

MBPC4018RETAIL STORE OPERATIONS (3-0-0)

Course Objectives : To make students learn and understand the roles and responsibilities of a Store Manager which include:

- a) Layout planning, location selection, and Store Operating procedures
- b) Managing inventory and stock
- c) Ensuring customer satisfaction through loyalty programs, and in-store experiences that align with contemporary retail trends and consumer expectations
- d) Conducting store audit and quality checks

Module-I

Introduction:

An overview of retail operations, stores organisation, selection of right location, different layout & designs. Pre-store opening: Role of operations in opening a store, filling the store with merchandise, concept of distribution centre, various activities at the distribution centres. Store opening and closing: Store opening and closing process, material identification system, receiving and inspection, storage system, preservation of materials in the storage.

Module-II

Retail Arithmetic:

Quantitative terms related with a retail store and its calculation. Stock Management:

Relevance of stock management to retail operations, various types of stock checks, taking care of quality inside a store.

Technologies in Retail:

RFID, POS systems, self-checkout, inventory automation

Module-III

The Store Audit: Store appearance, presentation, stock, cleanliness, HR in operations. Store Finance and Controls: Stock valuation, stock verification, accounts receivable, cash management, budgeting, day-to-day cash management. Loss Prevention and Shrinkage Control: Importance of security measures, methods & ways to reduce shrinkage, reasons for shrinkage, scrap and surplus management. Customer Service Desk: Exchange of defective products, loyalty programs for a store. Fixtures and Contemporary Issues: Different fixtures available for a retail store, contemporary issues in store management.

Course Outcomes

- CO1 Apply store layout, location selection, and pre-opening procedures to optimize retail operations
- CO2 Analyze stock management techniques and retail arithmetic to improve inventory control and quality
- CO3 Evaluate store audit parameters and financial controls to enhance operational efficiency and compliance
- CO4 Design loss prevention strategies, customer service systems, and loyalty programs tailored to store needs

Books

1. Berman B., Evans J. R., Retail Management, 9th Edition, Pearson Education
2. Berman, Barry; Evans, Joel R.; Mahaffey, Tom, Retail Management: A Strategic Approach, Pearson Education

3. Iyer, B. Sriram, Retail Store Operations, Tata McGraw Hill
4. Levy L. M., Weitz B. A., Retailing Management, 5th Edition, Tata McGraw Hill
5. Menon, K. S., Stores Management, 2nd Edition, Macmillan India