3	-	-
PC8. Conduct a conceptual market test to determine responsiveness	3	3	-	-
PC9. Prepare a product concept document, present it to stakeholders and make amendments as required	2	2	-	-
PC10. Seek approval for the final concept of the product	2	2	-	-
PC11. Determine options for range, quantity and grading parameters for the product	2	2	-	-
PC12. Identify critical path and required resourcing for product development	2	2	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC13. Identify compliance requirements and incorporate them in product development plan to ensure adherence	2	2	-	-
PC14. Plan contingency strategies for product development and supply issues	2	2	-	-
PC15. Plan product packaging and labelling needs to comply with packaging and labelling requirements	1	1	-	-
PC16. Prepare product design brief to initiate supplier tendering	2	2	-	-
PC17. Procure samples from the supplier and provide feedback	1	1	-	-
PC18. Shortlist suppliers that match the product design brief and compliance requirements	1	1	-	-
PC19. Confirm that the supply arrangements are ethical and environmentally sustainable	2	2	-	-
PC20. Finalise product development brief and communicate with the relevant stakeholders	2	2	-	-
PC21. Review sales performance and market receptiveness to determine the performance of product	2	2	-	-
PC22. Review product development costings against performance to determine commercial viability of product	2	2	-	-
PC23. Make recommendations for the continuation, alteration or deletion of product	2	2	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0712
NOS Name	Plan product development
Sector	Retail
Sub-Sector	
Occupation	Category Management
NSQF Level	5.5
Credits	1
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

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RAS/N0413: Provide Leadership to the Team

Description

This OS outlines guiding team members, motivating them, and providing support to achieve both team objectives and their personal goals.

Scope

The scope covers the following :

- Display effective leadership qualities

Elements and Performance Criteria

To be competent, the user/individual on the job must be able to:

- PC1.** Set out and positively communicate the purpose and objectives of the store business to all store team members
- PC2.** Involve key store team members in planning how the team will achieve store business objectives
- PC3.** Encourage team members to take the lead when they have the knowledge and expertise and show willingness to follow this lead
- PC4.** Ensure that each member of the team has personal work objectives and understands how achieving these will contribute to achievement of the store business objectives
- PC5.** Encourage and support team members to achieve their personal work objectives and those of the team and provide recognition when objectives have been achieved
- PC6.** Win, through your performance, the trust and support of the team for your leadership
- PC7.** Steer the team successfully through difficulties and challenges, including conflict, diversity and inclusion issues within the team encourage and recognize creativity and innovation within the team
- PC8.** Give team members support and advice when they need it especially if and during periods when the store business is below set goals
- PC9.** Motivate team members to present their own ideas and listen to what they say
- PC10.** Monitor activities and progress across the store team without interfering

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** Different ways of communicating effectively with members of a store team.
- KU2.** How to set store business objectives which are SMART (Specific, Measurable, Achievable, Realistic and Timebound)
- KU3.** How to plan the achievement of store team objectives and the importance of involving team members in this process

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- KU4.** The importance of and being able to show store team members how personal work objectives contribute to achievement of team objectives
- KU5.** That different styles of leadership exist
- KU6.** How to select and successfully apply a limited range of different methods for motivating, supporting and encouraging team members and recognizing their achievements
- KU7.** Types of difficulties and challenges that may arise, including conflict, diversity and inclusion issues within the team, and ways of identifying and overcoming them
- KU8.** The importance of encouraging others to take the lead and ways in which this can be achieved.
- KU9.** The benefits of and how to encourage and recognize creativity and innovation within a team

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** Complete documentation accurately.
- GS2.** Write simple reports when required
- GS3.** Read information accurately.
- GS4.** Read and interpret data sheets
- GS5.** Use questioning and active listening to determine and respond to customer needs to ensure customers enjoy a positive retail experience that reflects store values
- GS6.** Carry out verbal instructions from other team members and supervisors
- GS7.** Read and interpret simple workplace documents
- GS8.** Complete simple written workplace forms and share work-related information with other team members
- GS9.** Make appropriate decisions regarding the responsibilities of the job role
- GS10.** Select and use a range of retail technology, such as point-of-sale systems, according to available equipment and store procedures
- GS11.** Follow store policies regarding work availability, rosters and work duties
- GS12.** Work within the store culture by practicing inclusive behaviour
- GS13.** Manage personal presentation, hygiene and time.
- GS14.** Prioritise and complete delegated tasks under instruction
- GS15.** Work collaboratively with team members, supporting the team, respecting and understanding others views, and giving and receiving feedback in the context of a retail customer service environment where employees are expected to perform their individual tasks but also look for opportunities to assist others.
- GS16.** Adapt to new situations, including changing workplace procedures
- GS17.** Demonstrate sensitivity to customer needs and concerns
- GS18.** Anticipate problems and act to avoid them where possible.
- GS19.** Respond to breakdowns and malfunction of equipment.
- GS20.** Respond to unsafe and hazardous working conditions
- GS21.** Respond to security breaches

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- GS22.** Recognize and report faulty equipment and follow store workplace health and safety procedures
- GS23.** Solve problems in the context of a team structure where, after clarification, customer service issues or recognition of risk may be referred to another team member or a supervisor for resolution depending on store policy and procedures.
- GS24.** Identify personal strengths and weaknesses in the context of the job role and recognize how to personally learn best.
- GS25.** Accept opportunities to learn new ways of doing things and implement changes under instruction in the context of store procedures.

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
	50	50	-	-
PC1. Set out and positively communicate the purpose and objectives of the store business to all store team members	5	5	-	-
PC2. Involve key store team members in planning how the team will achieve store business objectives	5	5	-	-
PC3. Encourage team members to take the lead when they have the knowledge and expertise and show willingness to follow this lead	2.5	2.5	-	-
PC4. Ensure that each member of the team has personal work objectives and understands how achieving these will contribute to achievement of the store business objectives	5	5	-	-
PC5. Encourage and support team members to achieve their personal work objectives and those of the team and provide recognition when objectives have been achieved	5	5	-	-
PC6. Win, through your performance, the trust and support of the team for your leadership	5	5	-	-
PC7. Steer the team successfully through difficulties and challenges, including conflict, diversity and inclusion issues within the team encourage and recognize creativity and innovation within the team	5	5	-	-
PC8. Give team members support and advice when they need it especially if and during periods when the store business is below set goals	7.5	7.5	-	-
PC9. Motivate team members to present their own ideas and listen to what they say	5	5	-	-
PC10. Monitor activities and progress across the store team without interfering	5	5	-	-
NOS Total	50	50	-	-

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National Occupational Standards (NOS) Parameters

NOS Code	RAS/N0413
NOS Name	Provide Leadership to the Team
Sector	Retail
Sub-Sector	
Occupation	Marketing, Sales
NSQF Level	5.5
Credits	1
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

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DGT/VSQ/N0103: Employability Skills (90 Hours)

Description

This unit is about employability skills, Constitutional values, becoming a professional in the 21st Century, digital, financial, and legal literacy, diversity and Inclusion, English and communication skills, customer service, entrepreneurship, and apprenticeship, getting ready for jobs and career development.

Scope

The scope covers the following :

- Introduction to Employability Skills
- Constitutional values - Citizenship
- Becoming a Professional in the 21st Century
- Basic English Skills
- Career Development & Goal Setting
- Communication Skills
- Diversity & Inclusion
- Financial and Legal Literacy
- Essential Digital Skills
- Entrepreneurship
- Customer Service
- Getting ready for Apprenticeship & Jobs

Elements and Performance Criteria

Introduction to Employability Skills

To be competent, the user/individual on the job must be able to:

- PC1.** understand the significance of employability skills in meeting the current job market requirement and future of work
- PC2.** identify and explore learning and employability relevant portals
- PC3.** research about the different industries, job market trends, latest skills required and the available opportunities

Constitutional values – Citizenship

To be competent, the user/individual on the job must be able to:

- PC4.** recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.
- PC5.** follow environmentally sustainable practices

Becoming a Professional in the 21st Century

To be competent, the user/individual on the job must be able to:

- PC6.** recognize the significance of 21st Century Skills for employment

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- PC7.** practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life
- PC8.** adopt a continuous learning mindset for personal and professional development

Basic English Skills

To be competent, the user/individual on the job must be able to:

- PC9.** use basic English for everyday conversation in different contexts, in person and over the telephone
- PC10.** read and understand routine information, notes, instructions, mails, letters etc. written in English
- PC11.** write short messages, notes, letters, e-mails etc. in English

Career Development & Goal Setting

To be competent, the user/individual on the job must be able to:

- PC12.** identify career goals based on the skills, interests, knowledge, and personal attributes
- PC13.** prepare a career development plan with short- and long-term goals

Communication Skills

To be competent, the user/individual on the job must be able to:

- PC14.** follow verbal and non-verbal communication etiquette while communicating in professional and public settings
- PC15.** use active listening techniques for effective communication
- PC16.** communicate in writing using appropriate style and format based on formal or informal requirements
- PC17.** work collaboratively with others in a team

Diversity & Inclusion

To be competent, the user/individual on the job must be able to:

- PC18.** communicate and behave appropriately with all genders and PwD
- PC19.** escalate any issues related to sexual harassment at workplace according to POSH Act

Financial and Legal Literacy

To be competent, the user/individual on the job must be able to:

- PC20.** identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.
- PC21.** carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook
- PC22.** identify common components of salary and compute income, expenses, taxes, investments etc
- PC23.** identify relevant rights and laws and use legal aids to fight against legal exploitation

Essential Digital Skills

To be competent, the user/individual on the job must be able to:

- PC24.** operate digital devices and use their features and applications securely and safely
- PC25.** carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.
- PC26.** display responsible online behaviour while using various social media platforms

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- PC27.** create a personal email account, send and process received messages as per requirement
- PC28.** carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications
- PC29.** utilize virtual collaboration tools to work effectively

Entrepreneurship

To be competent, the user/individual on the job must be able to:

- PC30.** identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research
- PC31.** develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion
- PC32.** identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity

Customer Service

To be competent, the user/individual on the job must be able to:

- PC33.** identify different types of customers and ways to communicate with them
- PC34.** identify and respond to customer requests and needs in a professional manner
- PC35.** use appropriate tools to collect customer feedback
- PC36.** follow appropriate hygiene and grooming standards

Getting ready for apprenticeship & Jobs

To be competent, the user/individual on the job must be able to:

- PC37.** create a professional Curriculum vitae (Résumé)
- PC38.** search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively
- PC39.** apply to identified job openings using offline /online methods as per requirement
- PC40.** answer questions politely, with clarity and confidence, during recruitment and selection
- PC41.** identify apprenticeship opportunities and register for it as per guidelines and requirements

Knowledge and Understanding (KU)

The individual on the job needs to know and understand:

- KU1.** need for employability skills and different learning and employability related portals
- KU2.** various constitutional and personal values
- KU3.** different environmentally sustainable practices and their importance
- KU4.** Twenty first (21st) century skills and their importance
- KU5.** how to use English language for effective verbal (face to face and telephonic) and written communication in formal and informal set up
- KU6.** importance of career development and setting long- and short-term goals
- KU7.** about effective communication
- KU8.** POSH Act
- KU9.** Gender sensitivity and inclusivity
- KU10.** different types of financial institutes, products, and services

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- KU11.** components of salary and how to compute income and expenditure
- KU12.** importance of maintaining safety and security in offline and online financial transactions
- KU13.** different legal rights and laws
- KU14.** different types of digital devices and the procedure to operate them safely and securely
- KU15.** how to create and operate an e- mail account
- KU16.** use applications such as word processors, spreadsheets etc.
- KU17.** how to identify business opportunities
- KU18.** types and needs of customers
- KU19.** how to apply for a job and prepare for an interview
- KU20.** apprenticeship scheme and the process of registering on apprenticeship portal

Generic Skills (GS)

User/individual on the job needs to know how to:

- GS1.** read and write different types of documents/instructions/correspondence in English and other languages
- GS2.** communicate effectively using appropriate language in formal and informal settings
- GS3.** behave politely and appropriately with all to maintain effective work relationship
- GS4.** how to work in a virtual mode, using various technological platforms
- GS5.** perform calculations efficiently
- GS6.** solve problems effectively
- GS7.** pay attention to details
- GS8.** manage time efficiently
- GS9.** maintain hygiene and sanitization to avoid infection

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Assessment Criteria

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
<i>Introduction to Employability Skills</i>	1	1	-	-
PC1. understand the significance of employability skills in meeting the current job market requirement and future of work	-	-	-	-
PC2. identify and explore learning and employability relevant portals	-	-	-	-
PC3. research about the different industries, job market trends, latest skills required and the available opportunities	-	-	-	-
<i>Constitutional values – Citizenship</i>	1	1	-	-
PC4. recognize the significance of constitutional values, including civic rights and duties, citizenship, responsibility towards society etc. and personal values and ethics such as honesty, integrity, caring and respecting others, etc.	-	-	-	-
PC5. follow environmentally sustainable practices	-	-	-	-
<i>Becoming a Professional in the 21st Century</i>	1	3	-	-
PC6. recognize the significance of 21st Century Skills for employment	-	-	-	-
PC7. practice the 21st Century Skills such as Self-Awareness, Behaviour Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn for continuous learning etc. in personal and professional life	-	-	-	-
PC8. adopt a continuous learning mindset for personal and professional development	-	-	-	-
<i>Basic English Skills</i>	3	4	-	-
PC9. use basic English for everyday conversation in different contexts, in person and over the telephone	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC10. read and understand routine information, notes, instructions, mails, letters etc. written in English	-	-	-	-
PC11. write short messages, notes, letters, e-mails etc. in English	-	-	-	-
<i>Career Development & Goal Setting</i>	1	2	-	-
PC12. identify career goals based on the skills, interests, knowledge, and personal attributes	-	-	-	-
PC13. prepare a career development plan with short- and long-term goals	-	-	-	-
<i>Communication Skills</i>	2	2	-	-
PC14. follow verbal and non-verbal communication etiquette while communicating in professional and public settings	-	-	-	-
PC15. use active listening techniques for effective communication	-	-	-	-
PC16. communicate in writing using appropriate style and format based on formal or informal requirements	-	-	-	-
PC17. work collaboratively with others in a team	-	-	-	-
<i>Diversity & Inclusion</i>	1	1	-	-
PC18. communicate and behave appropriately with all genders and PwD	-	-	-	-
PC19. escalate any issues related to sexual harassment at workplace according to POSH Act	-	-	-	-
<i>Financial and Legal Literacy</i>	2	3	-	-
PC20. identify and select reliable institutions for various financial products and services such as bank account, debit and credit cards, loans, insurance etc.	-	-	-	-
PC21. carry out offline and online financial transactions, safely and securely, using various methods and check the entries in the passbook	-	-	-	-

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Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC22. identify common components of salary and compute income, expenses, taxes, investments etc	-	-	-	-
PC23. identify relevant rights and laws and use legal aids to fight against legal exploitation	-	-	-	-
<i>Essential Digital Skills</i>	3	5	-	-
PC24. operate digital devices and use their features and applications securely and safely	-	-	-	-
PC25. carry out basic internet operations by connecting to the internet safely and securely, using the mobile data or other available networks through Bluetooth, Wi-Fi, etc.	-	-	-	-
PC26. display responsible online behaviour while using various social media platforms	-	-	-	-
PC27. create a personal email account, send and process received messages as per requirement	-	-	-	-
PC28. carry out basic procedures in documents, spreadsheets and presentations using respective and appropriate applications	-	-	-	-
PC29. utilize virtual collaboration tools to work effectively	-	-	-	-
<i>Entrepreneurship</i>	2	3	-	-
PC30. identify different types of Entrepreneurship and Enterprises and assess opportunities for potential business through research	-	-	-	-
PC31. develop a business plan and a work model, considering the 4Ps of Marketing Product, Price, Place and Promotion	-	-	-	-
PC32. identify sources of funding, anticipate, and mitigate any financial/ legal hurdles for the potential business opportunity	-	-	-	-
<i>Customer Service</i>	1	2	-	-
PC33. identify different types of customers and ways to communicate with them	-	-	-	-

Qualification Pack

Assessment Criteria for Outcomes	Theory Marks	Practical Marks	Project Marks	Viva Marks
PC34. identify and respond to customer requests and needs in a professional manner	-	-	-	-
PC35. use appropriate tools to collect customer feedback	-	-	-	-
PC36. follow appropriate hygiene and grooming standards	-	-	-	-
<i>Getting ready for apprenticeship & Jobs</i>	2	3	-	-
PC37. create a professional Curriculum vitae (Résumé)	-	-	-	-
PC38. search for suitable jobs using reliable offline and online sources such as Employment exchange, recruitment agencies, newspapers etc. and job portals, respectively	-	-	-	-
PC39. apply to identified job openings using offline /online methods as per requirement	-	-	-	-
PC40. answer questions politely, with clarity and confidence, during recruitment and selection	-	-	-	-
PC41. identify apprenticeship opportunities and register for it as per guidelines and requirements	-	-	-	-
NOS Total	20	30	-	-

Qualification Pack

National Occupational Standards (NOS) Parameters

NOS Code	DGT/VSQ/N0103
NOS Name	Employability Skills (90 Hours)
Sector	Cross Sectoral
Sub-Sector	Professional Skills
Occupation	Employability
NSQF Level	5
Credits	3
Version	1.0
Last Reviewed Date	27/08/2024
Next Review Date	27/08/2027
NSQC Clearance Date	27/08/2024

Assessment Guidelines and Assessment Weightage

Assessment Guidelines

1. Criteria for assessment for each Qualification Pack will be created by the Sector Skill Council.
2. Each Element/ Performance Criteria (PC) will be assigned marks proportional to its importance in NOS.
3. SSC will lay down proportion of marks for Theory and Skills Practical for each Element/ PC.
4. Individual NCVET recognised assessment agencies will prepare the theory and practical question papers
5. The assessments will be conducted by individual NCVET recognised assessment agencies as per the SOP.
6. Every learner/ candidate appearing for the assessment must possess the OJT completion certificate from the employer to undertake the assessments under this qualification.
7. The assessment for the theory and practical will be conducted online on a digital assessment platform with comprehensive auditable trails.
8. Assessment will be conducted for all compulsory NOS, and where applicable, on the selected elective/option NOS/set of NOS.

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9. To pass the Qualification Pack assessment, every trainee should score a minimum of 70% aggregate passing percentage recommended at QP Level.

10. In case of unsuccessful completion, the trainee may seek reassessment on the Qualification Pack.

11. For detailed guidelines SOP on assessments can be referred to on the RASCI website.

Minimum Aggregate Passing % at QP Level : 70

(Please note: Every Trainee should score a minimum aggregate passing percentage as specified above, to successfully clear the Qualification Pack assessment.)

Assessment Weightage

Compulsory NOS

National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0701.Develop a merchandise strategy	50	50	-	-	100	10
RAS/N0702.Perform post-trade analysis	50	50	-	-	100	10
RAS/N0703.Prepare a merchandise financial plan	50	50	-	-	100	10
RAS/N0704.Prepare category financial plan	50	50	-	-	100	10
RAS/N0705.Develop a merchandise product range plan	50	50	-	-	100	10
RAS/N0706.Negotiate and finalise supply arrangements	50	50	-	-	100	6
RAS/N0707.Prepare a merchandise promotional plan	50	50	-	-	100	6
RAS/N0708.Manage merchandise quality and compliance	50	50	-	-	100	6
RAS/N0709.Manage Merchandise for e-channels	50	50	-	-	100	6

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National Occupational Standards	Theory Marks	Practical Marks	Project Marks	Viva Marks	Total Marks	Weightage
RAS/N0710.Sustainability in product packaging & fixtures	50	50	-	-	100	5
RAS/N0711.Artificial Intelligence (AI) in Merchandise Management	50	50	-	-	100	6
RAS/N0712.Plan product development	50	50	-	-	100	6
RAS/N0413.Provide Leadership to the Team	50	50	-	-	100	5
DGT/VSQ/N0103.Employability Skills (90 Hours)	20	30	-	-	50	4
Total	670	680	-	-	1350	100

Qualification Pack

Acronyms

NOS	National Occupational Standard(s)
NSQF	National Skills Qualifications Framework
QP	Qualifications Pack
TVET	Technical and Vocational Education and Training

Qualification Pack

Glossary

Sector	Sector is a conglomeration of different business operations having similar business and interests. It may also be defined as a distinct subset of the economy whose components share similar characteristics and interests.
Sub-sector	Sub-sector is derived from a further breakdown based on the characteristics and interests of its components.
Occupation	Occupation is a set of job roles, which perform similar/ related set of functions in an industry.
Job role	Job role defines a unique set of functions that together form a unique employment opportunity in an organisation.
Occupational Standards (OS)	OS specify the standards of performance an individual must achieve when carrying out a function in the workplace, together with the Knowledge and Understanding (KU) they need to meet that standard consistently. Occupational Standards are applicable both in the Indian and global contexts.
Performance Criteria (PC)	Performance Criteria (PC) are statements that together specify the standard of performance required when carrying out a task.
National Occupational Standards (NOS)	NOS are occupational standards which apply uniquely in the Indian context.
Qualifications Pack (QP)	QP comprises the set of OS, together with the educational, training and other criteria required to perform a job role. A QP is assigned a unique qualifications pack code.
Unit Code	Unit code is a unique identifier for an Occupational Standard, which is denoted by an 'N'
Unit Title	Unit title gives a clear overall statement about what the incumbent should be able to do.
Description	Description gives a short summary of the unit content. This would be helpful to anyone searching on a database to verify that this is the appropriate OS they are looking for.
Scope	Scope is a set of statements specifying the range of variables that an individual may have to deal with in carrying out the function which have a critical impact on quality of performance required.

Qualification Pack

Knowledge and Understanding (KU)	Knowledge and Understanding (KU) are statements which together specify the technical, generic, professional and organisational specific knowledge that an individual needs in order to perform to the required standard.
Organisational Context	Organisational context includes the way the organisation is structured and how it operates, including the extent of operative knowledge managers have of their relevant areas of responsibility.
Technical Knowledge	Technical knowledge is the specific knowledge needed to accomplish specific designated responsibilities.
Core Skills/ Generic Skills (GS)	Core skills or Generic Skills (GS) are a group of skills that are the key to learning and working in today's world. These skills are typically needed in any work environment in today's world. These skills are typically needed in any work environment. In the context of the OS, these include communication related skills that are applicable to most job roles.
Electives	Electives are NOS/set of NOS that are identified by the sector as contributive to specialization in a job role. There may be multiple electives within a QP for each specialized job role. Trainees must select at least one elective for the successful completion of a QP with Electives.
Options	Options are NOS/set of NOS that are identified by the sector as additional skills. There may be multiple options within a QP. It is not mandatory to select any of the options to complete a QP with Options.