

# RETAIL MANAGER

Retail Managers manage a retail outlet's day to day functioning around selling of goods and services. They are responsible for the success of any retail store. A retail manager supervises store employees, maintains customer satisfaction, and oversees inventory and stock management.

## PERSONAL COMPETENCIES



- You have excellent communication skills
- You like to try to persuade or influence people
- You enjoy coordinating and planning
- You enjoy solving problems



## ENTRY PATHWAY

1. Complete 10+2 with any subject combination
2. Complete Bachelor's degree (B.B.A.) in Retail Management

OR

Complete Bachelor's degree in Retail Management and then pursue a Post Graduate Diploma in Retail Management/Marketing

OR

Complete Bachelor's degree in Retail Management and then pursue MBA in Retail Management

For admissions for Bachelor's degree, you must qualify in one of these entrance examinations: CUET, SET etc. and for Post graduate degree, you must qualify in any of the following exams: CAT/ XAT/ GMAT/ SNAP/ NMAT/ CMAT.

*Please check the duration of the course during enrolment*



The approx. course fee ranges between **INR 20,000 - INR 4,00,000\***

*\*These figures are estimated numbers and will vary from Institute to Institute.*

## SCHOLARSHIPS

• **National Scholarship Portal** - Visit [www.scholarships.gov.in](http://www.scholarships.gov.in). Under this portal there are Central Government schemes, UGC/AICTE Schemes and Assam Government Schemes offered by different departments\*

• Visit [www.buddy4study.com](http://www.buddy4study.com) for details on available scholarships. This is a gateway to scholarships starting from Class XI\*

• Scholarships are also available in the institutes based on merit\*

*\*(Availability of these scholarships can vary from time to time)*

## LOANS

• VidyaLakshmi, [www.vidyalakshmi.co.in](http://www.vidyalakshmi.co.in), is a portal for students seeking education loan. This portal has been developed under the guidance of the Department of Financial Services, (Ministry of Finance), Department of Higher Education (Ministry of Human Resource Development) and Indian Banks Association (IBA)

• All banks give education loans



## EXPECTED INCOME

*\*These figures are taken from NCS and are indicative and subject to change*

The approx. salary of a Retail Manager ranges between **INR 15,000 - 35,000\*** per month for a new entrant and between **INR 35,000 - 60,000\*** per month for candidates with experience.

Source:[bit.ly/3HiUq7U](https://bit.ly/3HiUq7U)



## WHERE WILL YOU WORK

**Places of Work:** Retail companies-stores, Showrooms, Supermarkets, Department store, Small retail businesses.

**Work Environment:** You will work in a desk and office oriented environment with supervisory responsibilities. You will need to supervise a team of Senior Executives and Executives. Some travelling may be involved. You are expected to work 5 to 6 days a week and 8 to 9 hours per day. This varies from organization to organization.

*Opportunities for work exist for differently abled in this field.*

### EXPECTED GROWTH PATH

Salesperson → Sales Supervisor, Retail Trade → Manager, Retail Trade → General Manager, Retail Trade → Director, Retail Trade → Working Proprietor, Retail Trade

## WHERE WILL YOU STUDY?

**This course is offered by the Department of Management.**

This list of institutes is indicative only

### GOVERNMENT INSTITUTES

1. Tezpur University, Tezpur
2. Lala Lajpat Rai College of Commerce and Economics, New Delhi
3. Shaheed Sukhdev College of Business Studies, Delhi
4. Jamia Millia Islamia, Delhi
5. Sydenham College of Commerce and Economics, Mumbai
6. Sonapur College, Guwahati
7. Assam Skill Development Mission, Guwahati (Certificate)
8. Abhayapuri College, Abhayapuri

### PRIVATE INSTITUTES

(Please check if institute is affiliated and accredited with UGC before applying)

1. Christ University, Bangalore
2. Amity International Business School, Noida
3. Royal Global University, Guwahati
4. Faculty of Management, Rajasthan
5. Loyola College, Chennai
6. MCM DAV College for Women, Chandigarh
7. Dr. DY Patil Arts Commerce and Science College, Pune 83. Madras Christian College, Chennai
8. XLRI, Jamshedpur

Information on the institute rankings can be found at - <https://www.nirfindia.org/2022/Ranking.html>

Search keywords...



manager retail trade, retail partner, branch manager retail trade

### DISTANCE LEARNING INSTITUTE

Indira Gandhi National Open University (IGNOU)

### ONLINE COURSE

- NPTEL\* Swayam - [https://onlinecourses.nptel.ac.in/noc22\\_mg51/preview](https://onlinecourses.nptel.ac.in/noc22_mg51/preview)
- Udemy - <https://www.udemy.com/topic/retail-business/>
- Coursera - <https://in.coursera.org/courses?query=retail>

\* NPTEL - National Programme on Technology Enhanced Learning. It is by the Government of India and offers a variety of courses in an audio-video form

### EXAMPLE FROM THE FIELD

**Nandita Sinha** who previously worked at Flipkart took the charge as CEO, Myntra on January 1, 2022. As part of her role, she is responsible for retail strategy and planning, business execution, supply-chain demand and customer satisfaction. Nandita Sinha holds an experience of over 16 years across e-commerce and FMCG. She began her career at Hindustan Unilever Limited and later worked for Britannia Industries.\*

Source: <https://thenewsmen.co.in/high-flyers/nandita-sinha-now-the-ceo-of-myntra/87713>

*\*The above information is for training purposes only and will not be used for any commercial gains*