Business DNA - **Example Retail Store**

Retailing Household Whitegoods

14-Jun-04

Manage Stock

Maintain Floor Stock Levels
- Identify sold stock
- Identify stock required
- Order stock
- Prepare stock transfers
- Follow-up Outstanding orders

Confirm & Receive Stock
- Prepare for receipt of stock
- Receive stock
- Check stock condition
- Advise exceptions
- Confirm receipt of stock

Manage Delivery of Stock
- Check Stock allocation
- Barcode stock
- Ticket stock
- Placement of stock
- Merchandise stock

Secure & Control Stock
- Secure stock
- Review stock in/out
- Report adjustments
- Prepare stocktake
- Stacktake merchandise

Maintain & Repair Stock
- Check stock received
- Maintain floor stock
- Repair floor stock
- Report major repairs
- Replace damaged merchandise

Merchandise Stock

Maintain Layout
- Create merchandising plan
- Prepare stock for plan
- Action merchandising plan
- Review actioned plan
- Maintain plan-stock security

Price & Ticket Products
- Check received barcodes
- Apply barcodes
- Write tickets
- Place tickets
- Followup outstanding tickets

Clean Store
- Dust products
- Wax products
- Maintain showroom
- Maintain dock
- Manage external cleaners

Display POS Materail
- Assess POS material
- Receive POS material
- Place POS material
- Maintain POS material
- Followup O/S POS material

Assemble Products
- Assess assembly
- Assemble products
- Audit assembly
- External product assembly
- Report on product assembly

Manage Employees

Hire Employees
- Advertise position
- Interview applicant
- Assess applicant
- Hire applicant
- Manage probation period

Train Employees
- Induct employees
- Transfer product knowledge
- Train in selling
- Train on IT systems
- Review training/feedback

Motivate Employees
- Meet regularly with staff
- Monitor sales performance
- Pay sales bonuses
- Review salary
- Promote staff who perform

Review Employee Performance
- Set performance levels
- Discuss performance
- Coach staff
- Council staff
- Terminate where needed

Roster Employees
- Forecast sales budget
- Review special promotions
- Plan staff roster
- Review sales activity
- Review roster

Manage Customers

Greet Customers
- Welcome to store
- Communicate by phone
- Confirm by email
- Manager W'sale referrals
- Handle customer complaints

Know Products
- Communicate product info.
- Understand pricing
- Identify benefits
- Counter objections
- Understand maintenance

Make & Repeat Sales
- Sell (incl. Discounts)
- Upsell all customers
- Input to website design
- Email follow-ups
- Mail special promotions

Solve Customer Complaints
- Identify customer complaints
- Report customer complaints
- Action complaint reports
- Resolve customer complaints
- Follow-up

Make Profits

Manage Costs
- Control rostering wage cost
- Keep delivery costs low
- Control petty casy & stationery
- Manage store expenses
- Manage external cleaners

Manage Delayed Delivery
- Administer back orders
- Control store debtors
- Promote credit financing
- Manage staff discounts

Control Lay-Bys
- Actively sell Lay-Bys
- Sign Lay-by contracts
- Monitor level of Lay-Bys
- Advise Lay-By conditions
- Manage Lay-By cancelations

Secure & Banck Cash Takings
- Maintain check of float
- Securely handle cash
- Manage POS transactions
- Verify cheque identification
- Process end-day banking

Maintain Assets
- Maintain computer hardware
- Maintain computer software
- Maintain fax/phones, etc
- Maintain sundry items
- Maintain equipment

Help Example Only