



KERALA STATE RUTRONIX



About Retail Management

Retail Management is the process which helps the customers to procure the desired merchandise from the retail stores for their personal use. It includes all the steps required to bring the customers into the store and fulfill their buying needs.

Retail management saves time and ensures the customers easily locate their desired merchandise and return home satisfied.

Retail management has become one of the fastest growing career in the industry with the tremendous growth in the economy. Retail Market of India is the most attractive and emerging market in the world and has demanded more number of trained professionals in this field.

Retailing is a dynamic industry, comprising a vast variety of sectors and home to some of the world's biggest companies. Candidates with the retail management can start career in supervisory, client communication, merchandise shipment, sales, management and administrative services.



PROGRAM STRUCTURE & COURSE DETAILS

COURSE Name

Certified Course in
Retail & Distribution Management
(CCRDM)

ELIGIBILITY

SSLC

DURATION

3 Months +
1 Month Internship

COURSE FEE

17,000/-*
*GST Applicable

SYLLABUS / MODULE DETAILS

SUB. 1 : FUNDAMENTALS OF LOGISTICS

SUB. 2 : RETAIL MANAGEMENT

Methodology

Theory, Internship & Placement assistance, etc...

Highlights

- The program focuses on developing a career in Retail & Distribution Management
- The program has been designed taking into consideration the needs of both working professional as well as fresher.
- Faculty members include experts from the industry and academic
- Contemporary Study Material

Certification

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Job/ Carrier Opportunities

- Control receipts and store financial reporting
- Devise product promotions
- Establish strong relationships with vendors
- Lead teams to meet sales goals
- Manage inventory
- Manage departmental budgets
- Negotiate vendor terms
- Organize product line reviews
- Oversee implementation of store sales, merchandising and pricing plans
- Resolve customer complaints
- Set prices



Authorised Training Centre of Kerala State Rutronix

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