

# JOB ROLE – STORE OPERATIONS ASSISTANT

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



PSS Central Institute of Vocational Education  
Shyamla Hills, Bhopal – 462 013, Madhya Pradesh, India

---

[www.psscive.ac.in](http://www.psscive.ac.in)

# **UNIT 2: RECEIVING AND STORAGE OF GOODS**

## **Session 1: Classification of Goods**

# Content

Title	Slide No.
Session Objectives	4
Introduction	5
Meaning of Goods	6
Types of Goods	7-19
Summary	20

# Session Objectives

**The student will be able to:**

- Describe the meaning of goods
- Classify the types of goods

# Introduction

Product classification helps the retailers to focus on the consumers' buying behaviour. The retail businesses use the consumers' buying behaviour for designing the marketing strategies to increase the sale of goods.



# Types of Goods

## Types of Goods

```
graph TD; A[Types of Goods] --> B[Consumer Goods]; A --> C[Industrial Goods];
```

Consumer Goods

Industrial Goods

# Types of Goods

Types of Goods	Description
<b>Consumer goods</b>	Consumer goods are those which are ready for consumption by consumers, such as clothing or food
<b>Industrial goods</b>	A retail organisation buys goods for further production or use in business, these are called industrial goods. Industrial goods are not for ultimate consumption but are components used by industries or firms for producing finished goods



# Types of Consumer Goods

Convenience Goods

Shopping Goods

Specialty Goods

Durable Goods

Semi-durable Goods

Non-durable Goods

# Convenience Goods

Goods which are easily available to the consumer and buy without any extra effort, are called convenience goods.



# Types of Convenience Goods

Types of Convenience	Description
Staple goods	Goods which fulfill the customer's basic needs are called staple goods. For example, bread, butter, milk, sugar, etc.
Impulse goods	Goods which are bought without prior planning are called impulse goods. For example, chocolates, soft drinks, wafers, etc.

# Shopping Goods

Shopping goods are not purchased or consumed as frequently by consumers as convenience goods. Shopping goods are expensive and semi-durable in nature.



# Speciality Goods

Goods which are unique, unusual, and special are called specialty goods. For example, antique goods, high and luxury automobiles, wedding dresses, etc.



# Unsought Goods

Goods that are available in the market but the customers do not know about them or do not think of buying them unless needed, are called Unsought goods, such as medicine.



# Durable Consumer Goods

Goods which need not be purchased frequently as they are made to last for a longer period of time are called durable consumer goods. Example-Electronics, Furniture



# Semi Durable Consumer Goods

Goods that do not last for a very long time are called semi-durable goods. For example clothes, footwear, jewellery, home furniture's etc.





# Non-Durable Consumer Goods

Goods which are for immediate consumption and are perishable in nature are called nondurable goods. For example vegetables, fruits, milk, bread etc.



# Industrial Goods

A retail organization buys goods for further production or use in business are called industrial goods. Industrial goods are not for ultimate consumption but are components used by industries or firms for producing finished goods etc.



# Types of Industrial Goods

S. No.	Type of Industrial Goods	Description
1	Materials and parts	It is the basic unit of industrial production. It is used for producing finished goods.
2	Capital goods	Capital goods make the functioning of an organisation smooth. For example, office accessories.
3	Supplies	Supplies meet the day-to-day operation but do not become a part of the finished product.
4	Industrial services	Industrial services are used in running a business smoothly. Industrial services can be available internally and externally, such as maintenance services, repair services, machinery repair and business advisory services.

# Summary

In this session, you have learnt about the goods, types of goods which includes consumer goods, types of consumer goods like convenience, shopping goods, speciality goods, durable and non durable goods. You have also learnt industrial goods and its types like material & parts, capital goods, supplies and industrial supplies.

**Project Coordinator : Dr. P. Veeraiah**

**Assistance  
Dr. Geeta Tomar**



**Joint Director**

PSS Central Institute of Vocational Education  
Shyamla Hills, Bhopal – 462013 , Madhya Pradesh, India

---

**E-mail: [jdpsscive@gmail.com](mailto:jdpsscive@gmail.com)**

**Tel. +91 755 2660691, 2704100, 2660391, 2660564**

**Fax +91 755 2660481**

**Website: [www.psscive.ac.in](http://www.psscive.ac.in)**