

Unit



Stock Levels in Storage

One of the challenges in business for a retailer is maintaining stock levels. Stock level means the level of stock required for an efficient and effective control of goods, to avoid over-and under-stocking of goods. The need of inventory control is to maintain the stock of goods as low as possible but at the same time make them available as and when required.

In order to have a smooth inventory management in an organisation and run a retail unit successfully a retailer has to determine various stock levels providing over-and under-stocking. These levels help the organisation to meet the customers' demand and to satisfy their needs. It also enables to avoid unnecessary investment in the inventory.

This unit has been divided into four sessions. The first session deals with maintaining stock levels in retail stores. The second session is devoted to documents required for stock handling. The third session explains about the reporting storage space and the fourth session discusses handling equipments.

SESSION 1: STOCK LEVELS IN RETAIL STORES

Meaning of stock level

Everything which is used to make products, provide services and to run business is part of stock.

Stock level is the different levels of stock required for effective control of materials at a retail store, to avoid over- and under-stocking of materials.

Stock levels in retail store

After receiving goods for storage in the retail store, the responsibility of the store operations assistant or the store keeper increases. The store operations assistant should constantly observe the stock levels of various goods in the retail store to avoid the repercussions of over or under-stocking which are dangerous for the retail organisation. Under-stocking may lead to dissatisfaction of customers owing to non-supply of goods on time, and over-stocking could result in increased stocks of inventory which will ultimately lead to an increase in the cost of storage, insurance, chance of obsolescence, spoilage, theft, etc. Hence, it becomes necessary to maintain a suitable stock level of all types of goods.

Types of stock levels

There are mainly four types of stock levels.



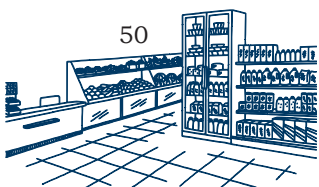
Fig. 3.1 Minimum Stock Level of Goods

Minimum stock level

It is the minimum level of goods that should be maintained by retail to avoid customer dissatisfaction. If the stock in retail store is less than the minimum level then the retailer should immediately order the goods. When the stock goes below the minimum level then it is called under-stocking which is shown in Fig. 3.1.

Maximum stock level

It is the maximum level of goods that is maintained by a retail store. Beyond the maximum level of stock, the retailer should not order more goods, as it may increase the carrying cost. When the stock crosses the maximum stock level it is called over stocking which is shown in Fig. 3.2.



Re-order level

When the quantity of goods reach a certain level then a fresh order is sent to procure new products. The retailer places an order before the goods reach a minimum level.

Danger level

If the stock touches danger levels, then immediate action should be taken to maintain the stocks even if additional cost is incurred in arranging the required goods.

How to check stock levels?

Any business that holds a stock of items for sale, whether for general public or other businesses, keeps an accurate record of all the items in hand. The stock levels, also called inventory, can be checked by using a variety of methods.

- (a) **Stock ledger:** Stock ledger keeps the information of the stock and amount of stock or inventory. It also helps in calculating the percentages of vendor pricing, sales and profits.
- (b) **Bin card:** It is used to keep a track of the number of items.
- (c) **Computerised:** Computerised stock checking systems are used by businesses which wish to have a continually updated list of available stock.



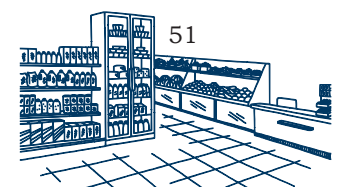
Fig. 3.2 Maximum Stock Level of Goods

Need for managing stock level in retail

The need for maintaining stock levels in retail arise on account of the following reasons.

- It helps in managing the current stock levels, ordered items and products as well as ones already sold.
- It provides a constant supply of products to fulfill customer demand.
- It allows customer retention.
- Customers convert into loyal customers by handling stock levels.

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- It monitors order levels, which indicates the owner and manager to order before the stock ends.
- It avoids over-stocking and under-stocking positions of goods in retail stores.

Practical Exercises

Activity 1

Visit a retail store to know the stock level, the minimum stock level and how to maintain stock levels and prepare stock records.

Materials required

Pen/Pencil, Notebook, Checklist, Questionnaire

Procedure

1. Make groups of four or five students of the class.
2. Ask each group to visit a retail outlet and conduct a survey on the stock levels with a questionnaire.
3. Ask them to prepare a questionnaire related to stock level maintenance in the retail store.
4. Ask them to interact with the store manager of the retail organisation.
5. Ask the following questions and write their reply in not more than 50 words.

Questions

- (a) Which method is used by the retail store for managing the stock level?
- (b) At which level does the retail organisation place an order for new stock?
- (c) What are the problems that you are facing in managing the stock level?
- (d) How do they keep themselves updated with the information about the stock?

Check your Progress

A. Fill in the Blanks

1. Everything which is used to make products, provide services and to run business is part of _____.
2. _____ level provides a steady supply of products to satisfy customer needs.



B. Multiple Choice Questions

1. Stock ledger is _____.
 - a) used to track the amount of stock
 - b) bill of century
 - c) Both a) and b)
 - d) None of the above
2. Bin card is a document _____.
 - a) used in warehouse
 - b) used in inventory
 - c) Both (a) and (b)
 - d) None of the above
3. Minimum Stock level means _____.
 - a) quantity not necessary
 - b) quantity must be maintained in hand all times
 - c) quantity at certain level
 - d) None of the above
4. Danger Level means _____.
 - a) accurate level
 - b) replenish stock
 - c) below stock level
 - d) None of the above
5. Store Operations Assistant's work is to _____.
 - a) constantly observe the stock levels
 - b) no need to observe
 - c) observe once in a year
 - d) None of the above
6. Stock means _____.
 - a) making products and store into warehouse
 - b) any services
 - c) make products, provide services to run business
 - d) None of the above

C. State whether the following are True or False

1. Reordering level lies between minimum level and maximum level.
2. The stock levels are also called inventory control.
3. A lack of items in a store forces the customers to look elsewhere.
4. A bin card is a software that tracks the amount of stock or inventory.
5. Stock levels are not required for an efficient and effective control of material.
6. Under-stocking may lead to dissatisfaction of customers.
7. When quantity of goods is not available till a certain level then a fresh order is sent.



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8. Stock level refers to the different levels of stock which are required for an efficient and effective control of goods.

D. Short Answer Questions

1. The stock level of goods should be as low as possible but at the same time be available when required. How is this done?
2. What are the types of stock levels?
3. How is the stock level accurately managed?

E. Check Your Performance

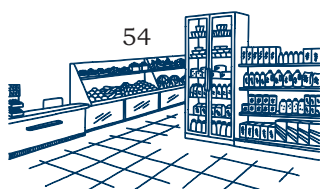
1. Demonstrate the base stock level, minimum stock level and how to maintain stock levels and prepare stock records.

SESSION 2: DOCUMENTS REQUIRED FOR STOCK HANDLING

When stock arrives at the retail store, it usually arrives in a truck or in a container, which needs to be unloaded. Before starting the unloading process, the retail store manager must know about the stocks characteristics. A retailer should ensure that

- the stock is sorted as per the retail store's requirements.
- the stock is recorded as per the retail store's procedures.
- the stock is then checked as per the required documentation.
- the difference between actual stock received and invoiced/ordered stock are identified and reported according to the retail store procedures.
- the relevant documentation is completed as per the retail store procedures.
- the retail organisation systems for receiving and maintaining stock levels must be appropriate.
- goods should be available when required.
- goods must be fit for use/ready to use.
- the method employed is cost effective and wastage is minimum.

The following documents are usually prepared while stock handling.



- (a) **Delivery note:** A delivery note is usually supplied with the goods at the time of delivery (Fig. 3.3). It states what the supplier has actually delivered to the store. Goods delivered are checked against the delivery note to confirm the delivery is correct.
- (b) **Invoice:** Invoice is a legal document that is used at the time of dispatching and delivering the goods to customer (Fig. 3.4). The invoice contains all the information about the goods like the quantity and nature of goods. The invoice is a very important document as it is used to bill the receiving company.
- (c) **Consignment note:** The consignment note is used when the delivery is out to a private carrier (Fig. 3.5). It shows what goods are and issued by carrier for delivery. It is a record of what has actually been sent through the private carrier. It shows the number of containers, boxes, bales or bags of goods, etc. In some cases, the goods in the consignment note are checked with other delivery documents.

The Confectionery Place 107 Sweet Street Shoppers Paradise 0000 ABN XXX XXX		Delivery Note
To, Watts News Shop 15, Retailer Shopping Centre Shoppers Paradise 0000 Purchase Order No. 745		Date : 5 June 2018 Delivery No. 75
Item No.	Details	Qty
3400	Cartons Marvel Mints (12 pack carton)	6
6954	Boxes Giant Jumping Jelly Snakes	2
1060	Cartons Rainbow Gum (Mixed flavours)	10
Received by:		

Fig. 3.3 Template of Delivery Note

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Invoice

DIAMOND PLUMBING

Ph.
PO Box
GC Mail Centre

Rakesh Kumar
538, XYZ

Date :
Due Date :
Invoice#:
P.O.:

Description	Qty.	Rate	Amount
Solar Hot Water System	1	845.00	845.00
Hot Water Tank	1	399.00	399.00
Installation Labour (hrs)	3	30.00	90.00
Total Due by 16/06/2018 Rs.1334.00			

Ph.
PO Box
GC Mail Centre Qld. 4050
ABN 60 235 486 771
www.rbplumbing.com

Remittance Slip

☐ Master Card

☐ Visa

☐ BSB

Card Holders Name : _____

Card Number : _____

Expiry Date: _____

Signature: _____

Bank Name: Qz Bank

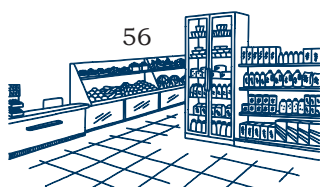
Account#: 11233548

BSB#: 3352

TOTAL AMOUNT DUE: Rs. 1334.00

DUE BY: 16/06/2018

Fig. 3.4 Template of Invoice



RPS

Consignment Note

Contact: Rani Gautam
Depot : Currumbin

JOB NO. 48039

Date : 06/06/2018

Customer: Mohan Kumar

Code : Smith

P/ment Status:

Collected From:

Delivery To:

Contact Phone No.: n/a
Contact Mobile No.: n/a

Driver:

Vehicle: PM28

Trailer: TR2

Instructions Ring Prior to Delivery

Code	Product Description	Qty.	Pal	M ²	Wgt
ABCD Perforated Paper		614	5.68	0.00	7305.463
Totals		614	5.68	0.00	7305.463

"Refer to Terms of Sale overleaf."

Receiver Details

Name :

Date Time: / /

Signed :

OFFICE USE ONLY

Forklift Operator (Unloader) Driver Initials: _____

Comments : _____

Customer Advised for Collection/Date:

Placement in Yard: _____

Date Collected/Delivered: _____

Init: _____

Fig. 3.5 Template of Consignment Note

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Packing Slip

Date	June, 2018
Customer ID	(ABC1234)

Ship To:

Name
Company Name
Street Address
Pincode
Phone

Shipping Address (if Different)

Name
Company Name
Street Address
City ST Zip Code
Phone

Order Date	Purchase Order#	Sales Person	Packing Date
	10000	Rakesh Kumar	Packing Date

[illegible]

Total Quantity of Goods/Boxes

Special Notes

Packed by

Name

Quantity	Manager Name
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Signature	Manager Signature
-----------	-------------------

Thank you for your business!

Should you have any enquiries concerning this packing slip or your goods, please contact Rakesh Kumar on 0-000-000-0000

111, Street, Town/City, Country

Tel: 0-000-000-0000, Fax: 0-000-000-0000, E-mail: grandfurnishings@gmail.com, Web: www.grandfurnishings.com

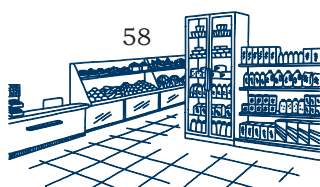


Figure 3.6 Template of Packing Note

STORE OPERATIONS ASSISTANT – CLASS IX

- (d) **Internal packing note:** The internal packing note is used to carry more detail of the stock delivered (Fig. 3.6). It gives the details of outer containers, such as bags, cartons, drums, boxes and pallets. It should have specific information the quantity, type, size, specifications, colors, etc.

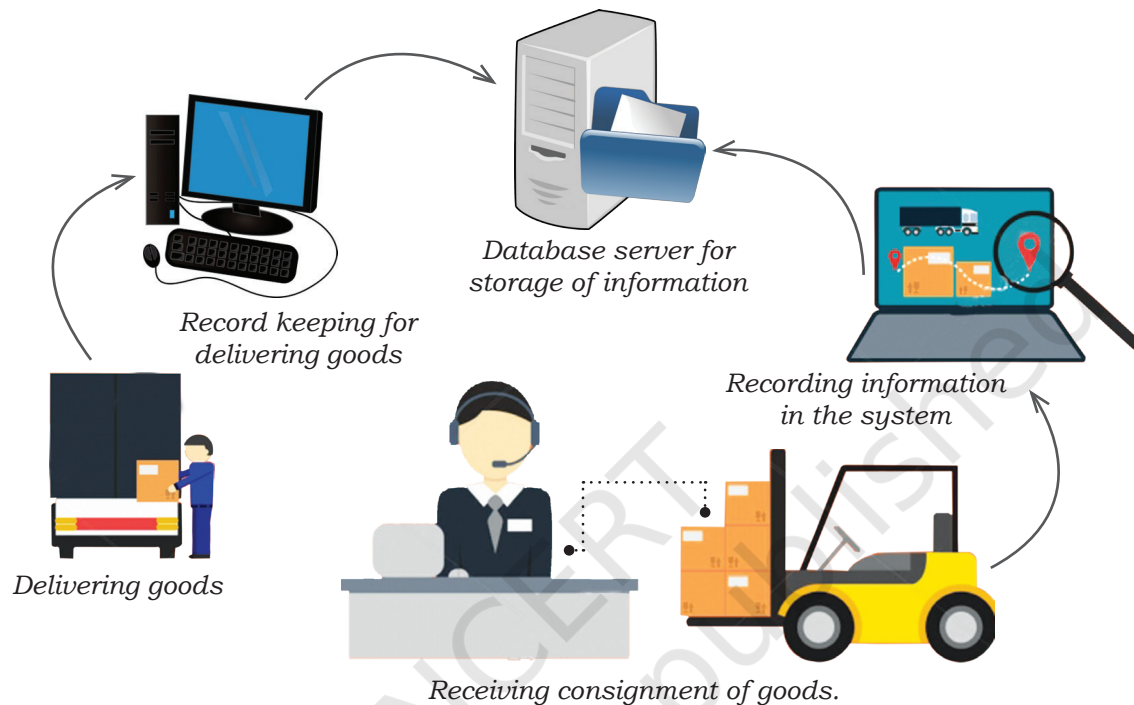


Fig. 3.7 Electronic Data Storage System

- (e) **Electronic data systems:** Many retailers use a special computer for receiving of consignments or goods it is called an automated system. Automated systems cut down on paper work and are very quick in image checking and transferring information (Fig. 3.7).

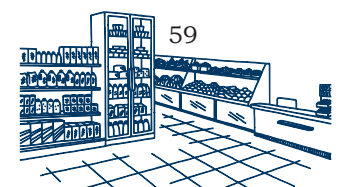
The features of automated system are

- the consignment note is a proof of delivery sent through a computer.
- the consignment note contains barcodes.
- bar coded delivery labels.

Procedure for checking stock levels

In the process of checking stock levels of different products in a retail store, if any variations or problems are identified, store operations assistant must be

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reported to the competent authority. The various remedies which are available to rectify the deviation in the supplies are as follows:

- Replacement
- Credit
- Disposal
- Selling off as seconds
- Repair and charging to supplier
- Return to supplier

Sample stock record sheet is as under:

Table 3.1: Product Details

Product name	Product number	Size	Quantity on hand	Minimum stock level	Quantity on order	Retail price	Cost price
Breeze powder	30387623	250gm	45	30	12	45.95	28.90
Dymo liquid	92837402	175ml	32	15	6	23.75	10.50
Capsules	38263014	275gm	12	6	3	12.45	5.98

Reporting deviations

When a delivery is incorrect or damaged, a damage or shortage report must be completed. This includes:

- The date on which damaged goods were received.
- The shortage that occurred during delivery.
- Whether the goods failed to arrive at the stipulated time.

Practical Exercise

Activity 1

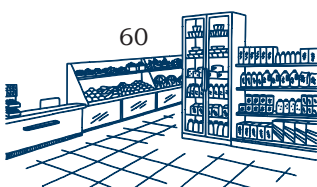
Visit a retail store and observe how documents required for stock handling are prepared.

Materials required

Pen/Pencil, Notebook, Checklist

Procedure

1. Make groups with five students in each group.
2. Ask them to visit a retail store.
3. Conduct an interview the store manager.
4. Prepare a report based on their opinion.



Questions for the Store Manager

- (a) What processes are adopted to receive goods from suppliers?
 (b) What are the problems that you face while handling documents?

Check your Progress**A. Fill in the Blanks**

1. Stock can be checked using a portable electronic _____ device or by a manual count.
2. Goods received are checked against the amount and description stated on the _____.
3. _____ note lists what is sent through the private carrier actually.
4. Many Retailers today use special _____ for receiving of goods.

B. Multiple Choice Questions

1. The purpose of document handling is _____.
 a) to save time
 b) safety of goods
 c) prevent conditions of goods from worsening
 d) matching with required
2. Documents which are required in receiving goods are _____.
 a) delivery report
 b) bill
 c) tax bill
 d) All (a), (b) and (c)
3. What is the main advantage of effective goods moving?
 a) Better control of the flow of goods
 b) Unimproved working conditions
 c) Achieve increased storage requirement
 d) All (a), (b) and (c)
4. Manual moving task includes _____.
 a) taking cartons on and off pallets
 b) moving mobile racks
 c) moving trolleys and cleaning floors and shelves
 d) All (a), (b) and (c)
5. Reducing number of times the object is handled is known as _____.
 a) changing the size of packaging.
 b) providing suitable equipment.
 c) eliminating double handling.
 d) providing a safe workplace layout.



C. State whether the following are True or False

1. Invoices are normally sent with the load of goods.
2. The more sophisticated electronic systems may also include an automatic reorder function.
3. Consignment notes sent through computer are not considered as a proof of delivery.
4. Automated systems cut down on paper work and are very quick in image checking and transferring information.

D. Short Answer Questions

1. Why is documentation necessary in handling goods?
2. What are the elements to be considered while documentation?
3. What is the procedure to check stock levels?
4. What are the major documents in goods handling?

E. Check Your Performance

1. Demonstrate how to prepare the list of documents required for stock handling.

SESSION 3: REPORTING STORAGE SPACE

Concepts of floor plan

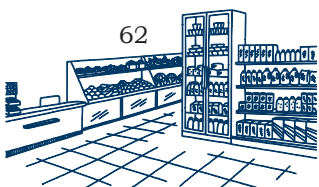
Maintaining the floor plan is one of the duties of a store operations assistant. The floor plan indicates the place where goods or products and customer service are put together and also indicate the movement space for the customer (Fig. 3.8).



Fig. 3.8 Floor Plan



Fig. 3.9 Back Office of Retail Store



Allocating space

Allocating space means allotting a particular place for keeping a specific type of merchandise and facilitating a customer and increasing the sales by satisfying the customer and to give a customer a positive purchase experience.

Types of spaces needed

Shoppers are familiar with the sales floor, but this is not only an element in the retail store with which the planner must be content. There are five main types of floor needs in a store, which are as follows:

- (a) **Back room:** Back room is the space where the extra merchandising is stored (Fig. 3.9).
- (b) **Office and functional spaces:** Every retail store has space for an office, a break room, a training room, and an office for the manager and assistant manager and bathroom facilities for customers and employees and perhaps other area.
- (c) **Aisles, services areas and other non-selling areas of main sales floor:** Some space must be given up for non-selling functions so that a large numbers of shoppers can move through the store. In addition to aisles, space must be given for dressing rooms, layaway areas, service desks and other customer service facilities that cannot be merchandised (Fig. 3.10).



Fig. 3.10 Non-Selling Areas of Store



Fig. 3.11(a) Wall Merchandising



Fig. 3.11(b) Wall Merchandising

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(d) Wall merchandising space: Walls are very important elements of a retail store. Fixtures holding large amounts of goods or merchandise, as well as visual backdrop for merchandise on floor can be put up on walls (Fig. 3.11[a] and 3.11[b]).



Fig. 3.12(a) Floor Merchandising
Place of Store



Fig. 3.12(b) Floor Merchandising
Place of Store

(e) Floor merchandising space: Different types of fixtures can be used to display a variety of goods (Fig. 3.12[a] and 3.12[b]).

The retailer must balance the quest for a better density of merchandise presentation with the ability and functionality of a store. It is because space is the retailer's ultimate scarce resource; rarely can a retailer achieve all of their desired goals.

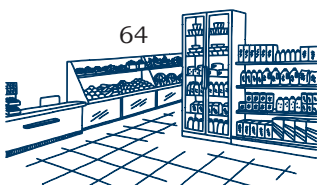
How can retailers use the available space?

In reviewing each of the types of spaces, the retailer's goal is to make the largest possible portion of the space available to hold goods and be shop-able. Following are some tips for using available space:

- One possibility for saving space, especially in a small retail store is to hang the TV on the wall.
- The height of a showcase may vary according to the storage needs and location in which it will be placed.

Reporting requirements for shortage of storage space

Shortage of storage space is a common problem in every retail store. No matter how much storage the retail store



already has, there is always a need for more place to stash the stuff. One of the problems often called upon to solve is finding and organising more storage space in retail stores.

Stock shortages are unexplained differences in the value of goods as determined by physical count, from the goods that the record show should be in hand. When the total value of the stock found during physical stock taking is less than the book value then there is a stock shortage, i.e., an excess of the book stock over physical stock.

(a) Shortage: It is of two kinds—Real (physical) or apparent (clerical).

- (i) *Real shortage:* It occurs when goods are lost to the business in one of a number of ways, such as theft, loss, breakage or spoilage, over-issue and under supply.
- (ii) *Clerical shortage:* It occurs when through faulty checking of goods on reception, a smaller quantity of goods is accepted than actually invoiced and paid for. Unexpected physical shortages are popularly known as either shrinkage or leakage.

Practical Exercise

Activity 1

Visit a retail store and prepare a chart on floor plan, allocate space, handle problems in shortage of space

Materials required

Pen/Pencil, Notebook, Checklist

Procedure

1. Make groups of four or five students in each group.
2. Ask them to visit a retail organisation.
3. Interact with the store manager and take permission to visit the store.
4. Observe how goods are handled in storage in a retail store and prepare a report on it.
5. Observe how spacing is allocated to different functional areas. Prepare a report on the basis of your findings.
6. Identify the special resources that were initiated to use the space effectively.

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7. Prepare a report based on your physical observation.
8. Submit the report to the subject teacher.

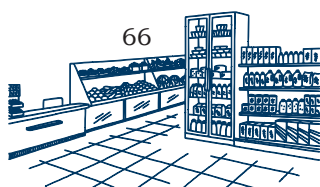
Check your Progress

A. Fill in the Blanks

1. _____ indicates where merchandise and customer service departments are located.
2. The walls are one of the most important elements of a _____.
3. There are _____ types of floor needs in a store.
4. _____ must be given to dressing rooms, layaway areas, service desks, and other customer service facilities.

B. Multiple Choice Questions

1. Floor Plan indicate(s) _____.
 - a) location point
 - b) merchandise & customer service location
 - c) plan of store
 - d) None of the above
2. Space allocation of a store can be based on _____.
 - a) mathematical calculation
 - b) type of Merchandise
 - c) available portion
 - d) None of the above
3. Back Room means _____.
 - a) a receiving area to process
 - b) an area for training
 - c) service area
 - d) None of the above
4. Office space means _____.
 - a) a space used for functional use
 - b) other area
 - c) offices for the manager
 - d) Any others
5. Wall merchandising space _____.
 - a) include dressing rooms
 - b) serve as fixtures for holding merchandise
 - c) wall for security
 - d) Any others
6. Floor merchandising space means _____.
 - a) where retailers ultimately use scarce resources
 - b) only sales floor
 - c) display area
 - d) Any others



7. For Saving Space on sales floor _____.
 - a) hang TV on the wall
 - b) don't hang TV
 - c) don't use shelves
 - d) Any others
8. Real shortage means _____.
 - a) theft, loss, breakages or spoilage
 - b) less order
 - c) actual order
 - d) Any others
9. Unexpected physical shortages are _____.
 - a) shrinkage or leakage
 - b) theft
 - c) dropouts
 - d) Any others

B. State whether the following are True or False

1. A shortage of storage space does not seem to be a problem in retail store.
2. Shoppers are most familiar with the sales floor.
3. Fixtures are not used to display a wide variety of merchandise.
4. One possibility for saving space, especially in a small retail store is to hang the TV on wall.

C. Short Answer Questions

1. Space is a retailers ultimate scare source. How can a retailer utilise space?
2. What is a floor plan?
3. What is allocation of space?
4. What are the types of spaces?
5. How can shortage of storage space be reported?

D. Check Your Performance

1. Demonstrate how to arrange storage space.
2. Practically prepare a chart on floor plan, allocate space, handle problems in shortage of space.

SESSION 4: HANDLING EQUIPMENT

The primary objective of handling in a retail store is to sort according to customer requirements. The three basic handling activities in a retail are receiving, in-storage handling and shipping. The handling of goods

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Fig. 3.13 Trolley



Fig. 3.14 Bags



Fig. 3.15 Baskets



Fig. 3.16 Hand-held Scanner



Fig. 3.17 Labelling Machine

must be done with the proper equipment by experienced and trained staff. The goods handling equipment used in retail stores are cranes, moving trucks, slings, forklifts, hand trolley and pallet jacks.

Meaning of handling equipment

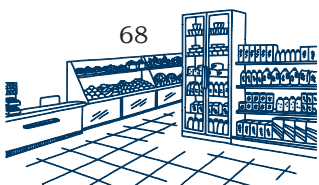
There are various types of equipment used in a retail store for loading and unloading, storing and selling of goods. Equipment is used to handle goods safely.

Types of handling equipment

There are various types of handling equipment, which are used while receiving goods equipments. These are used in store shopping and shipping of goods in a retail store.

The types of handling equipments are:

- (a) **Trolley:** The trolley is very useful for moving small loads of merchandise around the store (Fig. 3.13). It is not really suitable for very heavy loads, because it can be hard to wheel around if it is carrying too much weight. Trolley is a handling equipment to avoid injuries that can be caused by manual handling of large loads.
- (b) **Bags:** Bags are required at the time of shopping and shipping of the goods. When a customer visits a cloth retail store, handbags are provided by the retail store to keep their purchased items. After billing they also provide bags for keeping the goods purchased (Fig. 3.14).
- (c) **Basket:** When a customer wants to buy a small quantity of goods, they can carry a small basket instead of using the trolley (Fig. 3.15).
- (d) **Hand-held scanner:** The hand-held scanner connects with the point of sale system so that it can read barcode of goods and help in making the bills (Fig. 3.16).



(e) **Labelling machine:** Many stores use a small labelling machine to make clear, neat labels that they can stick on shelves or merchandise. Using the keypad on the labeller, labels can be created for anything, even label, tapes of different colours can be used to apply colour coding to certain areas in the store (Fig. 3.17).

(f) **Electronic Funds Transferred at Point of Sale (EFTPOS) printer:** It helps in printing the transaction receipts. The receipt is checked by the customer regarding their purchase and financials.

During credit card transactions, the customers need to sign this receipt to authorise the payment (Fig. 3.18).

(g) **Electronic scales:** Electronic scales are used for weighing goods in a retail store, especially in the food department. Electronic scales not only calculate the weight but also calculate the price (amount) of the goods. It is used to calculate the price of an item according to its weight (Fig. 3.19).

(h) **Pallet:** Retail stores have multiple options for shipping the product from the store. Goods can be sent from one place to another place in a retail store through pallets (Fig. 3.20).

(i) **Crane:** A crane is a machine used for lifting goods. It moves goods horizontally. The basic use of a crane is to lift heavy goods from one place to another (Fig. 3.21).

(j) **Forklift:** It is a material handling equipment also called lift truck, fork truck or forklift truck. It is a handling equipment used for moving and handling of goods till a short distance (Fig. 3.22).



Fig. 3.18 Electric Funds Transferor
Source: goo.gl/bKF54t

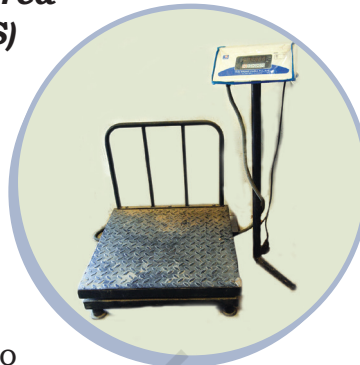


Fig. 3.19 Electronic Weighing Machine



Fig. 3.20 Plastic Pallets



Fig. 3.21 Crane



Fig. 3.22 Forklift

NOTES

Need of equipment while handling goods?

Handling equipment plays an important role in handling goods in a retail store. Handling equipment is useful in many way, such as:

1. It helps in identifying appropriate distance to cover.
2. It facilitates in reducing material damage as to improve quality.
3. It reduces the overall timing of loading and unloading.
4. It helps in improving control of material flow in a retail store.
5. It helps in improving safe work condition.
6. It improves the productivity and efficiency of employees in a retail store.
7. Customers can better utilise their time and money.

Practical Exercises

Activity 1

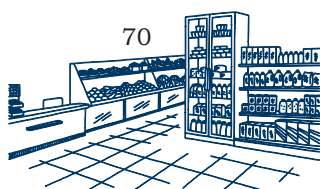
Visit a retail store and identify the material handling equipments and their functions.

Materials required

Pen/Pencil, Notebook, Checklist

Procedure

1. Make groups with five students in each.
2. Ask them to visit a retail store or retail organisation.
3. Ask them to meet the store manager and greet him.
4. Tell him the purpose of the visit and take permission to visit the store.
5. Observe what types of handling equipments are used.
6. Examine the suitability of equipment used in the stores.
7. Examine whether the equipment used is needed in the retail stores.
8. Ask them to make a report on their observation.
9. Submit the report to the subject teacher.



Check your Progress

A. Fill in the Blanks

1. _____ that is used must be big enough to safely handle the load being transported.
2. _____ is very useful for moving small loads of merchandise around the store.
3. _____ improves the productivity and efficiency of employees in a retail store.
4. _____ can better utilise their time and money with proper handling equipments.

B. Multiple Choice Questions

1. Safety is an integral aspect of _____.
 - a) retailers
 - b) material handling
 - c) in road safety
 - d) Any other
2. Trolley is very useful for _____.
 - a) moving small loads of merchandise
 - b) for sitting
 - c) for heavy load
 - d) Any other
3. Basket is used _____.
 - a) for heavy quantity of goods
 - b) for small quantity
 - c) instead of a trolley
 - d) Any other
4. Electronic funds transfer at point of sale help in _____.
 - a) cashless transactions
 - b) money transactions
 - c) EFTPOS transactions
 - d) Any other
5. Electronic scales is used _____.
 - a) in fresh produce stores for calculation of price
 - b) only to calculate weight
 - c) Both (a) and (b)
 - d) To calculate only price.
6. Pallets are used for _____.
 - a) maximising shipping efficiency
 - b) for high density product
 - c) used at store floor
 - d) Any other

NOTES



NOTES

7. Crane is _____.
 - a) a type of machine
 - b) used for lifting heavy things
 - c) an industrial equipment
 - d) Any other
8. Forklift is _____.
 - a) an industrial truck used to to lift and move goods short distance
 - b) used for industrial purpose
 - c) a simple truck
 - d) Any other

C. State whether the following are True or False

1. Safety is not an important aspect of material handling.
2. Handling equipment helps in improving material flow control in retail.
3. Crane is used for industrial purpose only.
4. Proper equipment is used for experimental trained staff.
5. Shipping consists of only transportation.

D. Match the Columns

	Column A		Column B
1.	Material Handling	A	Carry Small Quantity
2.	Trolley	B	Shipping Efficiency
3.	Pallet	C	Lifting Heavy things
4.	Basket	D	Small Load
5.	Crane	E	Safety

E. Short Answer Questions

1. What is the importance of handling equipment?
2. What are the various types of handling equipment?
3. Discuss the need for handling equipment.

F. Check Your Performance

1. Demonstrate the functions of the handling equipment in a retail store.
2. List out the types of goods moving equipments.

