

Syllabus For FL “off” shops Sales Assistant

Course Name	FL “off” shops Sales Assistant
Course Code	RET/2023/FLSA/259
Level	3
Sector	Retail
Occupation	FL “off” shops Sales Assistant
Job Description	FL “Off” Retail Sales Assistant play the role of provide customer service and contribute to the overall success of the retail environment. It will include managing inventory, restocking shelves and ensuring the store's visual appeal through effective merchandising. They will operate the point-of-sale system, process transactions accurately and handle customer inquiries with professionalism and efficiency.
Course Duration	Total Duration 390 Hrs (T-90, P-180, OJT-60 and ES-60)
Trainees’ Entry Qualification	Grade 10 OR Grade 8 with two year of (NTC/ NAC) after 8 th OR Grade 8 pass and pursuing continuous schooling in regular school with vocational subject OR 8th grade pass with 2 yrs relevant experience OR Previous relevant Qualification of NSQF Level 2 with one yr experience OR Previous relevant Qualification of NSQF Level 2.5 with 6 months experience
Trainers Qualification	Graduate

Structure of Course:

Module No.	Module name	Outcome	Theory (Hrs)	Practical (Hrs)	Total (Hrs)
1	Introduction to the FL “Off”shop Retail Industry	Describe the responsibilities and functions of a FL “Off” shop retail Assistant	10	20	30
2	Product Knowledge	Identify well-known FL “Off”shop brands and their iconic products in the retail market	10	20	30
3	Responsible Alcohol Sales	Explain the principles of responsible service of alcohol, including legal requirements, customer care, and safety measures	10	20	30
4	Customer Service Skills	Communicate effectively with customers, understanding their needs	10	20	30

Module No.	Module name	Outcome	Theory (Hrs)	Practical (Hrs)	Total (Hrs)
		and preferences			
5	Sales Techniques	Explain the sales strategies and techniques specially tailored to the FL “Off” Shops retail industry	10	20	30
6	Inventory Management	Organize and stock shelves in a FL “Off” Shops retail setting, ensuring attractive displays for easy customer access	10	20	30
7	Point-of-Sale System	Describe the Point-of-Sale (POS) systems, including their components, functionalities, and importance in FL “Off”shop retail sales	10	20	30
8	Health and Safety	Apply practices for maintaining cleanliness, preventing hazards, and ensuring a safe shopping environment for customers.	10	20	30
9	Marketing and Promotion	Develop effective promotional strategies for FL “Off” Shops retail	10	20	30
10	OJT	Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	--	60	60
11	Employability Skill	As per guided curriculum	60	--	60
TOTAL:			150	240	390

SYLLABUS:

Module No. 1: Introduction to the FL “Off”shop Retail Industry

Outcome: Describe the responsibilities and functions of a FL “Off”shop retail Assistant.

Theory Content:

- Overview of the FL “Off”shop retail industry
- The role of FL “Off”shop retail sales Assistant
- Ethical considerations and legal regulations related to alcohol sales

Practical Content:

- Create a presentation or report that provides an overview of the FL “Off”shop retail industry
- Interview a FL “Off”shop retail sales Assistant to find out the duties and responsibilities of such professionals
- Create a pamphlet or educational brochure that educates customers on responsible alcohol consumption and legal regulations that affect them.

Tools & Equipment needed:

Laptop, white board, marker, projector

Module No. 2: Product Knowledge

Outcome: Identify well-known FL “Off”shop brands and their iconic products in the retail market

Theory Content:

- Types of FL “Off” Shops (e.g., whiskey, vodka, rum, gin)
- Understanding the characteristics and differences between different FL “Off”shop products
- Recognizing popular brands and their unique features
- Alcohol labels, packaging and pricing

Practical Content:

- Classify different product as whiskey / vodka / rum / gin etc given their product / brand name
- Explain details given in product label with their prices
- Organize a FL “Off”shop tasting event where students can sample different types of FL “Off” Shops and describe the taste, aroma, and characteristics of each FL “Off”shop
- Conduct a blind tasting challenge where participants are given unmarked bottles of various FL “Off” Shops and identify the types, brand, and unique features

Tools & Equipment needed:

Laptop, white board, marker, projector, bottles of FL “Off” Shops samples, tasting glasses, visual aids (posters, slides), handouts or workbooks, replicas or models of popular FL “Off”shop brands’ bottles, tasting notes, flavours and aromas kit, storage containers.

Module No. 3: Responsible Alcohol Sales

Outcome: Explain the principles of responsible service of alcohol, including legal requirements, customer care, and safety measures

Theory Content:

- Responsible service of alcohol
- Recognizing signs of over-consumption and underage drinking
- Strategies for ensuring responsible alcohol sales
- Procedures for cutting off customers and preventing underage sales
- Handling alcohol-related incidents and emergencies

Practical Content:

- Organize role playing exercises where students take on the roles of both customers and servers
- Create a checklist of responsible alcohol service criteria
- Have students create detailed emergencies response plans for various alcohol-related incidents

Tools & Equipment needed:

Laptop, white board, marker, projector, bottles of FL “Off” Shops samples, tasting glasses, visual aids (posters, slides), handouts or workbooks, replicas or models of popular FL “Off”shop brands’ bottles.

Module No. 4: Customer Service Skills

Outcome: Communicate effectively with customers, understanding their needs and preferences

Theory Content:

- Effective communication with customers and interpersonal skills
- Handling customer inquiries and complaints
- Dealing with difficult customers and conflict resolution
- Building rapport and providing a positive shopping experience

Practical Content:

- Demonstrate active listening and ask open-ended questions to understand the customer's preferences
- Create a list of common inquiries and complaints customers might have in a FL "Off"shop retail shop
- Role-play a scenario where a customer is upset or dissatisfied with the purchase
- Include tips on personalizing interactions, creating a welcoming environment, and ensuring product knowledge

Tools & Equipment needed:

Laptop, white board, marker, projector, bottles of FL "Off" Shops samples, tasting glasses, visual aids (posters, slides), handouts or workbooks, replicas or models of popular FL "Off"shop brands' bottles,

Module No. 5: Sales Techniques

Outcome: Explain the sales strategies and techniques specially tailored to the FL "Off" Shops retail industry.

Theory Content:

- Sales strategies and techniques specific to FL "Off"shop retail
- Upselling and cross-selling products
- Creating appealing product displays
- Closing sales and increasing revenue
- Customer engagement and relationship building

Practical Content:

- Visit a local FL "Off"shop retail stores and analyze the store layout and product displays
- Identify opportunities for upselling and cross-selling during your visit
- Design an appealing product display for your chosen FL "Off"shop
- Practice effective closing techniques during the role play scenario

Tools & Equipment needed:

Laptop, white board, marker, projector, bottles of FL "Off" Shops samples, tasting glasses, visual aids (posters, slides), handouts or workbooks, replicas or models of popular FL "Off"shop brands' bottles, storage containers.

Module No. 6: Inventory Management

Outcome: Organize and stock shelves in a FL “Off” Shops retail setting, ensuring attractive displays for easy customer access

Theory Content:

- Stocking and organizing shelves
- Monitoring inventory levels
- Handling product returns and exchanges

Practical Content:

- Visit a local FL “Off”shop retail store and analyze how they organize their shelves
- Choose a particular category of FL “Off” Shops (e.g., whiskey, vodka, wine) and track its inventory over a specific period (e.g., one month)
- Create a hypothetical scenario where a customer wants to return or exchange

Tools & Equipment needed:

Laptop, white board, marker, projector

Module No. 7: Point-of-Sale System

Outcome: Describe the Point-of-Sale (POS) systems, including their components, functionalities, and importance in FL “Off”shop retail sales

Theory Content:

- Operating cash register and electronic payment systems
- Handling transactions, giving change, and issuing receipts
- Preventing theft and fraud

Practical Content:

- Conduct simulated sales transactions using a cash register and electronic payment system
- Create exercises to test students’ ability to give change accurately
- Instruct students to issue receipts for each transaction

Tools & Equipment needed:

Laptop, white board, marker, projector, cash handling kits, cash register

Module No. 8: Health and Safety

Outcome: Apply practices for maintaining cleanliness, preventing hazards, and ensuring a safe shopping environment for customers

Theory Content:

- Ensuring safe and clean store environment
- Handling and disposing of alcohol-related waste properly
- Emergency procedures and first aid

- Type of fire extinguishers

Practical Content:

- Visit a local retail store and assess the cleanliness and safety of the store environment
- Interview the store personnel to understand their emergency procedures
- Operate a fire extinguisher

Tools & Equipment needed:

Laptop, white board, marker, projector, Fire extinguisher

Module No. 9: Marketing and Promotion

Outcome: Develop effective promotional strategies for FL “Off” Shops retail

Theory Content:

- Running promotions and special events
- Understanding the importance of marketing in FL “Off”shop retail
- Social media and online marketing

Practical Content:

- Choose a specific FL “Off” Shops or brands to promote
- Develop a marketing plan that covers target audience, marketing goals, strategies for promotion
- Analyze customer data to understand demographics, preferences, and buying behaviour of the store’s clientele

Tools & Equipment needed:

Laptop, white board, marker, projector

Module No. 10: OJT. (60 Hrs)

Outcome: Work in real job situation with special emphasis on basic safety and hazards in this domain.

Practical Content:

Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for **60 Hours**.)

Module No. 11: Employability Skills (60 Hrs)

Key Learning Outcomes

Introduction to Employability Skills

Duration: 1.5 Hours

After completing this programme, participants will be able to:

1. Discuss the Employability Skills required for jobs in various industries
2. List different learning and employability related GOI and private portals and their usage

Constitutional values - Citizenship

Duration: 1.5 Hours

3. Explain the constitutional values, including civic rights and duties, citizenship, responsibility towards society and personal values and ethics such as honesty, integrity, caring and respecting others that are required to become a responsible citizen
4. Show how to practice different environmentally sustainable practices.

Becoming a Professional in the 21st Century

Duration: 2.5 Hours

5. Discuss importance of relevant 21st century skills.
6. Exhibit 21st century skills like Self-Awareness, Behavior Skills, time management, critical and adaptive thinking, problem-solving, creative thinking, social and cultural awareness, emotional awareness, learning to learn etc. in personal or professional life.
7. Describe the benefits of continuous learning.

Basic English Skills

Duration: 10 Hours

8. Show how to use basic English sentences for everyday conversation in different contexts, in person and over the telephone
9. Read and interpret text written in basic English
10. Write a short note/paragraph / letter/e -mail using basic English

Career Development & Goal Setting

Duration: 2 Hours

11. Create a career development plan with well-defined short- and long-term goals

Communication Skills

Duration: 5 Hours

12. Demonstrate how to communicate effectively using verbal and nonverbal communication etiquette.
13. Explain the importance of active listening for effective communication
14. Discuss the significance of working collaboratively with others in a team

Diversity & Inclusion

Duration: 2.5 Hours

15. Demonstrate how to behave, communicate, and conduct oneself appropriately with all genders and PwD
16. Discuss the significance of escalating sexual harassment issues as per POSH act.

Financial and Legal Literacy

Duration: 5 Hours

17. Outline the importance of selecting the right financial institution, product, and service
18. Demonstrate how to carry out offline and online financial transactions, safely and securely
19. List the common components of salary and compute income, expenditure, taxes, investments etc.
20. Discuss the legal rights, laws, and aids

Essential Digital Skills

Duration: 10 Hours

21. Describe the role of digital technology in today's life
22. Demonstrate how to operate digital devices and use the associated applications and features, safely and securely
23. Discuss the significance of displaying responsible online behavior while browsing, using various social media platforms, e-mails, etc., safely and securely
24. Create sample word documents, excel sheets and presentations using basic features

25. utilize virtual collaboration tools to work effectively

Entrepreneurship

Duration: 7 Hours

26. Explain the types of entrepreneurship and enterprises
27. Discuss how to identify opportunities for potential business, sources of funding and associated financial and legal risks with its mitigation plan
28. Describe the 4Ps of Marketing-Product, Price, Place and Promotion and apply them as per requirement
29. Create a sample business plan, for the selected business opportunity

Customer Service

Duration: 5 Hours

30. Describe the significance of analyzing different types and needs of customers
31. Explain the significance of identifying customer needs and responding to them in a professional manner.
32. Discuss the significance of maintaining hygiene and dressing appropriately

Getting Ready for apprenticeship & Jobs

Duration: 8 Hours

33. Create a professional Curriculum Vitae (CV)
34. Use various offline and online job search sources such as employment exchanges, recruitment agencies, and job portals respectively
35. Discuss the significance of maintaining hygiene and confidence during an interview
36. Perform a mock interview
37. List the steps for searching and registering for apprenticeship opportunities

Learning Outcome – Assessment Criteria

Module No.	Outcome	Assessment Criteria
1	Describe the responsibilities and functions of a FL “Off”shop retail Assistant	<p>After completion of this module students will be able to:</p> <p>1.1 Demonstrate comprehensive understanding of the FL “Off”shop retail industry</p> <p>1.2 Describe the primary duties and responsibilities of a FL “Off”shop retail sales Assistant</p> <p>1.3 Explain the significance of responsible sales practices</p> <p>1.4 Identify and explain the relevant legal regulations</p> <p>1.5 Explain strategies for responsible sales and ethical decision making in the FL “Off”shop retail industry</p>
2	Identify well-known FL “Off”shop brands and their iconic products in the retail market	<p>After completion of this module students will be able to:</p> <p>2.1 Identify and categorize various types of FL “Off” Shops</p> <p>2.2 Illustrate the characteristics that distinguish one FL “Off”shop brand from another</p> <p>2.3 Assess customer preferences and needs and use their knowledge of FL “Off” Shops to provide tailored recommendations</p> <p>2.4 Evaluate the success of their recommendations in terms of customer satisfaction and sales</p>

Module No.	Outcome	Assessment Criteria
		2.5 Provide information on the responsible consumption of alcoholic beverages and promote moderation to customers 2.6 Classify different product as whiskey / vodka / rum / gin etc given their product / brand name
3	Explain the principles of responsible service of alcohol, including legal requirements, customer care, and safety measures	After completion of this module students will be able to: 3.1 Explain the key principles and guidelines for responsibly serving alcohol 3.2 Identify and describe observable signs of customers who have consumed too much alcohol or may be underage 3.3 Apply proactive strategies to promote responsible alcohol sales 3.4 Follow legal and ethical standards in the sale of alcohol 3.5 Communicate with customers, including diffusing potential conflicts
4	Communicate effectively with customers, understanding their needs and preferences	After completion of this module students will be able to: 4.1 Communicate product information, including FL “Off” shop types, brands, and recommendations to customers 4.2 Identify customer inquiries about FL “Off” Shops, pricing and availability and respond promptly 4.3 Make document and report recurring customer issues to higher management for process improvement 4.4 Resolve conflicts and maintain a positive customer experience 4.5 Establish a rapport with customers by using appropriate greetings, positive body language, and engaging conversations
5	Execute the sales strategies and techniques specially tailored to the FL “Off” Shops retail industry	After completion of this module students will be able to: 5.1 Explain sales strategies and techniques specific to the FL “Off” Shops retail sales 5.2 Demonstrate their upselling and cross-selling skills in a simulated sales environment 5.3 Create an appealing product display within a budget and evaluate their effectiveness in attracting customers 5.4 Execute sales performance metrics before and after implementing specific strategies to assess the impact on revenue 5.5 Build and maintain strong, long term customer relationships, fostering loyalty and repeat business
6	Organizes and stocks shelves in a FL “Off” Shops retail setting, ensuring attractive displays for easy customer access	After completion of this module students will be able to: 6.1 Maintain an appropriate inventory level for profitability and customer satisfaction

Module No.	Outcome	Assessment Criteria
		6.2 Arrange FL “Off” Shops products on shelves in an organized and visually appealing manner 6.3 Implement methods to track inventory levels 6.4 Follow established policies and procedures for processing product returns and exchanges 6.5 Identify opportunities for minimizing returns and exchanges by addressing common customer concerns
7	Describe the Point-of-Sale (POS) systems, including their components, functionalities, and importance in FL “Off”shop retail sales	After completion of this module students will be able to: 7.1 Demonstrate the ability to operate a cash register and electronic payment systems 7.2 Accurately calculate and provide change to customers for cash transactions 7.3 Demonstrate efficient customer service skills while handling transactions, maintaining a professional and courteous attitude 7.4 Identify and explain common theft and fraud risks in a FL “Off”shop retail environment 7.5 Understand the importance of following established security protocols and store policies to maintain a secure retail environment
8	Apply practices for maintaining cleanliness, preventing hazards, and ensuring a safe shopping environment for customers	After completion of this module students will be able to: 8.1 Identify potential health and safety hazards in a FL “Off”shop retail store 8.2 Identify the types of wastes generated in a FL “Off” Shops retail store 8.3 Demonstrate the correct techniques for handling and disposing of alcohol-related waste materials 8.4 Identify the key elements of an emergency action plan for a FL “Off” Shops retail store 8.5 Identify potential violations of health and safety regulations in a FL “Off” Shops retail store 8.6 Use a fire extinguisher
9	Develop effective promotional strategies for FL “Off” Shops retail	After completion of this module students will be able to: 9.1 Plan and execute effective promotions and special events in the FL “Off” Shops retail industry 9.2 Explain how marketing strategies impact customer choices and preferences 9.3 Illustrate the link between marketing efforts and increased sales and revenue 9.4 Utilize social media platforms to enhance the promotion of FL “Off” Shops retail products 9.5 Describe the principles of online marketing, e-commerce 9.6 Utilize digital channels to reach and connect with a wider customer base
10	OJT	Assessor will check report prepared for this component of Practical training of the course and assess whether competency has been developed to work in the real job situation with special emphasis

Module No.	Outcome	Assessment Criteria
		on basic safety and hazards in this domain. (The trainee is expected to undertake work in actual workplace under any supervisor / contractor for 60 Hours.)
11	Employability Skill	As per guided curriculum

List of Tools, Equipment & materials needed for 30 Trainees (Practical)

Sl No	Items Name	Specification	Qty
A. THEORY / CLASS ROOM			
1	Instructor's table with glass top	6 feet x 4 feet	1Nos.
2	Revolving Chair for Classroom		1Nos.
3	Instructor's revolving with arm chair		2Nos.
4	Visitor's chair		2Nos.
5	Class room chairs (armless)		30 Nos.
6	Class room table single / Dual desk		30 /15 Nos.
7	Almirah steel (major)	6" / higher	02 Nos.
8	Steel Cupboard	180 x 90 x 45 cm	02 Nos.
9	Steel Cupboard	120 x 60 x 45 cm	02 Nos.
10	Book Shelf with lock		02 Nos.
11	Magnetic White Board	6' x 4'	2Nos.
12	Working table size	1250x950	2nos
13	Students Lockers	with 8 compartments	4Nos.
14	Wooden Chest of Drawers		5Nos.
15	First Aid Box		01 No.
16	Fire Extinguisher		01 No.
17	Wall Clock		01 No.
B. TRAINEES TOOL KIT			
18	Desktop / laptop/ Notebook/ PC	Latest Configuration	10 Nos.
19	Printer (any basic model) and Printer Table		1 No. each
20	Office Packages (MS Word, MS Power Point, MS Excel, MS Outlook)		10 Nos.
21	Computer Table		10 Nos.
22	LCD Projector along with screen		10 Nos.
23	Flip Chart, Marker		1 No.
24	broadband connectivity	broadband connectivity	1 No.
25	Personal Protection Equipment	Gloves, safety shoes, goggles, ear plugs, boiler suit	30
26	Workshop Safety	Fire Extinguishers, First Aid Kits, Safety Signs,	1

Sl No	Items Name	Specification	Qty
A. THEORY / CLASS ROOM			
		SOP charts on safety norms and drills, charts of Do's and Don'ts in work area	
27	Sample Reports and Documents	checklist, Reporting forms, Incident reports etc, Caution boards	1
28	All types of packaging tools and materials		1
29	Sample bottles of different available brand / product with labelling		1 set
30	Replicas or models of popular FL "Off"shop brands' bottles		2 sets

Marks Distribution

Outcome	Outcome code	Total Th marks	Total Pr marks	Total OJT marks
Describe the responsibilities and functions of a FL "Off" shop retail Assistant	RET/3205/OC1	20	70	0
Identify well-known FL "Off"shop brands and their iconic products in the retail market	RET/3205/OC2	10	70	0
Explain the principles of responsible service of alcohol, including legal requirements, customer care, and safety measures	RET/3205/OC3	20	70	0
Communicate effectively with customers, understanding their needs and preferences	RET/3205/OC4	20	70	0
Explain the sales strategies and techniques specially tailored to the FL "Off" Shops retail industry	RET/3205/OC5	10	70	0
Organize and stock shelves in a FL "Off" Shops retail setting, ensuring attractive displays for easy customer access	RET/3205/OC6	20	70	0
Describe the Point-of-Sale (POS) systems, including their components, functionalities, and importance in FL "Off"shop retail sales	RET/3205/OC7	20	80	0
Apply practices for maintaining cleanliness, preventing hazards, and ensuring a safe shopping environment for customers.	RET/3205/OC8	20	80	0
Develop effective promotional strategies for FL "Off" Shops retail	RET/3205/OC9	10	70	0
Work in real job situation with special emphasis on basic safety and hazards in this domain (OJT).	RET/3205/OC10	0	0	150
Employability Skills – 60 Hrs	DGT/VSQ/N0102	50	0	0