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| **TRAINING OCCUPATION: RETAIL OPERATIONS (DEPARTMENT)** | | | |
| **CU : NON FOOD MERCHANDISING** | **Code : DT-010-3:2014-C04** | | |
| **Work Activity 1:** **Arrange SKU placement** | **Duration : 7 Hours** | | |
| **Learning Objectives**  At the end of learning session the apprentice will be able to:   1. Understand function of planogram / schematic / merchandising guide    1. Primary display       1. Normal shelf    2. Secondary display       1. Gondola end       2. Island / block       3. Power wing       4. Counter top       5. Standee 2. List Point of Sales Material (POSM) to be displayed    1. Display method       1. FIFO & LIFO       2. Presentation (facing, colour tone, etc) 3. Describe function of promotion plan / promotion mechanic    1. Promotion area / layout    2. Promotion pricing    3. Promotion duration    4. Types of Point of Sales Material (POSM) 4. Describe function of communication pack    1. New SKU launch    2. Resizing    3. Repackaging    4. Festive / special occasion / season 5. Classify types of accessories and non trade for display purposes (props) 6. Understand the importance of display area cleanliness 7. Understand the related authority requirements in non-food merchandising    1. Ministry of Domestic Trade, Co-operative and Consumerism       1. *Akta pelindungan pengguna*       2. *Akta perihal perdagangan*       3. *Akta Timbang dan Sukat*    2. Halal Guideline    3. Ministry of Health       1. *Akta kawalan ubat & racun* | | | |
| **Work Activity 2: Display price tag** | | | **15** |
| **Learning objectives**  At the end of learning session the apprentice will be able to:   1. Understand function of price change report    1. Promo SKU    2. Non-promo SKU 2. Understand types of new price tag    1. Price label    2. Point of Purchase (POP) card 3. Describe the price tag update handling procedure | | | |
| **Work Activity 3 :** **Check quality & product specification** | | **11** | |
| **Learning objectives**  At the end of learning session the apprentice will be able to   1. Understand the importance of product specification and quality standard 2. Define the procedure in handling poor quality, expired, nearly expiry & damage products 3. Identify return , non-returnable and exchangeable SKU 4. Understand the procedure to handle Reduce To Clear (RTC) SKU | | | |
| **Work Activity 4 : Execute selling technique** | | **5** | |
| **Learning objectives**  At the end of learning session the apprentice will be able to   1. Understanding on selling technique below:    1. Planning your approach       1. Meet n greet    2. Getting access    3. Asking questions / probing    4. Selling the benefits       1. Product knowledge  * Features, advantage and benefit   + 1. After sales service   1. Handling objections   2. Close the deal | | | |
| **Work Activity 5 :** **Monitor high pilferage products** | | **11** | |
| **Learning objectives**  At the end of learning session the apprentice will be able to   1. Understand types of high pilferage SKU such as:    1. Premium perfume    2. Premium air freshener    3. Shaver blade    4. Etc. 2. Describe function of stock card for high pilferage items. 3. List of monitoring method such as:    1. Routine check    2. Spot check    3. Etc. 4. Understand the importance of verifying physical stock against report. 5. Explain contents of report below:    1. Causes of variance    2. Evidence gathering       1. Picture       2. Video / CCTV       3. Physical stock    3. Recommendation | | | |
| **Work Activity 6 :**  **Check stock availability** | | **19** | |
| **Learning objectives**  At the end of learning session the apprentice will be able to   1. Understand the purpose of stock availability checking    1. Low line    2. Out Of Stock (OOS) 2. Understand the importance of verifying system on hand balance against physical stock 3. List of criteria to be considered when placing order    1. Stock balance    2. Economic order quantity    3. Promotion / seasonal    4. Re-order / repeat order level    5. Shelf life | | | |
| **TOTAL** | | **68 Hours** | |