



HSDM

**Haryana Skill
Development Mission**

**CERTIFICATION IN
RETAIL COURSE OF
RETAIL TRAINEE
ASSOCIATE
(RAS/Q0103)**

Industry overview

The India Retail Industry is the largest among all the industries, accounting for over 10 per cent of the country GDP and around 8 per cent of the employment. The Retail Industry in India has come forth as one of the most dynamic and fast paced industries with several players entering the market. The India Retail Industry is gradually inching its way towards becoming the next boom industry.

Retail is the aspect of sales that is directed at people (consumers) through on street shopfronts, department stores, retail parks and increasingly, through online sales outlets. Retail includes a wide range of goods from Fast-Moving Consumer Goods (FMCG) i.e. products that are sold quickly and at relatively low cost (e.g. non-durable goods such as soft drinks, toiletries, and grocery items), to clothes, shoes, books, furniture, flooring and electrical goods, to hardware, gifts, jewellery and cars.

About the program

The Program includes the skills and knowledge required to effectively display stock to promote sales to effectively plan and prepare visual merchandising displays, prepare products for sale, to promote loyalty schemes to customers, to keep the store secure. Further it also includes the skills and knowledge required on job to maintain health and safety, to keep the store clean and hygienic. In addition to this ways to provide information and advice to customers, to create a positive image of self & organisation in the customers mind and to be proficient to work effectively in a Retail Team are also included in the training programme.

Who should attend it?

Minimum Educational Qualifications: Class Xth Pass
Experience: 0-1 Year in similar position (not mandatory)

Course Duration

320 Hrs

Career Opportunities

Post completion of training Individuals get their start in the retail field working as a cashier or clerk, jobs in the industry can include work as a customer service representative, sales associate, sales consultant, shop floor executive, and more.

