

# JOB ROLE – STORE OPERATIONS ASSISTANT

Sector – Retail  
(Qualification Pack Code: RAS/Q 0101)



PSS Central Institute of Vocational Education  
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# **UNIT 1: INTRODUCTION TO RETAILING**

## **Session 1: Basics of Retailing**

# Content

Title	Slide No.
Session Objectives	4
Introduction	5
Functions of Retailer	6
Essential Requirements of Retailers	7-8
Retailer's Services to Customers	9
Summary	10

# Session Objectives

**The students will be able to:**

- Describe the meaning of retailing
- Classify the functions of retailers
- Explain the essential requirements of retailers
- Demonstrate the retailer's services to customers

# Introduction

Retail is a business deal in which the seller sells small quantities of goods to the customers as per their needs. A retail store is a retail business enterprise which primarily deals with sales volume in retailing. In easy terms, the function of retailing is to sell products to final consumers by an individual or a firm.

# Functions of Retailer

Breaking bulk into smaller quantities

Providing product and service information

Providing customer services

Creating a convenient, comfortable and pleasant shopping experience for consumers

Providing feedback about producers

# Essential Requirements of Retailer

- Establish the shop in a place where customers are attracted.
- Stock the goods which are needed by the customers.
- Competitive price and quality of goods to be sold.
- Financially sound.

# Essential Requirements of Retailer

- Avoid over-stocking or under-stocking of goods.
- Be up-to-date with trends in the market and its position.
- Ensure window display and counter display to promote sales.
- Always be accessible to the customers.



# Retailer's Services to Customers

Selling of goods in small quantities to customer

Meet customer demand

Provide necessary information to consumer

Guiding replacement conditions for the damages

Displaying goods to attract customers

Offering credit facility to regular and reliable customers

# Summary

In this session, you have learnt about the meaning of retail and retailing, functions of retailer, essential requirements of retailer and retailer's services to customers.

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