



Retail Operations

How can you manage store



Day to day work that happens inside a store is called Retail Store Operations.

Store Operating Process SOPs



SOPs customised for each company or brand or store

Store Operating Process is a manual that can help in day to day process of the store. From the cleanliness to cash and stock maintenance process.

SOPs helps bring a discipline to the store and also helps new joiners to learn the management faster.

Some of the SOPs are

Store opening process

Stock maintenance and check

Store Duties division and team meetings

Cash maintenance and check

Reports and other

Loss prevention and shrinkages

Staffing and Scheduling

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WHAT IS THE HIERACHY IN THE STORE



Sales Team

Sales Head
Regional Sales head
Area Sales Manager
Store Manager
Store Associates

Brand and Visual Merchandising

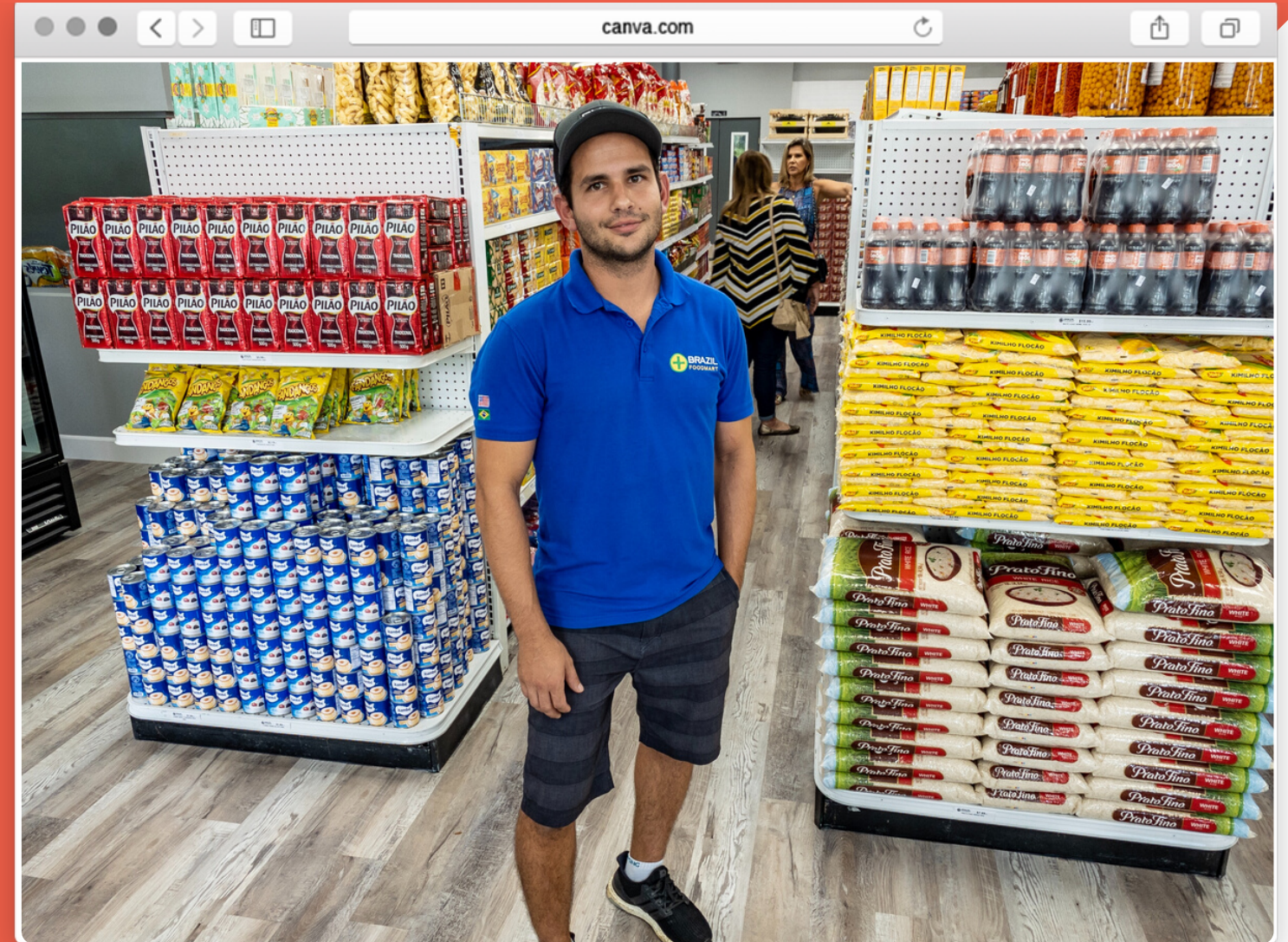
Brand Manager / Marketing
Visual merchandising Head
Regional Visual merchandisers
Store Visual merchandisers

Store Team (non Sales).

Cashier
Stock Boy / Loader
Housekeeping
Security Guard

DUTIES OF STORE MANAGER

- Achieve financial goals of the store to keep it profitable.
- Maintains store staff by recruiting, scheduling, recruiting, training employees
- Complete store operations and requirements
- Ensure merchandise availability
- Formulates pricing policies to ensure regular sales of merchandise
- Creates reports and analysis to check the performance of the store.
- One point contact for the backend teams for store management



SKILLS OF A STORE MANAGER

- Customer Centricity
- XL and reporting
- Budgeting, expenses and pricing
- Team management
- Market Knowledge
- Staffing
- Verbal Communications
- Excellent grooming standards
- Store Operations and Management
- Interpersonnel skill

