

# Introduction to Retail Store Operations

## ➤ Learning Objectives

By the end of this chapter, you should be able to understand:

- Importance of Store Operations
- Key aspects of Store Operations
- Role of Store Operations Manager
- Documents and Files to be maintained
- Essential Qualities of a Store Operations Manager
- Store Manager's Floor Walk Checklist

# Introduction to Retail Store Operations

## ➤ Importance of Store Operations

- Retailing is involving as customer is present in the premises.
- Shopping experience delivered on the store floor is paramount.
- Retail Store Operations a very important aspect of overall Retail Management.
- Store Operations is daily execution of strategies and policies.
- To survive against competition, High levels of customer satisfaction is essential

# Introduction to Retail Store Operations

## ➤ Importance of Store Operations (continued)

- Customer has many other choices & zero switching cost.
- Retailer must ensure customer satisfaction and delight.
- If delighted, customer visits the same store in future.
- A happy customer recommends the store to relatives and friends.
- Good store operations creates loyal customers with repeat purchases.
- This triggers a positive word of mouth and fetches new customers.
- The future sales of the store is secured.

# Introduction to Retail Store Operations

## ➤ Key Aspects of Store Operations

- At modern retail store, the customer gets a chance to see, touch, feel and even sample the product.
- This helps to draw footfalls to the organised modern trade.

But once the customer is inside the store, there are various other aspects also that need to be taken care of adequately as part of Store Operations. The various factors that help deliver superior shopping experience to the customer are listed in next slide:

# Introduction to Retail Store Operations

## ➤ Key Aspects of Store Operations (continued)

- **Product Availability:** Helps to create a right impression of the store.
- **Product Display:** Helps in easy navigation and finding the product easily.
- **Price and Promotion:** Helps the customer to choose the right product as per needs and budget.
- **Trained Staff:** Required to explain the product features and benefits and also demonstrate or sample the product.
- **Courteous Staff:** Comforts the customer so that he spends more time spent in store.

# Introduction to Retail Store Operations

## ➤ Key Aspects of Store Operations (continued)

- **Store Hygiene and Ambience:** Hygiene with right mix of light and music supports the customer shopping experience.
- **Cashier Attitude and Faster Billing:** Creates a lasting impression and a happy customer brings in many more customers.
- A virtuous cycle of warmth has to be created.
- Store team must work together in a synchronised way with a common goal.
- A delighted customer shops in a very relaxed way, smiling, learning and enjoying in the process.

# Introduction to Retail Store Operations

## ➤ Role of Stores Operations Manager

- Store Operations Manager is the head of business for the assigned store.
- Has complete end-to-end responsibility of running the store profitably.
- He recruits and leads a cross-functional team for the store and is also supported with other shared resources.
- Occupies the most critical position as Leader of the Store.
- Is at the forefront, leading by example for all initiatives and activities.

# Introduction to Retail Store Operations

## ➤ **Role of Stores Operations Manager (continued)**

The Store Manager undertakes the below key activities:

- Business Planning, Review and Action Planning.
- Daily Store Readiness and Team Briefing.
- Supervising Promotions, Displays and Stock Availability.
- Staff Training, Team Engagement and Motivation
- Customer Feedback and Service Standards.
- Competition Activities and Impact
- Coordinating with other functions and updating management



# Introduction to Retail Store Operations

## ➤ Documents and Files to be Maintained

Following Documents and Files must be maintained with Store Head and updated with the revised copies:

- Property lease agreement and communication with the Mall or Lessors.
- Store layout copy and list of all assets in the store.
- Store License copies and correspondence with authorities.
- Store Manpower Chart or Organogram.
- Store Annual Business Plan and Monthwise Business Achievements versus targets.
- Planogram.

# Introduction to Retail Store Operations

## ➤ Essential Qualities of a Stores Operations Manager

The Store Operations Manager is a CEO of the store with complete Profit & Loss (P&L) responsibility. In other words, the store is Store Manager's baby.

A successful Store Manager has the below competencies:

- Retail savvy
- Passion
- Leading from the front
- Great communicator
- Relishes the detail
- Love for the customer
- Strong people and leadership

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist

- “**Retail is in the Detail**” : Many details need to be adhered to.
- Misses affect customer experience and detrimental to store success.
- Most of the activities are carried out by the store staff.
- Operations Managers must monitor and supervise with a checklist.
- Checklist is objective : put 1 for adherence and 0 if there is a gap.
- A final total score reflects the overall store performance.
- Improvement or decline can be objectively tracked.

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>A. OUTSIDE STORE AREA</b>		
<b>A.1 Parking Area</b>		
2-Wheeler and 4-Wheeler Parked in allotted space		
Parking area is clean and safe		
<b>A.2 External Signages</b>		
Glow signboards are dust free and clean		
Glow signboards are illuminated		
Other signages put up properly and clean		
<b>A.3 Concessionaire Partners</b>		
All concessionaires are operational		
Cleanliness is adhered to		
Staff is well groomed		

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>A.4 Security</b>		
Gate Security present		
Security Staff well groomed and presentable		
Security Desk Registers, etc. in place		
<b>A.5 Equipments</b>		
DG Set operational		
Adequate Diesel present in DG Set		

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>A.6 General Cleanliness and Hygiene</b>		
Dust Bins placed at appropriate places		
Door Mats in place esp in Monsoon		
No Broken or Cracked Tiles		
Junk Store material/scrap		
No unwanted marketing material dumped		
Glass Panes Clean		
Glass Door Clean		
Wash Rooms clean, hygienic and no foul odour		
Stock Receiving area cleanliness		
Customer Service Desk Proper		
Baggage Counter Proper		

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>B. INSIDE STORE AREA</b>		
<b>B.1 Customer Convenience</b>		
Clean Aisles with no cartons or bags		
Trolleys and Baskets at entrance		
Lighting is ok		
AC and Fans are ok		
Fire Extinguishers in place		
Emergency Lights working		
Exhaust Fans are ok		
Customer Feedback Form Desk		
Check-out area is hassle-free		
Emergency Exit Area is clear		

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>B.2 Floor Hygiene and Cleanliness</b>		
All shelves in place and clean		
All products displayed well and clean		
Top Tops are clean		
Oil Shelf is clean		
Floor Stacks and Additional Displays ok		
No Insects, Pests or cobwebs		
No Posters or labels directly put on walls		
No marks of gum or cello tape		



# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>B.3 Fixtures and Other Equipments</b>		
Chillers and Freezers clean		
Chillers and Freezers working at right temperature		
Vendor Equipments in proper place and working		
F&V Heapers clean		
All Gondolas clean		
Weighing Scale ok		
Bar Code Machines working		
Cutting Equipments etc. in place		
Footfall Counter functional and accurate		
Staff Biometric Attendance working		
Product Scanners working		

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>B.4 Manpower</b>		
Store Staff in proper uniform and shoes		
Housekeeping staff in proper uniform		
Promoter staff in proper uniform		
All staff well groomed		
All staff present on the floor		
Store Briefing done as per schedule		
Staff aware of Top Offers of the day		

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>B.5 Product Display</b>		
Products placed properly on bays as per Planogram		
Product Stacking with Faceups is proper		
Additional Displays done as per merchandiser provided display sheet		
Private Label main and additional displays proper		
Cross Merchandising as per guidelines		
All End Cap displays proper		
Impulse Bins adequately stocked		
Stocks left back by customers back on shelves		
Product Demonstration and Sampling tables in place		
Stock Availability especially Top Sellers and Promo SKUs		

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>B.6 Product Price and Promotion</b>		
All Promo Sheet available		
All price and promo communication in place		
F&V Dump removed		
No Expiry or Damaged Stock on floor		
No Excess Stock on Floor		
Freebie Stock ie Child SKU taped with Parent SKU		
<b>B.7 In-store Signages and Communication</b>		
Category signages are ok		
Other directional signages proper		
Shelf Talkers are in place		
Offer Communication is prominent		
Instore Flex and Visual Signages in place		
Data Strip in place with shelf talkers		

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>B.8 Visual Merchandising</b>		
Visual Merchandising done properly		
All mannequins, etc. clean		
Proper Lighting done		
Expiry Stocks removed		
<b>B.9 Cash Till and Billing</b>		
Adequate Cash Tills opened		
EDC machines working		
POS working		
Manual Bill regularised		
<b>B.10 Baggage Counter</b>		
Tokens available		

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>B.11 Store Entrance Security</b>		
Footfalls being counted properly		
Security Tags and Neck Locks available for hand bags		
Staff Frisking done		
<b>B.12 Free Gift Area</b>		
Adequate stocks in place		
Staff aware about promotions		
<b>B.13 Customer Service Desk</b>		
Customer Grievances addressed		
Customer Feedback documented		
<b>B.14 Home Delivery</b>		
All home delivery done in time		

# Introduction to Retail Store Operations

## ➤ Store Manager's Floor Walk Checklist (continued)

CHECK POINT	SCORE	REMARKS
<b>B.15 Back-end Commercial</b>		
Daily Cash deposited in Bank		
<b>B.16 Registers and Reporting</b>		
All Registers updated		
All reporting done		
Diesel Log book updated		
No Stock Movement without documentation		
Back Office Board updated for Target vs. Achievement		
Negative Stock SKU in system corrected		
Stock Check and Stock Updation in time		
Daily PIHV done (Check randomly few cases)		
All Licenses updated and displayed properly		