



# THE BUSINESS OF RETAIL: OPERATIONS & PROFIT

Learners who earn this certification will understand merchandising, marketing, store operations, loss prevention and workplace safety. Learners will master math concepts, including determining pricing strategies and calculating profit and discounts. Best practices for planning and advancing one's career is also covered.

This course is perfect for someone interested in advancing a career or a student needing to better understand how a business is run.

## LEARNING CONCEPTS

These learning concepts offer a general overview of the content areas covered in the Business of Retail: Operations & Profit curriculum. They are not an exhaustive list of the content nor its learning objectives, but serve to categorize the curriculum for each module.

 = New and enhanced content that originally existed within the Customer Service & Sales credential

## Welcome to the Business of Retail

Welcome to Retail

The Retail Ecosystem

Distribution Channels and Retail Ownership

**The Economic Impact of Retail**

Retail Operations Overview

Team, Inventory, and Marketing

Technology, Tools, and Financials

Competitors

## Retail Operations

### Inventory Management

- Supply and Demand
- The Store Inventory Life Cycle
- Conducting Physical Inventory

### Loss Prevention

- External Theft: Shoplifting, Customer Fraud, and Ecommerce Fraud
- Internal Theft: Employee Theft and Employee Fraud
- Operational Errors and Vendor Fraud

### Workplace Safety

- Workplace Safety Policies and Processes
- Common Safety Problems
- Handling Workplace Accidents and Emergencies Situations

## Marketing and Merchandising

### Marketing

- Brand Marketing
- Marketing Plan Components
- Marketing Approaches and Technologies

### Merchandising

- Organizing and Maintaining Product Storage
- Inventory Management Systems
- Visual Merchandising

## The Retail Profit Model

### Calculating Profit

- Financial Results
- Financial Terms
- Gross Profits and Profit Margin Percentages

### Understanding the Impact

- Costs Associated with Retailing
- Determining Product Pricing
- Pricing Strategies

# Building Your Career

## Finding the Ideal Retail Job for You

Exploring Retail Jobs: Crafting an Ideal Resume and Elevator Pitch  
Searching for Jobs Online  
Building and Maintaining Your Network

## Getting Your Ideal Job

Applying for a Job  
The Interview Process  
Reviewing a Job Offer

## Growing Your Skills

Receiving and Applying Feedback  
Acquiring New Skills  
Key Performance Indicators (KPIs)

## Planning and Following a Career Path

Personal Career Planning  
Achieving Career Goals  
Effectively Managing Others

# EXAM BLUEPRINT

The below table provides an overview of the areas (domains) that are most important to be included in the exam and which emphasis is given to each. The domains correspond to knowledge and skills acquired by a learner who has earned the Business of Retail: Operations & Profit. These domains have been identified through a job task analysis and validate the necessary tasks needed for someone to succeed within that job role. The listed domains should not be considered an exhaustive list of the content covered in the curriculum.

The Business of Retail: Operations & Profit	Percent of the Exam
Furthering Your Customer Service Skills*	8%
Preparing For Selling*	21%
Sales Follow-Up Plan*	17%
Operations and Inventory Management**	54%

\*Covered in original Advanced Customer Service & Sales credential  
\*\*New materials



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