Centre for CONTINUOUS PROFESSIONAL DEVELOPMENT

SOL PLAATJE UNIVERSITY

Light from Africa - for Humanity · Lesedi la Afrika - go Batho · Lig uit Afrika – vir die Mensdom

Introduction to Retailing

(Certificate of Competence)

Note: This course can also be customised and offered on an in-house basis

ENQUIRIES: ccpd@spu.ac.za

Course Duration	40 contact hours
Entry level requirements and rules of admission	NSC or equivalent NQF 4 qualification

The retail industry is nationally one of the largest employers. There are various levels at which retail businesses operate in the province, from small owner operated (SPAZA shops), independent shops and professional retailers that have a national and even an international market footprint. The retail business sector is undergoing rapid transformation and in the Northern Cape it is the fourth largest after mining, agriculture, public service (provincial & local government and is the fastest growing economic sector in the province.

Having formal retail businesses management training will improve the participants' employability, career progression and will in general assist with starting their own retail businesses and managing these successfully. In this way, participants will be in a better position from which to make positive contributions in their communities and beyond.

This course seeks to introduce participants to the fundamentals of basic retail management including principles, key concepts, as well as tools and techniques required to successfully operate and manage a retail business. The purpose of this course is to enable students to gain insight into the world of retailing and issues which every retailer should be aware of, such as the retail environment, the selection of the right suppliers, location and storage, the correct amount of merchandise to stock and various strategies to market and sell the product such as pricing for the product, the right level of service and retail promotion.

Furthermore, the short course aims to equip learners with knowledge and skills to enter a retailing environment and to be able to contribute immediately to store management. Successful learners will have gained basic knowledge and understanding of all crucial aspects of managing a retail store including sales skills, merchandise buying and the management of human resources.

COURSE OVERVIEW:

Course Content	This course covers the following: **Part 1: Introduction to Retail** • Role of retailing • Retail environment **Part 2: Retail activities** • Consumer behaviour • Layout and design • Location • Communication • Pricing strategies • Digital/Multichannel /Online Retailing • Merchandise management
Specific Outcomes	**Outcome 1:** By the end of this module the students should be able to: • Describe the dynamic nature of retailing

- Explain the major population and demographic trends and highlight their impact on retailing practices
- Discuss the changes taking place in the retail environment and the potential impact on retailers
- Identify and discuss the developments in retail outlet types.

Outcome 2: By the end of this module the students should be able to:

- Spell out the importance of location in retailing
- Examine the principles used to make a decision on the retail location
- Describe major location alternatives available to retailers
- Provide an overview of the most important factors that influence retail location
- Explain the importance and suitable methods of market area demarcation and evaluation
- Explain how to assess and select a retail site
- Identify and assess the major aspects when considering a location in a shopping centre
- Describe why and how a network of retail outlets should be developed

Outcome 3: By the end of this module the students should be able to:

- Describe the consumers motives for shopping
- Compare different types of shoppers
- Explain the classification of products based on consumer shopping habits
- Examine perceived risk and its influence on consumer behaviour
- Explain the retail outlet selection process of consumers
- Describe the factors that influence consumer behaviour
- Discuss consumer behaviour under certain conditions
- Compare different models of consumer behaviour
- Differentiate impulse buying from other buying processes

Outcome 4: By the end of this module the students should be able to:

- Describe ideal utilisation and productivity.
- Describe continuous operational service delivery.
- To perform the relevant management functions.
- Gain an overview of the merchandise management process
- Describe the various types of merchandise that can be offered by retailers
- Outline the meaning of category management as well as the advantages of making use of it
- Compare various forms of branding and the advantages and disadvantages of each form
- Develop an understanding of the methodology involved in planning merchandise assortments to satisfy the target market and obtain a profit

	Outcome 5: By the end of this module the students should be able to: • By the end of this learning unit participants should be able to: • Develop a stakeholder profile • Manage the operational actions and incidents to build stakeholder relations • Define and describe major elements of the retailing communication mix • Identify objectives of retail advertising • Address advantages/disadvantages of the retailing communications mix • Describe types of sales promotion **Outcome 6:** By the end of this module the students should be able to: • Describe the various objectives of retail pricing • Describe the different pricing strategies a retailer can adopt. • Explain the relationship between retail price and demand for merchandise • Determine price elasticity of different merchandise • Identify the factors that may influence price sensitivity of different customers • Calculate retail prices using mark-up and margin formulas. • Conduct a break-even analysis • Discuss the different types of price adjustments retailers are likely to engage in • Discuss the legal and ethical issues retailers need to consider when setting prices
Critical cross-field outcomes	The following will be covered in the course: 1. Identify and solve problems 2. Organise and manage themselves 3. Collect analyze and evaluate information 4. Communicate effectively 5. Use science and technology effectively 6. Recognize problem solving contexts 7. Reflect and restore effective learning strategies 8. Explore education and career opportunities 9. Develop entrepreneurial opportunities
Teaching and learning strategies	• This course can be offered in a full contact or hybrid mode, allowing for online engagements and activities. • Individual/group project: Students will be presented with real-life problems/case studies to work with. Students may be asked to

work independently, in pairs, or as part of a small team to submit a piece of work that will count towards their overall assessment.

- An essential part of the learning activities would be to engage the participants. The course will focus on active learning strategies. One approach will be peer teaching, where participants will demonstrate digital implementations to their peers and receive feedback. Group discussions and flipped classrooms will also be used.