



Store Operations

Objectives of the Course

Store Operations provides the learner with an excellent overview of the organization, functions and concerns of Store Operations within a modern retail business.

Target Audience

The **Store Operations** course is designed for store managers and their direct reports, new area managers and potential store managers. Companies selling and marketing store operations solutions to retailers will also find the program valuable.

By the end of the course, learners will be able to do the following:

- Describe the organization structure of the Store Operations function and who is responsible for what.
- Explain the key performance indicators used to evaluate Store Operations performance.
- Describe a wide range of business processes involved in the successful operation of a chain of stores.
- Describe a wide range of business processes performed at the corporate headquarters by Store Operations management.

Store Operations is an online course and includes a variety of interest generating features and pre- and post-tests for each lesson. The course takes 8 to 12 hours to complete, depending on the learner. The cost is \$884 per learner for a one-year license.

Course contents include:

- Lesson 1 - Course Overview**
- Lesson 2 - Store Operations Overview**
- Lesson 3 - HQ Functions**
- Lesson 4 - Stores**
- Lesson 5 - Store Inventory Management**
- Lesson 6 - Loss Prevention & Store Security**
- Lesson 7 - Human Resources**

NRF University wired®, developed through a partnership between NRF Foundation, Cornerstone OnDemand, CareerBuilder, and Sun Microsystems, is an eLearning platform created to disseminate quality education and training specifically for retail professionals at all levels across all retail formats. This course was developed by Martec International.

Store Operations Outline

Lesson 1: Course Introduction

- 1.1 How to use this course
- 1.2 About Martec

Lesson 2: Store Operations Overview

- 2.1 Store operations overview pre-test
- 2.2 Store operations structure and HQ functions
- 2.3 Store management
- 2.4 Space management
- 2.5 Store administration and physical plant maintenance
- 2.6 Loss prevention
- 2.7 Human resources
- 2.8 Technology overview
- 2.9 Use of KPIs in analyzing performance
- 2.10 Evaluating store locations
- 2.11 Store operations overview Post test

Lesson 3: HQ Functions

- 3.1 HQ functions pre-test
- 3.2 Sales planning
- 3.3 Competition analysis
- 3.4 Customer research
- 3.5 Customer relationship management
- 3.6 Space management
- 3.7 Store layout/planograms
- 3.8 Expense planning and management
- 3.9 HQ functions Post-test

Lesson 4: Stores

- 4.1 Stores pre-test
- 4.2 Customer service
- 4.3 Sales floor functions
- 4.4 Customer special orders
- 4.5 Store promotions
- 4.6 Other back office
- 4.7 Self-scanning
- 4.8 Stores Post Test

Lesson 5: Store Inventory Management

- 5.1 Store inventory management pre-test
- 5.2 Merchandise receiving
- 5.3 Vendor managed inventory
- 5.4 Brokers and wholesalers
- 5.5 Direct Store Delivery
- 5.6 Taking inventory
- 5.7 Markdown management
- 5.8 Store inventory management Post-test

Lesson 6: Loss Prevention & Store Security

- 6.1 Loss prevention and store security pre-test
- 6.2 Overview
- 6.3 Loss prevention
- 6.4 Store security
- 6.5 Loss prevention approaches
- 6.6 Loss prevention technology
- 6.7 Loss prevention & store security Post- test

Lesson 7: Human Resources

- 7.1 Human resources pre-test
- 7.2 Human resources overview
- 7.3 Human resources systems
- 7.4 Training
- 7.5 Policy & news communication
- 7.6 Human resources Post- test