COMPETENCY STANDARD

FOR

RETAIL SALES OPERATIONS

Level: 3

(Informal Sector)

Competency Standard Code: CS-IS-RSO-L3-EN-V1

National Skills Development Authority
Prime Minister's Office
Government of the People's Republic of Bangladesh

Copyright

National Skills Development Authority
Prime Minister's Office
Level: 10-11, Biniyog Bhaban,
E-6 / B, Agargaon, Sher-E-Bangla Nagar Dhaka-1207, Bangladesh.
Email: ec@nsda.gov.bd
Website: www.nsda.gov.bd.
National Skills Portal: http:\\skillsportal.gov.bd

This Competency Standard for Retail Sales Operations is a document for the development of curricula, teaching and learning materials, and assessment tools. It also serves as the document for providing training consistent with the requirements of industry in order to meet the qualification of individuals who graduated through the established standard via competency-based assessment for a relevant job.

This document has been developed by NSDA in association with Informal Sector, industry representatives, academia, related specialist, trainer and related employee.

Public and private institutions may use the information contained in this standard for activities benefitting Bangladesh.

Introduction

The NSDA aims to enhance an individual's employability by certifying completeness with skills. NSDA works to expand the skilling capacity of identified public and private training providers qualitatively and quantitatively. It also aims to establish and operationalize a responsive skills ecosystem and delivery mechanism through a combination of well-defined set of mechanisms and necessary technical supports.

Key priority economic growth sectors identified by the government have been targeted by NSDA to improve current job skills along with existing workforce to ensure required skills to industry standards. Training providers are encouraged and supported to work with industry to address identified skills and knowledge to enable industry growth and increased employment through the provision of market responsive inclusive skills training program. "**Retail Sales Operations**" is selected as one of the priority occupations of Informal Sector. This standard is developed to adopt a demand driven approach to training with effective inputs from Industry Skills Councils (ISC's), employer associations and employers.

Generally, a competency standard informs curriculum, learning materials, assessment and certification of trainees enrolled in Skills Training. Trainees who successfully pass the assessment will receive a qualification under Bangladesh National Qualification Framework and will be listed on the NSDA's online portal.

This competency standard is developed to improve skills and knowledge in accordance with the job roles, duties and tasks of the occupation and ensure that the required skills and knowledge are aligned to industry requirements. A series of stakeholder consultations, workshops were held to develop this document.

The document also details the format, sequencing, wording and layout of the Competency Standard for an occupation which is comprised of Units of Competence and its corresponding Elements.

Overview

A competency standard is a written specification of the knowledge, skills and attitudes required for the performance of an occupation, trade or job corresponding to the industry standard of performance required in the workplace.

The purpose of a competency standards is to:

- provide a consistent and reliable set of components for training, recognising and assessing people's skills, and may also have optional support materials
- enable industry recognised qualifications to be awarded through direct assessment of workplace competencies
- encourage the development and delivery of flexible training which suits individual and industry requirements
- encourage learning and assessment in a work-related environment which leads to verifiable workplace outcomes

Competency standards are developed by a working group comprised of representative from NSDA, Key Institutions, ISC, and industry experts to identify the competencies required of an occupation in Informal Sector.

Competency standards describe the skills, knowledge and attitude needed to perform effectively in the workplace. CS acknowledge that people can achieve technical and vocational competency in many ways by emphasizing what the learner can do, not how or where they learned to do it.

With competency standards, training and assessment may be conducted at the workplace or at training institute or any combination of these.

Competency standards consist of a number of units of competency. A unit of competency describes a distinct work activity that would normally be undertaken by one person in accordance with industry standards.

Units of competency are documented in a standard format that comprises of:

- unit title
- nominal duration
- unit code
- unit descriptor
- elements and performance criteria
- variables and range statement
- curricular content guide
- assessment evidence guide

Together, all the parts of a unit of competency:

- describe a work activity
- guide the assessor to determine whether the candidate is competent or not yet competent

The ensuing sections of this document comprise of a description of the relevant occupation, trade or job with all the key components of a unit of competency, including:

- a chart with an overview of all Units of Competency for the relevant occupation, trade or job including the Unit Codes and the Unit of Competency titles and corresponding Elements
- the Competency Standard that includes the Unit of Competency, Unit Descriptor, Elements and Performance Criteria, Range of Variables, Curricular Content Guide and Assessment Evidence Guide.

Competency Standards for National Skill Certificate, Level-3 in Retail Sales Operations in Informal Sector

Level Descriptors of (BNQF 1-6)

Level & Job classification	Knowledge Domain	Skills Domain	Responsibility Domain
6-Mid-Level Manager/ Sub Assistant Engineer	Comprehensive actual and theoretical knowledge within a specific work or study area with an awareness of the validity and limits of that knowledge, able to analyse, compare, relate and evaluate.	Specialised and wider range of cognitive and practical skills required to provide leadership in the development of creative solutions to defined problems. Communicate professional issues and solutions to the team and to external partners/users.	Work under broad guidance and self-motivation to execute strategic and operational plan/s. Lead lower-level management. Diagnose and resolve problems within and among work groups.
5-Supervisor	Broad knowledge of the underlying, concepts, principles, and processes in a specific work or study area, able to scrutinize and break information into parts by identifying motives or causes.	Broad range of cognitive and practical skills required to generate solutions to specific problems in one or more work or study areas. Communicate practice-related problems and possible solutions to external partners.	Work under guidance of management and self-direction to resolve specific issues. Lead and take responsibility for the work and actions of group/team members. Bridge between management.
4-Highly Skilled Worker	Broader knowledge of the underlying, concepts, principles, and processes in a specific work or study area, able to solve problems to new situations by comparing and applying acquired knowledge.	A range of cognitive and practical skills required to accomplish tasks and solve problems by selecting and applying the full range of methods, tools, materials and information. Communicate using technical terminology and IT technology with partners and users as per workplace requirements.	Work under minimal supervision in specific contexts in response to workplace requirements. Resolve technical issues in response to workplace requirements and lead/guide a team/ group.
3-Skilled Worker	Moderately broad knowledge in a specific work or study area, able to perceive ideas and abstract from drawing and design according to workplace requirements.	Basic cognitive and practical skills required to use relevant information in order to carry out tasks and to solve routine problems using simple rules and tools. Communicate with his team and limited external partners upholding the values, nature and culture of the workplace	Work or study under supervision with considerable autonomy. Participate in teams and responsible for group coordination.
2-Semi Skilled Worker	Basic understanding of underpinning knowledge in a specific work or study area, able to interpret and apply common occupational terms and instructions.	Skills required to carry out simple tasks, communicate with his team in the workplace presenting and discussing results of his work with required clarity.	Work or study under supervision in a structured context with limited scope of manipulation
1 –Basic Skilled Worker	Elementary understanding of ability to interpret the underpinning knowledge in a specific study area, able to interpret common occupational terms and instructions.	Specific Basic skills required to carry out simple tasks. Interpret occupational terms and present the results of own work within guided work environment/ under supervision.	Work under direct supervision in a structured context with limited range of responsibilities.

List of Abbreviations

CS	Competency Standard
ISC	Industry Skills Council
NSDA	National Skills Development Authority
NSQF	National Skills Qualifications Framework
OSH	Occupational Safety and Health
PPE	Personal Protective Equipment
SCVC	Standards and Curriculum Validation Committee
STP	Skills Training Provider
SOP	Standard Operating Procedure
UoC	Unit of Competency

Approval of Competency Standard

Approved by

32th Authority Meeting of NSDA

Held on 25.02.2024

Table of Contents

Competency Standards for National Skill Certificate, Level-3 in Retail Sales Operations in Informal Sector

Course Structure

SL No	Unit code and Title		UOC Level	Nominal (hours)
Generic Units of Competencies				
1.	GC002L2V1	Apply Occupational Safety and Health (OSH) Procedure in the Workplace	2	15
2.	GU008L2V1	Work in a Team Environment	2	20
3.	GU013L2V1	Practice Housekeeping Procedure	2	10
4.	GU019L1V1	Deal with Clients/ Customers	1	10
Sub Total				**55**
Sector Specific Units of Competencies				
5.	SUCS001L2V1	Work in the Informal Sector	2	20
Sub Total				**20**
Occupation Specific Units of Competencies				
6.	OU-IS-RSO-01-L2-V1	Interpret sales operations in retail business	3	30
7.	OU-IS-RSO-02-L2-V1	Operate machinery and software	3	50
8.	OU-IS-RSO-03-L2-V1	Identify and perform store room activities	3	45
9.	OU-IS-RSO-04-L2-V1	Perform Visual merchandising	3	45
10.	OU-IS-RSO-05-L2-V1	Carryout sales operations	3	85
11.	OU-IS-RSO-06-L2-V1	Perform payment and transaction activities	3	30
Sub Total				**285**
Total Duration				**360**

Units & Elements at Glance

Generic Competencies

Code	Unit of competency	Elements of competency	Duration (hours)
GC002L2V1	Apply Occupational Safety and Health (OSH) procedure In the Workplace	1. Identify OSH policies and procedures 2. Follow OSH procedure 3. Report hazards and risks 4. Respond to emergencies 5. Maintain personal well-being	15
GU008L2V1	Work in a Team Environment	1. Define team role and scope 2. Identify individual role and responsibility 3. Participate in team discussions 4. Work in a team member	20
GU013L2V1	Practice Housekeeping Procedure	1. Sort and remove unnecessary items 2. Arrange items 3. Maintain work area, tools and equipment 4. Follow standardized work process and procedure 5. Perform work spontaneously	10
GU019L1V1	Deal with Clients / Customers	1. Response customer with due respect 2. Perform customer service 3. Ensure customer satisfaction	10
		Total hours	**55**

Sector specific competencies

Code	Unit of competency	Elements of competency	Duration (hours)
SUCS001L2V1	Work in the Informal Sector	1. Describe the organizational structure within the sector 2. Identify processes and procedures 3. Identify workplace requirements 4. Organize own workload	20
		Total hours	**20**

Occupation specific competencies

Code	Unit of competency	Elements of competency	Duration (hours)
OU-IS-RSO-01-L3-V1	Interpret sales operations in retail business	1. Recognize sales operations and retail business 2. Interpret the types and activities of retail operations 3. List the quality and job responsibilities of a retail sales personnel	30
OU-IS-RSO-02-L3-V1	Operate machinery and software	1. Identify and use tools and equipment 2. Practice and perform software operations 3. Clean and maintain tools, equipment and workplace	50
OU-IS-RSO-03-L3-V1	Identify and perform store room activities	1. Identify products in retail stores 2. Interpret inventory control process 3. Perform store room management 4. Interpret products safety and quality procedures	45
OU-IS-RSO-04-L3-V1	Perform Visual merchandising	1. Interpret visual merchandising 2. Collect materials for display 3. Perform merchandise display 4. Maintain display	45
OU-IS-RSO-05-L3-V1	Carryout sales operations	1. Ensure customer service 2. Perform sales 3. Prepare package for sold goods 4. Handle customer complaints 5. Enhance customer experience and sales	85
OU-IS-RSO-06-L3-V1	Perform payment and transaction activities	1. Complete payment transactions 2. Maintain customer relationship	30
		Total Hours	**285**

Generic Units of Competencies

Unit Code and Title	GC002L2V1: Apply Occupational Safety and Health (OSH) Procedure in the Workplace
Unit Descriptor	This unit covers the knowledge, skills and attitudes (KSA) required in applying occupational safety and health (OSH) procedures in the workplace. It specifically includes identifying OHS policies and procedures, following OSH procedure, reporting to emergencies, and maintaining personal well-being.
Nominal Hours	15 Hours
Elements of Competency	Performance Criteria **Bold & Underlined** terms are elaborated in the Range of Variables
1. Identify OSH policies and procedures.	1.1. **OHS policies** and **safe operating procedures** are accessed and stated. 1.2. **Safety signs and symbols** are identified and followed. 1.3. Emergency response, evacuation procedures and other contingency measures are determined according to workplace requirements.
2. Follow OSH procedure	2.1 **Personal protective equipment (PPE)** is selected and collected as required. 2.2 Personal protective equipment (PPE) is correctly used in accordance with organization OHS procedures and practices. 2.3 A clear and tidy workplace is maintained as per workplace standard. 2.4 PPE is maintained to keep them operational and compliant with OHS regulations.
3. Report hazards and risks.	3.1 **Hazards** and risks are identified, assessed and controlled. 3.2 Incidents arising from hazards and risks are reported to designated authority.
4. Respond to emergencies	4.1 Alarms and warning devices are responded. 4.2 Workplace **emergency procedures** are followed. 4.3 **Contingency measures** during workplace accidents, fire and other emergencies are recognized and followed in accordance with organization procedures. 4.4 Frist aid procedures is applied during emergency situations.
5. Maintain personal well-being	5.1 OHS policies and procedures are adhered to. 5.2 OHS awareness programs are participated in as per workplace guidelines and procedures. 5.3 Corrective actions are implemented to correct unsafe condition in the workplace. 5.4 **"Fit to work" records** are updated and maintained according to workplace requirements.

Range of Variables	
Variables	**Range** (may include but not limited to):
1. OHS Policies	1.1. Bangladesh standards for OHS 1.2. Fire Safety Rules and Regulations 1.3. Code of Practice 1.4. Industry Guidelines
2. Safe Operating Procedures	2.1 Orientation on emergency exits, fire extinguishers, fire escape, etc. 2.2 Emergency procedures 2.3 First Aid procedures 2.4 Tagging procedures 2.5 Use of PPE 2.6 Safety procedures for hazardous substances
3. Safety Signs and symbols	3.1 Direction signs (exit, emergency exit, etc.) 3.2 First aid signs 3.3 Danger Tags 3.4 Hazard signs 3.5 Safety tags 3.6 Warning signs
4. Personal Protective Equipment (PPE)	4.1 Gas Mask 4.2 Gloves 4.3 Safety boots 4.4 Face mask 4.5 Overalls 4.6 Goggles and safety glasses 4.7 Sun block 4.8 Chemical/Gas detectors
5. Hazards	5.1 Chemical hazards 5.2 Biological hazards 5.3 Physical Hazards 5.4 Mechanical and Electrical Hazard 5.5 Mental hazard 5.6 Ergonomic hazard
6. Emergency Procedures	6.1 Fire fighting 6.2 Earthquake 6.3 Medical and first aid 6.4 Eevacuation
7. Contingency measures	7.1 Evacuation 7.2 Isolation 7.3 Decontamination
8. "Fit to Work" records	8.1 Medical Certificate every year 8.2 Accident reports, if any 8.3 Eye vision certificate

Evidence Guide
The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency

1. Critical aspects of competency	Assessment required evidence that the candidate: 1.1 stated OHS policies and safe operating procedures

	1.2	followed safety signs and symbols
	1.3	used personal protective equipment (PPE)
	1.4	maintained workplace clear and tidy
	1.5	assessed and Controlled hazards
	1.6	followed emergency procedures
	1.7	followed contingency measures
	1.8	implemented corrective actions
2. Underpinning knowledge	2.1	Define OHS
	2.2	OHS Workplace Policies and Procedures
	2.3	Work Safety Procedures
	2.4	Emergency Procedures
	2.5	Hazard control procedure
	2.6	Different types of Hazards
	2.7	PPE and uses
	2.8	Personal Hygiene Practices
	2.9	OHS Awareness
3. Underpinning skills	3.1	Accessing OHS policies
	3.2	Handling of PPE
	3.3	Handling cleaning tools and equipment
	3.4	Writing report
	3.5	Responding to emergency procedures
4. Required attitude	4.1	Commitment to occupational health and safety
	4.2	Sincere and honest to duties
	4.3	Promptness in carrying out activities
	4.4	Environmental concerns
	4.5	Eagerness to learn
	4.6	Tidiness and timeliness
	4.7	Respect of peers and seniors in workplace
	4.8	Communicate with peers and seniors in workplace
5. Resource implications	5.1	Workplace
	5.2	Equipment and outfits appropriate in applying safety measures
	5.3	Tools, materials and documentation required
	5.4	OHS Policies and Procedures
6. Methods of assessment	Competency should be assessed by:	
	6.1	Written test
	6.2	Demonstration
	6.3	Oral Questioning
	6.4	Portfolio
7. Context of assessment	7.1	Competency assessment must be done in NSDA accredited assessment centre
	7.2	Assessment should be done by a NSDA certified/nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of qualification under NSQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	**GU008L2V1: Work in a Team Environment**
Unit Descriptor	This unit covers the knowledge, skills and attitudes (KSAs) required in working in a team environment. It includes define team role and scope, identify individual role and responsibility, participate in team discussions and work as a team member.
Nominal Hours	**20 Hours**
Elements of Competency	**Performance Criteria** **Bold & Underlined** terms are elaborated in the Range of Variables
1. Define team role and scope	1.1. Role and objectives of the team are defined 1.2. Team structure, responsibilities and reporting relations are identified from team discussions and other external sources
2. Identify individual role and responsibility	2.1 Individual roles and responsibilities of **team members** are identified 2.2 Reporting relationships among team members are defined and clarified 2.3 Reporting relationships external to the team are defined and clarified
3. Participate in team discussions	3.1 Ideas related to team plans are contributed 3.2 Recommendations for improving team work are put forward
4. Work as a team member	4.1 Effective forms of communication are used to interact with team members 4.2 Communication channels are followed 4.3 OHS practices are followed
Range of Variables	
Variables	**Range** (may include but not limited to):
1. Team Members	1.1 Coach/mentor 1.2 Supervisor/Manager 1.3 Peers/Colleagues 1.4 Employee representative
Evidence Guide The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency	
1. Critical aspects of competency	Assessment required evidence that the candidate: 1.1 demonstrated knowledge in working in a team environment. 1.2 satisfied the requirements mentioned in the 1.3 Performance Criteria and Range of Variables

2. Underpinning knowledge	2.1	Team Structure, Role and Responsibility
	2.2	Individual Members' Roles and Responsibilities
	2.3	Communication Flow and Reporting Structures
	2.4	Team Planning
	2.5	Interpersonal Communication Skills
	2.6	Team Meeting Procedures
	2.7	OHS Practices
3. Underpinning skills	3.1	Identifying the role and responsibility of the team
	3.2	Identifying roles and responsibilities of individual members
	3.3	Participating in team discussions
	3.4	Working as a team member
4. Required attitude	4.1	Commitment to occupational health and safety
	4.2	Sincere and honest to duties
	4.3	Promptness in carrying out activities
	4.4	Environmental concerns
	4.5	Eagerness to learn
	4.6	Tidiness and timeliness
	4.7	Respect of peers and seniors in workplace
	4.8	Communicate with peers and seniors in workplace
5. Resource implications	5.1	Pens
	5.2	Telephone
	5.3	Computer
	5.4	Writing materials
	5.5	Online communication
6. Methods of assessment	Competency should be assessed by:	
	6.1	Written test
	6.2	Demonstration
	6.3	Oral Questioning
7. Context of assessment	7.1	Competency assessment must be done in NSDA accredited assessment centre
	7.2	Assessment should be done by a NSDA certified/nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of qualification under NSQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	GU013L2V1: Practice Housekeeping Procedure
Unit Descriptor	This unit covers the knowledge, skills and attitude required to Practice housekeeping procedure. It specifically includes sorting and removing unnecessary items, arranging items, maintaining work area, tools and equipment, following standardized work process and procedure and performing work spontaneously.
Nominal Hours	10 Hours

Elements of Competency	Performance Criteria **Bold underlined** terms are elaborated in the Range of Variables
1. Sort and remove unnecessary items	1.1 Reusable, recyclable materials are sorted in accordance with company/office procedures 1.2 **Unnecessary items** are removed and disposed of in accordance with company or office procedures
2. Arrange items	2.1 Items are arranged in accordance with company/office housekeeping procedures 2.2 Work area is arranged according to job requirements 2.3 Activities are prioritized based on instructions. 2.4 Items are provided with clear and visible **identification marks** based on procedure 2.5 Safety equipment and evacuation passages are kept clear and accessible based on instructions
3. Maintain work area, tools and equipment	3.1 Cleanliness and orderliness of work area is maintained in accordance with company/office procedures 3.2 Tools and equipment are cleaned in accordance with manufacturer's instructions/manual 3.3 **Minor repairs** are performed on tools and equipment in accordance with manufacturer's instruction/manual 3.4 Defective tools and equipment are reported to immediate supervisor
4. Follow standardized work process and procedure	4.1 Materials for common use are maintained in designated area based on procedures 4.2 Work is performed according to standard work procedures. Abnormal incidents are reported to immediate supervisor
5. Perform work spontaneously	5.1 Work is performed as per instruction 5.2 Company and office **decorum** are followed and complied with 5.3 Work is performed in accordance with OSH requirements
Range of Variables	
Variable	Range (may include but not limited to):

1. Unnecessary items	1.1 Non-recyclable materials 1.2 Pictures, posters and other materials not related to work activity 1.3 Unserviceable tools and equipment 1.4 Waste materials
2. Identification marks	2.1 Color coding 2.2 Labels 2.3 Tags
3. Minor repairs	3.1 Application of lubricants 3.2 Replacement of parts 3.3 Sharpening of tools 3.4 Tightening of nuts, bolts and screws
4. Decorum	4.1 Behavior 4.2 Company/office rules and regulations 4.3 Company/office uniform

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency.

1. Critical aspects of competency	1.1 Sorted and removes unnecessary items 1.2 Arranged items 1.3 Maintained work area, tools and equipment 1.4 Followed standardized work process and procedures 1.5 Performed work spontaneously
2. Underpinning knowledge	2.1 Environmental requirements relative to work safety 2.2 Principles of 5S 2.3 Reading skills required to interpret instructions 2.4 Work process and procedures 2.5 Work-related documentation requirements
3. Underpinning skills	3.1 Arranging items 3.2 Maintaining work area, tools and equipment 3.3 Following standardizing work process
4. Underpinning attitude	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers and seniors in workplace
5. Resource implications	The following resources must be provided: 5.1 Work place Procedure

	5.2 Materials relevant to the proposed activity
	5.3 All tools, equipment, material and documentation required.
	5.4 Relevant specifications or work instructions
6. Methods of assessment	Methods of assessment may include but not limited to:
	6.1 Written test
	6.2 Demonstration
	6.3 Oral questioning
	6.4 Portfolio
7. Context of assessment	7.1 Competency assessment must be done in a training center or in an actual or simulated work place after Completion of the training module
	7.2 Assessment should be done by NSDA certified assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of qualification under NSQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	**GU019L1V1: Deal with Clients/ Customers**
Nominal Hours	**10 Hours**
Unit Descriptor	This unit covers the knowledge, skills and attitudes required to deal with clients. It includes response customer with due respect, perform customer service and ensure customer satisfaction
Elements of Competency	**Performance Criteria** **Bold and Underlined** terms are elaborated in the Range of Variables
1. Response customer with due respect	1.1 Customers required service and needs are responded with due **courteous manner** 1.2 Customer's attitude and psychology is recognized 1.3 Customers queries are responded with patience 1.4 Customers required service and needs are recorded in accordance with workplace procedures 1.5 Payment method is explained and agreed with customers 1.6 Customers are entertained as per workplace procedures
2. Perform customer service	2.1 Customer's security and confidentiality are ensured as per workplace standard 2.2 Customer special needs are identified and ensured in consultation with customer 2.3 Workplace health and hygiene are ensured as per workplace standard 2.4 Customer service is provided as required 2.5 Courtesy kind and sincere services are provided to ensure customers positive impression
3. Ensure customer satisfaction	3.1 Customers comments are requested about service provided 3.2 Possible causes of client/customer dissatisfaction are identified, dealt with and recorded 3.3 Customer satisfaction is reviewed and evaluated as per workplace standard 3.4 Customer service policy is replanted and readjusted based on evaluation 3.5 Customers details are recorded for future contact as per workplace standard
Range of variables	
Variables	**Range** (may include but not limited to):
1. Courteous manner	1.1 Greet customers with brighter smiling face 1.2 Polite greetings 1.3 Use decent words

Evidence Guide	
The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency	
1. Critical aspects of competency	Assessment required evidence that the candidate: 1.1 responded customer with due respect 1.2 performed customer service 1.3 ensured customer satisfaction
2. Underpinning knowledge	2.1. Uniform and personal grooming requirements of the employer and the client 2.2. Occupational Health and safety requirement for the assignment 2.3. Assignment Instructions
3. Underpinning Skills	3.1. Attention to detail when completing client/employer documentation 3.2. Interpersonal and communication skills required in client contact assignments 3.3. Customer service skills required to meet client/customer needs 3.4. Punctuality 3.5. Customer Service 3.6. Telephone Technique 3.7. Problem Solving and Negotiation 3.8. Maintaining Records
4. Underpinning Attitudes	4.1 Commitment to occupational health and safety 4.2 Promptness in carrying out activities 4.3 Sincere and honest to duties 4.4 Environmental concerns 4.5 Eagerness to learn 4.6 Tidiness and timeliness 4.7 Respect for rights of peers and seniors in workplace 4.8 Communication with peers and seniors in workplace.
5. Resource Implications	The following resources must be provided: 5.1 Workplace (simulated or actual) 5.2 Different types of hand tools and power tools 5.3 Work books 5.4 Hand tools and power tools operating and maintenance manuals
6. Methods of Assessment	Methods of assessment may include but not limited to: 6.1 Written test 6.2 Demonstration 6.3 Oral questioning

| 7. Context of Assessment | 7.1 Competency assessment must be done in a training center or in an actual or simulated work place after completion of the training module |
| | 7.2 Assessment should be done by NSDA certified assessor |

Accreditation Requirements

Training Providers must be accredited by NSDA, the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of national skills qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Sector Specific Units of Competencies

Unit Code and Title	SUCS001L2V1: Work in the Informal Sector
Nominal Hours	**20 Hours**
Unit Descriptor	This unit covers the skills, knowledge and attitude required in working in the informal sector. It includes describe the organizational structure within the informal sector, identify processes and procedures, identify tools, equipment and materials, identify workplace practices, and organize own workload, and practice OHS.
Elements of Competency	**Performance Criteria** **Bold and Underlined** terms are elaborated in the Range of Variables.
1. Describe the organizational structure within the sector	1.1 Scope, nature and **major fields** of the informal sector are determined 1.2 The profile of the informal sector in relation to Bangladesh **employment conditions** is determined 1.3 Trends and technologies relevant to the sector are explained. 1.4 Relevant policies and guidelines are identified and interpreted. 1.5 **Instructions** as to procedures in achieving quality are obtained, understood and clarified.
2. Identify processes and procedures	2.1 Informal processes are identified, described and explained. 2.2 Work activities are correctly identified. 2.3 Adjustments are interpreted.
3. Identify workplace requirements	3.1 **Workplace requirements** are identified and clarified. 3.2 Roles and responsibilities of all personnel are described. 3.3 Workplace's practices are identified. 3.4 **Problem-solving strategies** are used to address bottlenecks, inconsistencies and other concerns.
4. Organize own workload	4.1 Own work activities are planned and progress of work is communicated to relevant staff. 4.2 Work activities are completed. 4.3 Difficulties and bottlenecks are identified, and solutions are put forwarded. 4.4 Own work is monitored against workplace standards and areas for improvement identified and acted upon.
Range of Variables	
Variables	**Range** (may include but not limited to):
1. Major Fields	1.1 Food and flea markets 1.2 Street vendors

	1.3	laundromat
2. Employment conditions	2.1	Code of Practice
	2.2	Salary/Wage System
	2.3	Labor Practices
	2.4	Anti-Discrimination Policy
	2.5	Gender Issues
	2.6	Collective Bargaining and Other Practices
	2.7	Awards
	2.8	Procedures for Handling Disputes
	2.9	Innovations in the Sector
3. Instructions	3.1	Specifications and requirements
	3.2	Standard operating procedures
	3.3	Manuals of Instruction
	3.4	Operations Manual
	3.5	Environmental Guidelines
	3.6	Gender and Develop Guidelines
4. Workplace requirements	4.1	Goals and objectives
	4.2	Strategic and Operational Plans
	4.3	Systems and Processes
	4.4	Monitoring and Evaluation
	4.5	Reports and Documentation
5. Problem-solving strategies	5.1	Asking questions
	5.2	Feedback and Feed forward system
	5.3	Reference to Standard Operating Procedures
	5.4	Accessing Information
	5.5	Reviews
	5.6	Brainstorming

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent and recent and meet the requirements of the current version of the Unit of Competency.

1. Critical aspects of competency	Assessment required evidence that the candidate:	
	1.1	demonstrated knowledge in working in the informal sector
	1.2	satisfying all the requirements mentioned in the performance criteria and range of variables
2. Underpinning knowledge	2.1	Scope and major divisions of the informal sector
	2.2	Relevant policies and guidelines in the informal sector
	2.3	Manuals used in the informal sector
	2.4	Relevant terminologies and acronyms
	2.5	Workplace practices
	2.6	Recording and reporting practices

3. Underpinning skills	3.1	Describing the organization structure
	3.2	Identifying informal processes and procedures
	3.3	Identifying tools, equipment and materials
	3.4	Identifying workplace practices
	3.5	Organizing own workload
	3.6	Practicing OHS
4. Underpinning attitudes	4.1	Commitment to occupational health and safety
	4.2	Environmental concerns
	4.3	Eagerness to learn
	4.4	Tidiness and timeliness
	4.5	Respect for rights of peers and seniors in workplace
5. Resource implications	5.1	Pens
	5.2	Telephone
	5.3	Computer
	5.4	Writing materials
	5.5	Online communication
6. Methods of assessment	Competency should be assessed by	
	6.1	Demonstration
	6.2	Oral questioning
	6.3	Written test
7. Context of assessment	7.1	Competency assessment must be done in NSDA accredited assessment centre
	7.2	Assessment should be done by a NSDA certified/nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of any NTVQF qualification. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Occupation Specific Units of Competencies

Unit Code and Title	OU-IS-RSO-01-L3-EN-V1: Interpret sales operations in retail business
Unit Descriptor	This unit covers the skills, knowledge and attitude required to interpret sales operations in retail business. It specifically includes Recognizing sales operations and retail business, Interpreting the types and activities of retail operations and Listing the quality and job responsibilities of a retail sales personnel.
Nominal Hours	30 Hours
Elements of Competency	Performance Criteria **Bold & Underlined** terms are elaborated in the Range of Variables
1. Recognize sales operations and retail business	1.1. Retail business is defined 1.2. **Types of retail business** are identified 1.3. **Prominent sectors of retail business** are identified 1.4. **Pillars of retail business** are recognized 1.5. **Three basic tasks of retailing** are interpreted 1.6. **Terminologies** used in Retail Sales Operations are interpreted
2. Interpret the types and activities of retail operations	2.1 Retail operations are defined 2.2 **Steps of retail sales operations** are identified as per workplace standard
3. List the quality and job responsibilities of a retail sales personnel	3.1 **Qualities of a retail sales personnel** are recognized 3.2 **Job responsibilities** of a retail sales personnel are interpreted
Range of Variables	
Variables	Range (may include but not limited to):
1. Types of retail business	1.1 Supermarkets 1.2 Departmental store 1.3 Discount stores 1.4 Convenience Stores 1.5 Specialty stores 1.6 Chain stores 1.7 Warehouse 1.8 Hypermarket 1.9 Off-price retailer
2. Prominent sectors of retail business	2.1 Food 2.2 Clothing & Textiles 2.3 Consumer Durables 2.4 Footwear 2.5 Jewelry

	2.6	Books-Music-Gift Articles
	2.7	Fuel
	2.8	Electronics
	2.9	Furniture
	2.10	Medical (Pharmacy)
	2.11	Vehicle
3. Pillars of retail business	3.1	Customer engagement transformation
	3.2	Agile digital infrastructure
	3.3	Interconnected warehouses
	3.4	Supply chain optimization
4. Three basic tasks of retailing	4.1	Get people into your store
	4.2	Convert them into customers
	4.3	Operate efficiently
5. Terminologies	5.1	Inventory Management
	5.2	Stocking and Replenishment
	5.3	Inventory Tracking
	5.4	Merchandising
	5.5	Product Placement
	5.6	Visual Merchandising
	5.7	Sales Transactions
	5.8	VAT
	5.9	Point of Sale (POS) Systems
	5.10	Payment Processing
	5.11	Customer Service
	5.12	Customer Assistance
	5.13	Return and Exchange Processes
	5.14	Aesthetics
	5.15	Loss Prevention
	5.16	Security Measures
	5.17	Surveillance Systems
	5.18	Supply Chain Management
	5.19	Procurement
	5.20	Sales Promotions
	5.21	Membership and privilege card
	5.22	Discount
	5.23	Special/ Combo offer
	5.24	Mistry shoppers
6. Steps of retail sales operations	6.1	Step 1 - Greet the Customer
	6.2	Step 2 - Ask key Questions
	6.3	Step 3 - Qualify the Customer
	6.4	Step 4 - Inform about your Products and Services

	6.5	Step 5 - Offer Options
	6.6	Step 6 - Close the Sale
	6.7	Step 7 - Validate Purchase and Thanks giving
7. Quality of a retail sales personnel	7.1	Customer-Focused
	7.2	Communication Skills
	7.3	Active Listening
	7.4	Product Knowledge
	7.5	Continuous Learning
	7.6	Adaptability
	7.7	Flexibility
	7.8	Problem-Solving
	7.9	Sales Skills
	7.10	Positive Attitude
	7.11	Enthusiasm
	7.12	Teamwork
	7.13	Collaboration
	7.14	Appearance and Professionalism
	7.15	Punctuality
	7.16	Technology Proficiency
	7.17	Empathy
	7.18	Understanding Customer Needs
	7.19	Honesty and Trustworthiness
	7.20	Goal-Oriented
8. Job responsibilities	8.1	Greets and interacts with customers
	8.2	Consults with customers to understand their needs and preferences related to merchandise
	8.3	Display and organize products in a store for the customers to locate easily
	8.4	Demonstrates and explains merchandise
	8.5	Selecting and suggesting options suitable for the customers
	8.6	Answers customer's questions about merchandise
	8.7	Help customers in billing and payment processes at the stores counter
	8.8	Serves customers by selling products and meeting customer needs

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency

1. Critical aspects of competency	Assessment required evidence that the candidate:
	1.1 defined retail business and sales operations

	1.2	recognized pillars of retail business
	1.3	interpreted terminologies in retail sales operations
	1.4	identified steps of retail sales operations
	1.5	interpreted job responsibilities of retail sales personnel
2. Underpinning knowledge	2.1	Retail business
	2.2	Sectors of retail business
	2.3	Retail sales operations terminologies
	2.4	Steps of retail sales operations
	2.5	5S of retail operations
	2.6	Quality and job responsibilities of retail sales personnel
3. Underpinning skills	3.1	Defining retail business and operations
	3.2	Identifying sectors of retail business
	3.3	Recognizing qualities and job responsibilities of retail sales personnel
4. Required attitude	4.1	Commitment to occupational health and safety
	4.2	Sincere and honest to duties
	4.3	Promptness in carrying out activities
	4.4	Eagerness to learn
	4.5	Tidiness and timeliness
	4.6	Respect of peers and seniors in workplace
	4.7	Communicate with peers and seniors in workplace
5. Resource implications	5.1	Workplace (simulated or actual)
	5.2	Relevant materials for Retail Sales Operations
	5.3	Paper, pens
6. Methods of assessment	Competency should be assessed by:	
	6.1	Written test
	6.2	Demonstration
	6.3	Oral Questioning
7. Context of assessment	7.1	Competency assessment must be done in NSDA accredited assessment centre
	7.2	Assessment should be done by a NSDA certified/nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of qualification under NSQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	OU-IS-RSO-02-L3-EN-V1: Operate machinery and software
Unit Descriptor	This unit covers the skills, knowledge and attitude required to operate machinery and software. It specifically includes Identifying and using tools and equipment, Practicing and performing software operations and Cleaning and maintaining tools, equipment and workplace.
Nominal Hours	**50 Hours**
Elements of Competency	**Performance Criteria** **Bold & Underlined** terms are elaborated in the Range of Variables
1. Identify and use tools and equipment	1.1 **Tools and equipment** for Retail Sales Operations are identified and listed 1.2 Purpose of using each tools and equipment are interpreted 1.3 Tools and equipment for Retail Sales Operations are used as per SOP
2. Practice and perform software operations	2.1 Computer peripherals are checked as per SOP 2.2 Computer is switched on 2.3 **Software for Retail Sales Operations** are identified and opened 2.4 Activities of software are practiced as per SOP 2.5 Software is used to prepare and maintain **information and bills related documents**
3. Clean and maintain tools, equipment and workplace	3.1 Cleaning of tools and equipment is carried out as per workplace standard 3.2 Tools and equipment is restored as per workplace standard 3.3 Workplace is cleaned and maintained as per SOP
Range of Variables	
Variables	**Range** (may include but not limited to):
1. Tools and equipment	1.1 Point of Sale (POS) System 1.2 Cash Register/POS Terminal 1.3 Barcode Scanner 1.4 Receipt Printer 1.5 Payment card Reader 1.6 Barcode Label Printer 1.7 Handheld Scanner 1.8 CRM Software 1.9 CC Cameras

	1.10	Electronic Article Surveillance (EAS) Systems
	1.11	Two-Way Radios
	1.12	Intercom
	1.13	Electronic Shelf Labels (ESL)
	1.14	Digital Price Tags
	1.15	Cash Counters
	1.16	Queue Displays
	1.17	Digital Signage
	1.18	Surveys and Feedback Forms
	1.19	Mobile Payment Solutions
	1.20	Contactless Payment Terminals
	1.21	Promotional Displays
	1.22	Display Racks and Shelving
	1.23	Wi-Fi Network
	1.24	Weight scale
	1.25	Trolley
	1.26	Baskets
	1.27	Scissors
	1.28	Measurement tape
	1.29	Computer
	1.30	Printer
	1.31	Stock Counting Machine
	1.32	Bone saw machine/ Mincemeat machine
2. Software for Retail Sales Operations	2.1	Point of Sale (POS) Software
	2.2	Inventory Management Software
	2.3	Customer Relationship Management (CRM) Software
	2.4	E-commerce Platforms
	2.5	Supply Chain Management Software
3. Information and bills related documents	3.1	Price tag
	3.2	Labels
	3.3	Bills
	3.4	Reports

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency

1. Critical aspects of competency	Assessment required evidence that the candidate:
	1.1 identified tools, equipment and software
	1.2 used tools, equipment and software

	1.3	prepared and maintained information and bills related documents
2. Underpinning knowledge	2.1	Tools and equipment
	2.2	Software for retail sales operations
	2.3	Information and bills generated by software
	2.4	Clean and maintain tools, equipment and workplace
3. Underpinning skills	3.1	Identifying tools, equipment and software
	3.2	Using tools, equipment and software
	3.3	Preparing and maintaining information and bills related documents
4. Required attitude	4.1	Commitment to occupational health and safety
	4.2	Sincere and honest to duties
	4.3	Promptness in carrying out activities
	4.4	Eagerness to learn
	4.5	Tidiness and timeliness
	4.6	Respect of peers and seniors in workplace
	4.7	Communicate with peers and seniors in workplace
5. Resource implications	5.1	Workplace (simulated or actual)
	5.2	Tools equipment and machinery for Retail Sales Operations
	5.3	Computer
	5.4	Printer
	5.5	Relevant software
	5.6	Signage
	5.7	Forms and formats
6. Methods of assessment	Competency should be assessed by:	
	6.1	Written test
	6.2	Demonstration
	6.3	Oral Questioning
7. Context of assessment	7.1	Competency assessment must be done in NSDA accredited assessment centre
	7.2	Assessment should be done by a NSDA certified/nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of qualification under NSQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	**OU-IS-RSO-03-L3-EN-V1: Identify and perform store room activities**
Unit Descriptor	This unit covers the skills, knowledge and attitude required to identify and perform store room activities. It specifically includes Identifying products in retail stores, interpreting inventory control process, performing store room management and interpreting products safety and quality procedures.
Nominal Hours	**45 Hours**
Elements of Competency	**Performance Criteria** **Bold & Underlined** terms are elaborated in the Range of Variables
1. Identify products in retail stores	1.1 **Products** for retail stores are identified and listed 1.2 Application and use of each product are interpreted 1.3 **Details of products** are elaborated
2. Interpret inventory control process	2.1 Inventory report is interpreted 2.2 **Inventory control procedures** are recognized 2.3 Goods are received as per workplace standard 2.4 Goods are stored as per SOP 2.5 Goods are transferred to sales area as per Front of House (FOH) request 2.6 Expired goods are returned/ disposed off as per workplace standard
3. Perform store room management	3.1 **Store room management for retail stores** are interpreted 3.2 Goods are collected for display preparation 3.3 Labels and price tags are prepared and attached as per workplace standard
4. Interpret products safety and quality procedures	4.1 Products handling procedures are interpreted and maintained 4.2 Goods preservation procedure and techniques are maintained 4.3 Products quality is ensured as per workplace standard
Range of Variables	
Variables	**Range** (may include but not limited to):
1. Products	1.1 Apparel and Lifestyles 1.2 Cosmetics 1.3 Jewelry 1.4 Food and beverages 1.5 Households 1.6 Small appliances 1.7 Electronics 1.8 Groceries

	1.9 Pharmaceutical products
	1.10 Sports
	1.11 Furniture and home decor
	1.12 Vehicle
2. Details of products	2.1 Product's name
	2.2 Origin
	2.3 Uses
	2.4 Alternatives
	2.5 Features, Advantages and Benefits (FAB)
	2.6 Characteristics
	2.7 Properties
	2.8 Date of expiry
3. Inventory control procedures	4.4 Keep track of all product information
	4.5 Do Regular Counts of Inventory
	4.6 Track your sales
	4.7 Create a stock receiving process
	4.8 Create a returns procedure
	4.9 Use powerful inventory management software
4. Store room management for retail stores	4.1 Inventory Management System
	4.2 Categorization and Organization
	4.3 Reorder Point System
	4.4 First-In, First-Out (FIFO) Method
	4.5 First Expired, First Out (FEFO) Method
	4.6 Regular Audits and Cycle Counts
	4.7 Security Measures
	4.8 Temperature and Humidity Control
	4.9 Supplier and Vendor Management
	4.10 Documentation

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency

1. Critical aspects of competency	Assessment required evidence that the candidate:
	1.1 identified products in retail stores
	1.2 interpreted inventory control process
	1.3 performed store room management
	1.4 interpreted products safety and quality procedures
2. Underpinning knowledge	2.1 Products for retail store
	2.2 Detail information of products
	2.3 Inventory report
	2.4 Inventory control procedure
	2.5 Store room management
	2.6 Products handling procedure

3. Underpinning skills	3.1 Identifying products in retail stores
	3.2 Interpreting inventory control process
	3.3 Performing store room management
	3.4 Interpreting products safety and quality procedures
4. Required attitude	4.1 Commitment to occupational health and safety
	4.2 Sincere and honest to duties
	4.3 Promptness in carrying out activities
	4.4 Eagerness to learn
	4.5 Tidiness and timeliness
	4.6 Respect of peers and seniors in workplace
	4.7 Communicate with peers and seniors in workplace
5. Resource implications	5.1 Workplace (simulated or actual)
	5.2 Products
	5.3 Reports and formats
	5.4 Labels and price tags
6. Methods of assessment	Competency should be assessed by:
	6.1 Written test
	6.2 Demonstration
	6.3 Oral Questioning
7 Context of assessment	7.1 Competency assessment must be done in NSDA accredited assessment centre
	7.2 Assessment should be done by a NSDA certified/nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of qualification under NSQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	**OU-IS-RSO-04-L3-EN-V1: Perform Visual merchandising**
Unit Descriptor	This unit covers the skills, knowledge and attitude required to perform visual merchandising. It specifically includes interpreting visual merchandising, collecting materials for display, performing merchandise display and maintaining display.
Nominal Hours	**45 Hours**

Elements of Competency	Performance Criteria **Bold & Underlined** terms are elaborated in the Range of Variables
1. Interpret visual merchandising	1.1 Visual Merchandising is interpreted 1.2 **Importance of visual merchandising** are recognized 1.3 **Elements of visual merchandising** are identified 1.4 Eyelevel display is maintained
2. Collect materials for display	2.1 **Display materials** are identified and collected for display as per workplace standard 2.2 Merchandise are collected, unpacked and checked 2.3 Quality of the products are maintained 2.4 Merchandise are prepared for display as per standard procedure
3. Perform merchandise display	3.1 Location for products display is selected and confirmed 3.2 Merchandise are displayed as per workplace standard 3.3 **Required information** are hanged as per products category 3.4 Safety of the displayed products are ensured as per workplace standard
4. Maintain display	4.1 Regular cleaning is performed to enhance display effectiveness 4.2 Customers visibility is maintained in displayed products and information 4.3 Promotional tags are placed in a way to attract customers 4.4 Display is restocked and rearranged after each sale 4.5 Aesthetical factors are measured and maintained in the displays
Range of Variables	
Variables	**Range** (may include but not limited to):
1. Importance of visual merchandising	1.1 Captures Attention 1.2 Enhances Brand Image 1.3 Encourages Purchase Decisions 1.4 Creates a Memorable Shopping Experience 1.5 Differentiates from Competitors 1.6 Optimizes Store Layout

	1.7 Seasonal and Theme Integration 1.8 Showcases Product Features 1.9 Promotes Cross-Selling and Up-Selling
2. Elements of visual merchandising	2.1 Color 2.2 Maximum Display 2.3 Story telling 2.4 Empty Spaces 2.5 Point of Focus 2.6 Landscaping 2.7 Lighting 2.8 Texture 2.9 Décor
3. Display materials	3.1 Stand 3.2 Fixture 3.3 Shelves 3.4 Mannequins 3.5 Racks 3.6 Hangers 3.7 Display cabinets 3.8 Baskets 3.9 Bins 3.10 Pegboards 3.11 Fridge 3.12 Chillers 3.13 Lighting 3.14 Signage 3.15 Props
4. Required information	4.1 Products name/ Identity 4.2 Manufacturer 4.3 Manufacturing date 4.4 Expiry date 4.5 Seal/ Logo of regulatory body 4.6 Price 4.7 Specification 4.8 Offers

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency

1. Critical aspects of competency	Assessment required evidence that the candidate: 1.1 interpreted visual merchandising 1.2 collected materials for display 1.3 performed merchandise display

	1.4	maintained display
2 Underpinning knowledge	2.1	Visual Merchandising
	2.2	Importance and elements of visual merchandising
	2.3	Eyelevel display
	2.4	Display materials
	2.5	Quality of products
	2.6	Safety of the displayed products
	2.7	Maintain display
3 Underpinning skills	3.1	Interpreting visual merchandising
	3.2	Collecting materials for display
	3.3	Performing merchandise display
	3.4	Maintaining display
4 Required attitude	4.1	Commitment to occupational health and safety
	4.2	Sincere and honest to duties
	4.3	Promptness in carrying out activities
	4.4	Eagerness to learn
	4.5	Tidiness and timeliness
	4.6	Respect of peers and seniors in workplace
	4.7	Communicate with peers and seniors in workplace
5. Resource implications	5.1	Workplace (simulated or actual)
	5.2	Display materials
	5.3	Merchandise
	5.4	Design tracing materials
	5.5	Relevant materials for hand Retail Sales Operations
	5.6	Tools equipment for hand Retail Sales Operations
	5.7	Fabric
6. Methods of assessment	Competency should be assessed by:	
	6.1	Written test
	6.2	Demonstration
	6.3	Oral Questioning
7 Context of assessment	7.1	Competency assessment must be done in NSDA accredited assessment centre
	7.2	Assessment should be done by a NSDA certified/nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of qualification under NSQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	OU-IS-RSO-05-L3-EN-V1: Carryout sales operations
Unit Descriptor	This unit covers the skills, knowledge and attitude required to carry out sales operations. It specifically includes ensuring customer service, performing sales, preparing package for sold goods, handling customer complaints and enhancing customer experience and sales.
Nominal Hours	85 Hours
Elements of Competency	Performance Criteria **Bold & Underlined** terms are elaborated in the Range of Variables
1. Ensure customer service	1.1 Personal grooming and professionalism are ensured as per workplace standard 1.2 **Customers** are welcomed to retail store 1.3 **The GUEST Approach** are maintained as per SOP 1.4 Positive approaches are created to motivate customers
2. Perform sales	2.1 Needs of the customers are asked as per professional techniques 2.2 Buying behavior of the customer is determined 2.3 **Do's and Don'ts** are maintained as per SOP 2.4 Details of the products are interpreted to the customers 2.5 Comparison and alternatives are briefed as per customer's demand 2.6 **Selling techniques** are applied 2.7 Queries of the customers are answered properly 2.8 Polite negotiation is performed if applicable 2.9 **Relevant benefits** are provided if available 2.10 Sell confirmation is ensured by customers
3. Prepare package for sold goods	3.1 Sold goods are prepared for package 3.2 **Packaging materials** are selected and collected as per workplace standard 3.3 Packaging materials are used for sold goods 3.4 Sold package is transferred to the billing counter
4. Handle customer complaints	4.1 **Customer complaints** are identified and interpreted 4.2 Complaints are received as per standard procedure 4.3 Difficult customers are handled carefully as per workplace standard 4.4 **The LAST method** is applied 4.5 Complaints are handled, resolved and reported to the authority 4.6 Shoplifting and related incidents are handled as per workplace standard

5. Enhance customer experience and sales	5.1 Opportunities for making additional sales are recognized 5.2 Customers are convinced to purchase 5.3 Customers are advised to purchase complementary products 5.4 **Promotional offers** are conveyed to customers as per company policy 5.5 Customers are treated warmly in the whole process of selling 5.6 Sales are increased and company's profitability is enhanced 5.7 **After sales service** is ensured as per company policy 5.8 Feedback is taken from repetitive customers
Range of Variables	
Variables	**Range** (may include but not limited to):
1.Customers	1.1 Loyal Customers 1.2 Impulse Buyers 1.3 Bargain Hunters 1.4 Window Shoppers 1.5 Research-Oriented Shoppers 1.6 Indecisive Customers 1.7 Brand-Conscious Shoppers 1.8 Time-Conscious Shoppers 1.9 Return Shoppers 1.10 Tech-Savvy Shoppers 1.11 Social Shoppers 1.12 Service-Seeking Shoppers
2. The GUEST Approach	2.1 Greet every customers 2.2 Understand the customer's needs 2.3 Make Eye contact 2.4 Provide speedy and friendly service 2.5 Say Thank you and Ask them to return
3. Do's and Don'ts	**3.1 Dos:** 3.1.1 Greet Customers Warmly 3.1.2 Listen Actively 3.1.3 Provide Product Knowledge 3.1.4 Be Approachable 3.1.5 Tailor Recommendations 3.1.6 Prioritize Customer Service 3.1.7 Practice Upselling and Cross-Selling 3.1.8 Be Honest and Transparent 3.1.9 Maintain a Clean and Organized Workspace 3.1.10 Follow Up

	3.2	Don'ts:
	3.2.1	Don't Be Pushy
	3.2.2	Don't Assume
	3.2.3	Don't Ignore Customers
	3.2.4	Don't Interrupt
	3.2.5	Don't Neglect Training
	3.2.6	Don't Engage in Negative Behavior
	3.2.7	Don't Disregard Body Language
	3.2.8	Don't make false promise
4 Selling techniques	4.1	Add on
	4.2	Upselling
	4.3	Cross selling
	4.4	Push selling
	4.5	Pull selling
5 Relevant benefits	5.1	Customers loyalty programs
	5.2	Discount and promotion offers
	5.3	Seasonal offers
	5.4	Stock clearance sale
6 Packaging materials	6.1	Woven/ non-woven bag
	6.2	Paper bag
	6.3	Box package
	6.4	Cork sheets
	6.5	Soccer pad
	6.6	Bubble wrap
	6.7	Wooden box
	6.8	Carton
	6.9	Wrapping paper
	6.10	Scorch tape
	6.11	Gift baskets
7 Customer complaints	7.1	Product Quality
	7.2	Service Issues
	7.3	Inventory and Availability
	7.4	Pricing and Billing
	7.5	Store Cleanliness and Organization
	7.6	Policy-related Concerns
	7.7	Wait Times
	7.8	Communication Issues
	7.9	Crowded or Uncomfortable Store Environment
8 The LAST method	8.1	Listen
	8.2	Apologies
	8.3	Solve
	8.4	Thanks

9 Promotional offers	9.1	Discounts
	9.2	BOGO (Buy One, Get One)
	9.3	Flash Sales
	9.4	Loyalty Programs
	9.5	Coupon Codes
	9.6	Clearance Sales
	9.7	Bundle Offers
	9.8	Limited-Time Offers
	9.9	Gift with Purchase
	9.10	Contests and Giveaways
	9.11	Employee Discounts
	9.12	Pre-Sale Discounts
	9.13	Customer Anniversary/Birthday Discounts
10 After sales service	10.1	Product Warranties and Guarantees
	10.2	Product Repairs and Maintenance
	10.3	Customer Helpline/Hotline
	10.4	Returns, Exchange and replace Policies
	10.5	Installation Services
	10.6	Product Training and Education
	10.7	Customer Surveys and Feedback
	10.8	Extended Service Plans
	10.9	Customer Appreciation Programs
	10.10	Remote Assistance
	10.11	Spare Parts Availability
	10.12	Regular Maintenance Services
	10.13	Post-Purchase Communication

Evidence Guide

The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency

1. Critical aspects of competency	Assessment required evidence that the candidate:
	1.1 ensured customer service
	1.2 performed sales
	1.3 prepared package for sold goods
	1.4 handled customer complaints
	1.5 enhanced customer experience and sales
2 Underpinning knowledge	2.1 Personal grooming
	2.2 Welcome customer
	2.3 The GUEST Approach
	2.4 Buying behavior of the customers
	2.5 Do's and Don'ts
	2.6 Selling techniques
	2.7 Queries of customers
	2.8 Negotiation

		2.9 Relevant benefits
		2.10 Packaging materials
		2.11 Goods packaging
		2.12 Customer complaints
		2.13 The LAST Method
		2.14 Additional sales
		2.15 Promotional offers
		2.16 After sales service
3	Underpinning skills	3.1 Ensuring customer service
		3.2 Performing sales
		3.3 Preparing package for sold goods
		3.4 Handling customer complaints
		3.5 Enhancing customer experience and sales
4	Required attitude	4.1 Commitment to occupational health and safety
		4.2 Sincere and honest to duties
		4.3 Promptness in carrying out activities
		4.4 Eagerness to learn
		4.5 Tidiness and timeliness
		4.6 Respect of peers and seniors in workplace
		4.7 Communicate with peers and seniors in workplace
5	Resource implications	5.1 Workplace (simulated or actual)
		5.2 Relevant materials
		5.3 Paper
		5.4 Pen
		5.5 Retail goods
		5.6 Packaging materials
6	Methods of assessment	Competency should be assessed by:
		6.1 Written test
		6.2 Demonstration
		6.3 Oral Questioning
7	Context of assessment	7.1 Competency assessment must be done in NSDA accredited assessment centre
		7.2 Assessment should be done by a NSDA certified/nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of qualification under NSQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Unit Code and Title	OU-IS-RSO-06-L3-EN-V1: Perform payment and transaction activities
Unit Descriptor	This unit covers the skills, knowledge and attitude required to perform payment and transaction activities. It specifically includes completing payment transactions and maintaining customer relationship.
Nominal Hours	30 Hours
Elements of Competency	Performance Criteria **Bold & Underlined** terms are elaborated in the Range of Variables
1. Complete payment transactions	1.1 Cash counter is organized as per workplace standard 1.2 Billing and other machinery are checked 1.3 Body price vs system prices are checked during scanning 1.4 Invoice is prepared as per sold goods 1.5 **Payment method** is asked to the customers 1.6 Payment is received and confirmed as per invoice 1.7 Exchange policy is briefed as per company policy 1.8 Invoice and payment receipt is handed over to the customers 1.9 Closing greetings are carried out as per standard procedure
2. Maintain customer relationship	2.1 Customer relationship is interpreted as per retail business 2.2 Relation is established with customers by maintaining professional ethics 2.3 **Customer database** is created and maintained as per company procedure 2.4 **Modern communication systems** are used to update customers about offers or sending season greetings 2.5 Feedback is taken from customers on previous sales 2.6 Customer relationship is maintained as per workplace standard
Range of Variables	
Variables	**Range** (may include but not limited to):
1. Payment method	1.1 Cash 1.2 Debit cards 1.3 Credit cards 1.4 Electronic Money Transfer 1.5 Mobile Financial Service (MFS) 1.6 Cheque payment 1.7 Gift voucher/ card 1.8 Membership card
2. Customer database	2.1 Name of the customer 2.2 Gender

	2.3 Date of birth
	2.4 Current address
	2.5 Phone number
	2.6 E-mail address
	2.7 Membership ID
3. Modern communication systems	3.1 Social Media Platforms
	3.2 Live Chat
	3.3 Messaging Apps
	3.4 Email Marketing
	3.5 Text/ Voice Messaging
	3.6 Customer Relationship Management (CRM) Systems
	3.7 Feedback and Review Platforms
	3.8 QR Codes

Evidence Guide
The evidence must be authentic, valid, sufficient, reliable, consistent, recent and meet all requirements of current version of the Unit of Competency

1. Critical aspects of competency	Assessment required evidence that the candidate:
	1.1 organized cash counter
	1.2 checked billing and other machinery
	1.3 received payment
	1.4 created customer database
	1.5 taken feedback from customers
	1.6 maintained customer relationship
2 Underpinning knowledge	2.1 Cash counter
	2.2 Billing and other machinery
	2.3 Invoice
	2.4 Payment methods
	2.5 Payment receive
	2.6 Exchange policy
	2.7 Payment receipt
	2.8 Closing greetings
	2.9 Customer database
	2.10 Modern communication systems
	2.11 Customer's feedback
	2.12 Customer relationship
3 Underpinning skills	3.1 Organizing cash counter
	3.2 Checking billing and other machinery
	3.3 Receiving payment
	3.4 Creating customer database
	3.5 Taking feedback from customers
	3.1 Maintaining customer relationship

4 Required attitude	4.1	Commitment to occupational health and safety
	4.2	Sincere and honest to duties
	4.3	Promptness in carrying out activities
	4.4	Eagerness to learn
	4.5	Tidiness and timeliness
	4.6	Respect of peers and seniors in workplace
	4.7	Communicate with peers and seniors in workplace
5. Resource implications	5.1	Workplace (simulated or actual)
	5.2	Relevant materials
	5.3	POS equipment
	5.4	Computer
	5.5	Printer
	5.6	Feedback form
6. Methods of assessment	Competency should be assessed by:	
	6.1	Written test
	6.2	Demonstration
	6.3	Oral Questioning
7. Context of assessment	7.1	Competency assessment must be done in NSDA accredited assessment centre
	7.2	Assessment should be done by a NSDA certified/nominated assessor

Accreditation Requirements

Training Providers must be accredited by National Skills Development Authority (NSDA), the National Quality Assurance Body, or a body with delegated authority for quality assurance to conduct training and assessment against this unit of competency for credit towards the award of qualification under NSQF. Accredited providers assessing against this unit of competency must meet the quality assurance requirements set by NSDA.

Development of Competency Standard

The Competency Standards for National Skills Certificate in Retail Sales Operations Occupation, Level- 3 is developed by NSDA on 12, 13, 14 and 17 December 2023.

List of Members

Sl No	Name and Address	Position in the committee
1.	**Md. Kamrul Hasan** Assistant Manager-HR, Unimart Limited Gulshan-2, Dhaka Mobile: 01811944519 Email: kamrulhasan643@gmail.com	Member
2.	**Md. Akhter Hossain** Technical Manager Skills Development Programme, BRAC Mohakhali, Dhaka Mobile: 01712060278 Email: akhter.civil@gmail.com	Member
3.	**Philomina Gomes** Trainer BRAC, Skills Development Programme, PRIDE Project Mobile: 01859511806 Email: philominarakagomes@gmail.com	Member
4.	**Sakib Ahmed** Area Manager Bangladesh Youth Leadership Centre (BYLC) Mohakhali, Dhaka Mobile: 01737466988 Email: ahmed.sakib21@gmail.com	Member
5.	**Md. Abdul Aziz Munshi**, Informal Sector Specialist, ISISC MezbahUddin Plaza, Mouchak, Dhaka Cell: 01817022909 Email: isiscbd2015@gmail.com or aziz.munshi@gmail.com	Member
6.	**Syed Azharul Haque** Competency Standard Expert National Skills Development Authority (NSDA) Cell: 01711047815 Email: azharulhaque2008@gmail.com	Member

Validation of Competency Standard

The Competency Standards for National Skills Certificate in Retail Sales Operations, Level- 3 is validated by NSDA 16 January 2024.

List of Members

Sl No	Name and Address	Position in the committee	Signature
1.	**Mirza Nurul Ghani Shovon**, Chairman (Informal Sector ISC), Cell:01711263861 Email: isiscbd2015@gmail.com	Chairperson	
2.	**Md. Abdul Aziz Munshi** Informal Sector Specialist, Informal Sector ISC, MezbahUddin Plaza (3rd floor), Mouchak, Dhaka, Mobile:+88 01817022909 Email: isiscbd2015@gmail.com aziz.munshi@gmail.com	Member	
3.	**Md. Nahid Akter,** Head of HR, Training & Administration, Meena Bazar, Dhaka Mobile: 01716139569 Email: mr.mnaktar@gmail.com	Member	
4.	**Rudaba Tazin,** Group Director (HR & Admin) Runner Group, Dhaka Mobile: 01730405005 Email: rudaba.taz@gmail.com	Member	
5.	**Md. Didar Uddin** Branch Manager, Samsung, Dhaka Mobile:01712379411 Email: diadruddin004@gmail.com	Member	
6.	**M Hasan Aupo,** Head of Operations, Artisan, Dhaka Mobile:01796505659 Email: aupouk@gmail.com	Member	
7.	**Md. Akhter Hossain,** Technical Manager, BRAC Skills Development Programme, Dhaka Mobile:01712060278 Email: akhter.civil@gmail.com	Member	
8.	**Philomina Gomes** Trainer BRAC, Skills Development Programme, PRIDE Project Mobile: 01859511806 Email: philominarakagomes@gmail.com	Member	
9.	**Ronald Lanny D Rozario** HRBP, Operations ACI Logistics Shwapno Mobile: 01787688745 Email: rlannydrozario@hotmail.com	Member	
10.	**Kalyan Brata Das** Quality Assurance Officer, BTEB, Dhaka Mobile: 01711507215 Email: kb.das2013@gmail.com	Member	
11.	**Syed Azharul Haque** Competency Standard Expert, National Skills Development Authority (NSDA) Cell: +880 1711047815 Email: azharulhaque2008@gmail.com	Member	

Workshop Minutes

Government of the People's Republic of Bangladesh
Prime Minister's Office
National Skills Development Authority
Level: 10-11, Biniyog Bhaban,
E-6 / B, Agargaon, Sher-E-Bangla Nagar Dhaka-1207, Bangladesh.
Email: ec@nsda.gov.bd
Website: www.nsda.gov.bd.

Minutes of the Competency Standard Validation Workshop on "Retail Sales Operations" Occupation.

Chairman	: Mr. Mirza Nurul Ghani Shovon, Chairman, ISISC
Date	: 16 January 2024
Time	: 9:00 am - 4:00 pm
Place	: ISC Conference Room, NSDA, Biniyog Bhaban, Agargaon, Dhaka-1207

The Chairman welcomed all those present and started the work of the workshop. During the day-long workshop, the competency standard of Retail Sales Operations was reviewed and finalized in detail. The activities related to the finalized standard through validation workshop are presented below:

Serial No.	Content of validation	Whether it was appropriate		What actions have been taken if not appropriate?
		Yes	No.	
1	Name and level of occupation	Yes		The name of the occupation has been unchanged as 'Retail Sales Operations'. Level of this CS was considered Level 3.
2	Nominal Hour	Yes		360 hours
3	Unit of Competency	Yes		Name of the units were validated without any change.
4	Element	Yes		Name of the Elements were validated without any change.
5	Performance Criteria		No.	Relevant performance criteria were updated for changed element and some other elements.
3	Variables		No.	Relevant variables were added, changed and updated.
3	Critical Aspect of Competence		No.	Appropriate changes have been made in the critical aspect of competency as per the change of element and performance criteria.
3	Underpinning knowledge		No.	Necessary addition, changings and refinements have been made.
9	Underpinning Skills		No.	Necessary addition, changes and refinements have been made.
10	Attitude	Yes		
11	Resources	Yes		
12	Assessment methods	Yes		
13	Others			▪ The nominal hours of the units of competencies have been readjusted for content consideration. ▪ Overall, the occupation has been included in Level-3 according to NSQF (BNQF 1-6).

Through the above activities, the Competency Standard has been finalized and validated as "**Retail Sales Operations".**

Chairman
Committee on Standard and
Curriculum Validation,
Chairman - ICT ISC