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Professional Retailing Skills (PRS)[™]

Training Partner Programme



rai

RETAILERS ASSOCIATION OF INDIA

Professional Retailing Skills (PRS)TM

The Opportunity

Organised retail sector in India has been fast replacing the traditional markets. Nowadays we have big department stores selling all the basic necessities under one roof; hypermarkets, supermarkets and specialty stores have also come into existence. Malls have begun appearing in metros and second-rung cities alike introducing the Indian consumer to a shopping experience like never before.



India has been rated as the most attractive emerging retail market. It has been ranked as a top destination for retailers Global Retail Development Index of 30 developing countries drawn up by AT Kearney. (GRDI 2006)

The size of the organized retail market stood at Rs.400 billion in 2005, and it is projected to grow at the rate of 30 percent to 35 percent p.a. and will reach an astounding Rs.1,500 billion by the end of the decade. Around 40 million sq.ft of organized retail space is estimated in the next two years, creating enormous employment opportunities.

And since the demand for skilled workforce is so high, the biggest challenge that organized retail industry faces is the availability of trained manpower. As the industry is nascent there is no readily available trained manpower specializing in retail and people from various industries are joining and learning the ropes at work. In order to provide with retail career opportunities and to solve the problem of dearth of talents in this fast growing retail sector in India, rai has developed the programme Professional Retailing Skills (PRS)TM.

CEO's Note

Dear Friend,

As you are aware, modern retailing in India is growing with its diverse formats scaling up across the length and breadth of the country. Many organisations are venturing into retailing, vying with each other to serve the customer - serve him with the best of shopping experience and with utmost satisfaction. Modern retailing can exist only where there is a fruitful interaction of the retailer with the customer and when both together create value for each other. People are the most important resources to make everything happen in the retail shop-floors and they ought to know retail in detail.

We at rai foresee that it may require more than 200,000 retail-ready employees in India to man modern retailing in India, in the next two years. To create such able human resources Retailers Association of India (rai) has taken efforts to develop the right learning and training modules at the entry level known as Professional Retailing Skills (PRS)TM. rai's Training Partner Programme is one that enables an association of rai with a Training Partner to role out its PRSTM in every location.

Do apply for an association with rai as a Training Partner and we shall together add a good deal of value to modern retailing.

Everything that rai's Training Partner needs is just the good will to churn out multifarious retail talents for the modern retail sector in India.

If you have such a will, we at rai have the way!

Wish you many happy training moments.



Gibson G Vedamani
CEO, rai

Content Design

This entry level course is designed for a fresher interested in a retail career and is ideal as an introduction to retail selling skills or as a refresher programme for those who would benefit from being reminded of the key principles. This is a highly intensive retail programme that will equip sales staff with the necessary competence and attitude to maximize sales and create long-term customer loyalty.

Topics covered include

- Retail Environment
- Retail Formats
- Retail Operations
- Merchandising Basics
- Customer Buying Behaviour
- Retail Selling Skills
- Customer Service Concepts
- Visual Merchandising Basics
- Effective Communications
- Personal Development
- Loss prevention
- Retail Image and Marketing

Experiential Methodology: Field visits, Mock Sessions, Role Plays, Projects and lectures. Exams will be held at the end of the course and Certificate will be issued by rai to successful candidates.



Site Requirements

In order to have a good training environment where the trainees can be trained without any distractions, there are few prerequisites related to the infrastructure and faculty, which the prospective Training Partner is required to provide. The requirements from the Training Partner are:

- The area of the training room should be a minimum carpet area of 350 sq. Ft
- Each batch size will be minimum of 15 students and maximum of 25 students.
- One full-time devoted faculty resource is a must
- The room should be fully equipped with:
 - Air conditioner
 - LCD Projector
 - Computer system with printer
 - Other Training materials such as flip charts, white board, etc.

Operational Support

We, at rai will be providing the Training Partner with operational support so that the training program can be effectively organized. This support will be provided through

- Module
- Trainer Manual and 2 mandays of training for the faculty in a year
- Professional Retailing Skills Films - Food & Grocery and Apparel.
- ESops- Free Invites to 2 Faculties in a year.
- Internship and Placement Support

The tenure of Professional Retailing Skills (PRS)[™] is 100 hours + Internship of 50 hours

Faculty Training

The faculty/trainers will also be trained on the modules provided by rai.

Professional Retailing Skills (PRS)[™] Training Partner Fee

The Training Partner will be required to make a one time payment of Rs. 75,000 (plus service tax as applicable) valid for 3 years from the date of registration with rai in return to the operational support. An additional module fee as mutually agreeable will be charged when module revision is made.

Certification Fee

rai will certify each student successfully completing the programme for which each student will have to pay a certification fee of Rs. 1,000/- each through rai's Training Partner. This includes the cost of the workbooks and the examination fees. The minimum certification fee payable by the PRS[™] Training Partner for each batch is Rs. 15,000/-.

Prospectus and Application Fee

Each student applying for PRS[™] will need to apply on the prescribed format and the application and prospectus fee payable by every student to the Training Partner is Rs. 300/- by every student. In the event of forms downloaded from the rai website, the same is payable to the Training Partner at the time of submission of the duly filled-in form. The Training Partner will buy the prospectus and application form in advance from rai by paying Rs. 100/- for each.

Programme Fee Payable By The Student

The recommended fee to be charged from each student by the franchisee will not be less than Rs 5,000/- and will not be more than Rs. 10,000/- per student.

Rai's Internship & Placement Support

A week's internship during the course of the programme and placement after successful completion (in any rai member organisation) will be arranged by rai based on merit and subject to the student fulfilling the required norms.



About rai

Retailers Association of India (rai) is emerging as the unified voice of Indian retailers, working with all the stakeholders for creating the right environment for the growth of the modern retail industry in India.

rai, is the body that encourages, develops, facilitates and supports retailers to become modern and adopt best practices that will delight customers.

rai is the first independent body of retailers in India. rai has a three charter aim of Retail Development, Facilitation and Propagation. The country's key retailers have been spearheading the growth of rai. rai's Governing Board comprises the following people who led the retail revolution in our country – **Mr. Kishore Blyani** of Pantaloons, **Mr B S Nagesh** of Shoppers' Stop, **Mr Noel Tata** of Trent Ltd, **Mr Vinay Nadkarni** of Globus, **Mr Ved Prakash Arya** of Pantaloons, **Mr Sumantra Banerjee** of RPG Retail, **Mr Nandan Piramali** of Piramyd, **Mr Kodandarama Setty** of Viveks, **Mr R Subramanian** of Subhiksha and **Mr Gibson G Vedamani**, CEO, rai

rai Vision

To develop, facilitate and propagate practices and processes that will grow the Indian retail industry, leading to increased consumption and growth of the economy

Mission

To establish growth of modern retail in India (and increase its share)

- To support retailers by providing the required knowledge and information
- To lobby and liaise with the government for easier establishment and operations of retailing in India
- To educate and train retailers to adopt modern retail practices in India
- To work for customer delight by helping retailers create the right retail environment
- To encourage adoption of the right values, transparency and code of conduct by retailers

rai's Initiatives

rai has initiated activities in a number of areas for the development of modern retailing in India including government representations, bringing in best practices, fostering retail education & training besides building a reservoir of knowledge & information.

Retail Education, Training and Research

Retail education and training are the tools by which rai will tackle the issue of lack of awareness of retailing as a profession, dearth of retail talents and such an effort would create a lot of employment opportunities in the retail sector. Retail research will help rai build a reservoir of retail information and update all member retailers as part of its member services.

Infrastructure

rai offers the platforms and infrastructure supporting retail education which are carefully engineered and implemented to provide the best quality at the highest levels of courseware and learning systems for the students fulfilling global standards. rai's first set up is in the financial hub of India- Mumbai. The state of the art set up is close to the international airport in Mumbai. Comprising adequate space, using vibrant colours the set up gives a "happening" feeling, and serving its purpose simultaneously. The set up has the following facilities:

- **rai Learning Centre:** The training centre aims to serve the needs of both retail employees and students. With a seating capacity of 40 in the class, and modern technology equipment, the centre encourages and enhances learning. This ensures that the students are able to absorb the most and get maximum out of our retail programs.
- **Library:** rai has a library with the latest learning resources in the form of books, journals, magazines, video cassettes and cd roms. Catering specifically to the retailing industry the publications are those written by both international and national authors, thereby giving the students an understanding of organised retailing across the world. Apart from these, the set up has a board room for corporate meetings, a director's room for business meetings, smaller meeting rooms and a reception.



If you desire to become a Training Partner with rai write to lawrence@rai.net.in or contact Associate Director - Retail Learning, rai at the address mentioned below.



rai

RETAILERS ASSOCIATION OF INDIA

Retailers Association of India (rai)

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