



Meeting Challenges of Retail Sector through Training & Development

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Abstract

Globalization is a dynamic activity which has covered all the sectors of the industries for successful accomplishment of goals and objectives. The competent human resource is required to adjust in the complex global environment which in turn will help to reduce employee turnover in retail sector. Thus, in the retail sector the training and development has a significant role to play especially in marketing the products and meeting customer demands. Training is widely used in retail sector to develop employee skills to sale product. It has been practiced more nowadays in retail sector because of modern technology and changing standard of living amongst customers. In training, right person is trained and placed for the right activity. In this sector, skilled retail, professional with total awareness, knowledge of workplace and personal grooming are highly essentials for the growth of company. The study was carried in organized retail sector i.e., shopping malls of Bhopal. This research was conducted on 30 executives in the retail sector. The paper focuses upon meeting challenges of next decade in retail sector through training and development, which will cultivate, train and develop effective workforce for the competitive world.

Key Words- Training, Development, Human Resource, Retail Sector

Introduction

Retail Sector is growing as a first light industry in India and is presently the largest employer after agriculture. With increased Retail Outlets, nowadays, requirement of trained employees is important to build customer loyalty for customer satisfaction. Main aim of training and development is to make employee perform well, especially Sales Executive. There is a need for constant training and development program for right employee training, development and education. It provides big payoffs for the employer through increased productivity, knowledge, loyalty, and contribution i.e. general growth of the firm.

Operational personnel, employed in the organization's main business functions, such as production, maintenance, sales, marketing and management support, must also direct their attention and effort from time to time towards

supporting training development and delivery. However, investment in training and development is generally regarded as good management practice to maintain appropriate expertise now and in the future. Training & Development is a program me which is carried by well-experienced trainer to make fruitful contributions to organization.

Training is a continuous process which involves development of human resource. Training is also an important part of retail sector. Training & Development encompasses three main activities- training, education and development. It is a learning process that involves the acquisition of knowledge, sharpening of skills, concepts rules or changing of attitudes and behaviors to enhance the performance of employees. Training is about knowing where we stand at present and where we will be after some point of the time. Training is about the acquisition of knowledge, skills and ability (KSA) through professional development.

Training needs arises when inducting new employees or staff into the organization, training of sale staff, as they are the persons who are in direct contact with the customers and training of staff /personal for skill enhancements. In retail sector, special importance is given to the training of the sales staff, as it is termed as the face of the organization.

Training needs= Job Requirement= Employees jobs skills.

The retail sector has different attitudes of employees which ensure reduced turnover rate. These attitudes include employee loyalty and commitment with company, employees' willingness to invest time in company, career development opportunity in company and others. In addition, the affects of training on increasing these factors resulted in reducing turnover amongst employees. Training is the best method to increase employee turnover and retention.

The current rate of employee turnover is about 4-6 %. To increase employee retention retail organizations strive to endorse a feeling of well-being in employees through care and respect. The sector have several structured processes including employee mentoring and grievance management programmes which are intended to facilitate a friendly and cohesive organization culture. Off-site activities are encouraged to improve inter-personal relationship. Employees are given training for 20 days or for one month in a year spread over different periods. The company constantly launches and refreshes initiatives that contribute to happier, more productive talent.

Objective of the study

The main objective of the study is to identify the challenges of the coming decade in retail sector through the training conditions for executive with special reference to Bhopal.

Thus, to achieve the primary objective some secondary objectives are prepared. These are-

- To identify the satisfaction and retention levels in the retail sector.
- To probe the effect of training on employee's turnover in retail sector.
- To analyses the Training and development strategies in the next decade for human resource in the retail sector.

Research Methodology

The research was descriptive in nature and uses convenience sampling. Sample size was 30. The source of data collection was primary and secondary. Primary data was collected from retail stores which includes the following:

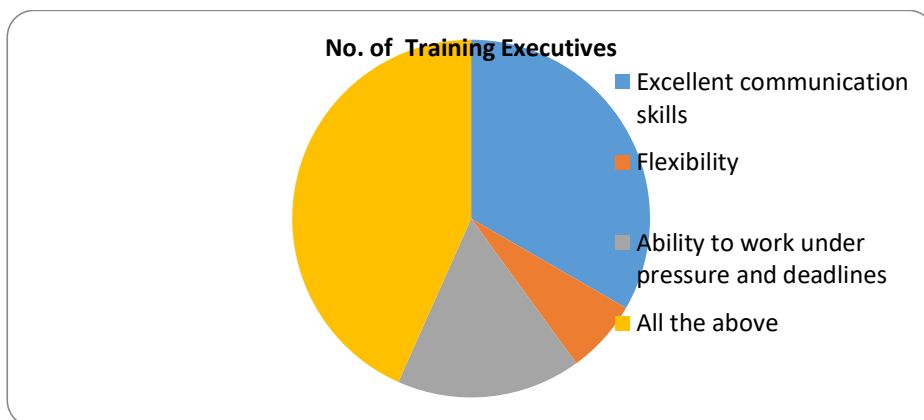
S. No.	Retail Outlets
1	Reliance
2	V-Mart
3	Big Bazar
4	Vishal Megha Mart
5	Best Price

Secondary data was collected from the past data, reports published, journals. The data collection was done using questionnaire.

Data Analysis and Interpretation

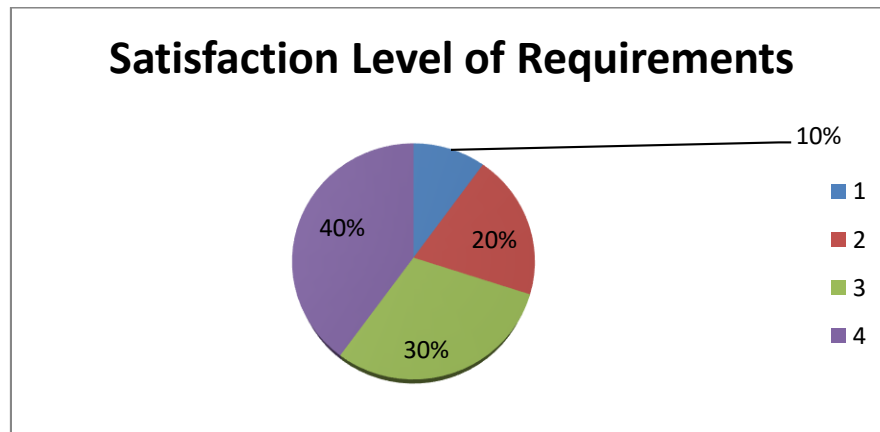
Training requirements of the executives

S. No.	Training Requirements	No. of Executives
1	Excellent communication skills	10
2	Flexibility	02
3	Ability to work under pressure and deadlines	05
4	All the above	13

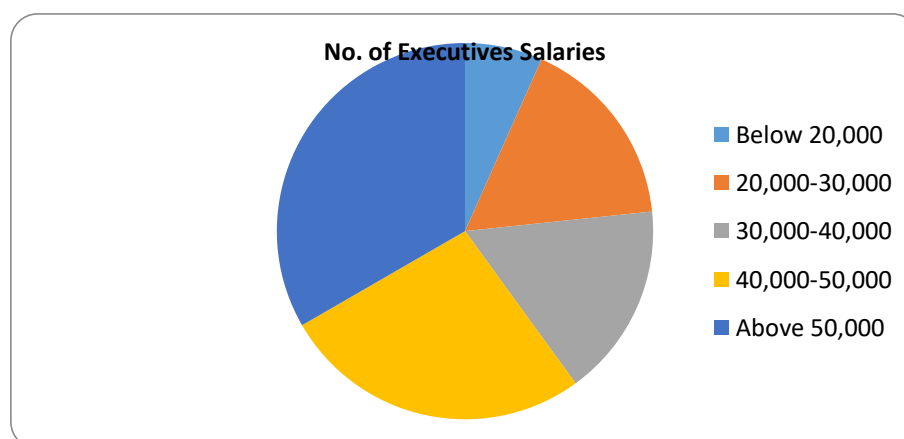


Satisfaction level of the executives

S. No.	Satisfaction level of requirements	No. of Executives
1	Below 50%	3
2	50%-75%	9
3	75%-100%	12
4	100%	06

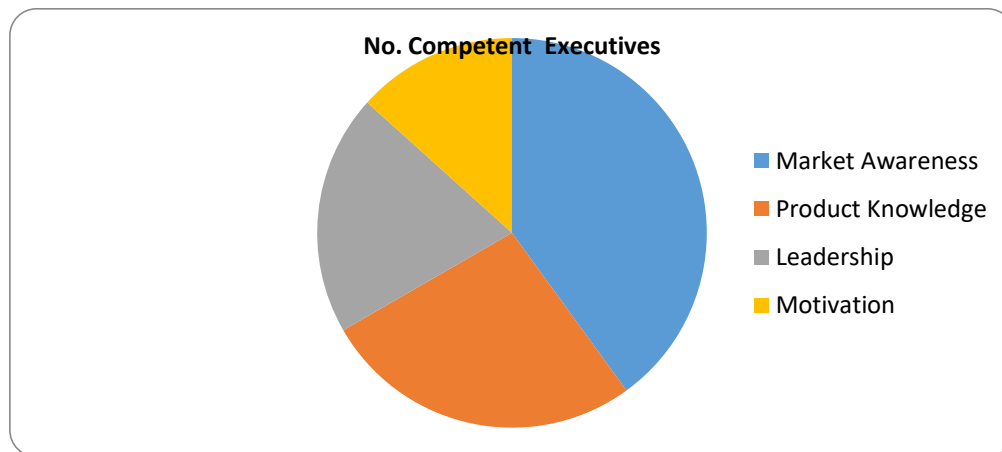
**Salary profile of the executives**

S. No.	Salary	No. of executives
1	Below 20,000	02
2	20,000-30,000	05
3	30,000-40,000	05
4	40,000-50,000	08
5	Above 50,000	10



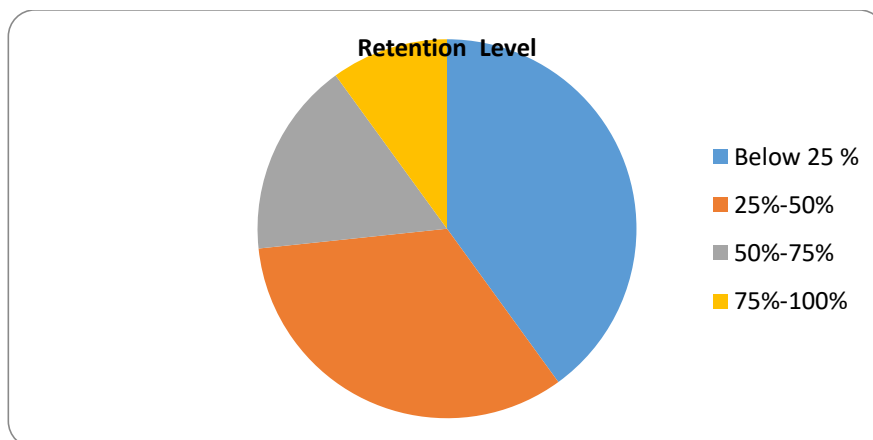
Competency profile of executives

S. No.	Competency Profile	No. of executives
1	Market Awareness	12
2	Product Knowledge	08
3	Leadership	6
4	Motivation	4



Retention level of executives

S. No.	Retention level	No. of executives
1	Below 25 %	12
2	25%-50%	10
3	50%-75%	05
4	75%-100%	03



Findings of the Study

Training is required for getting employees comfortable with company's products. They became talking to strangers and getting them to notice their body posture. The basics of successful retail sales training is a thorough knowledge about what is being sold. When not fully familiar with a product customers expect a sale person to help them. Knowledgeable staffs build trust and trust makes sales better thus increasing repeat customers. Skills for effectively communicating information include things as using a professional, tone of voice, clarity in expression, proper type of eye contact and remembering not to over talk or interrupt. Through listening, more is learned about the customer and what they are looking for and associate it better, able to meet that need, as well as take advantage of natural opportunities for upselling.

Challenges faced by retail Sector

Retail sector will face the following challenges in the next decade-

- Managing part-time employees will be the biggest challenge for an HR manager in the retail firm,
- Retailers will operate on thin margins and hence will have to be cautious in paying high wages. Paying high salaries will deprive them of good profits.
- Unavailability of experienced manpower.
- Changing employee demographics with acute shortage of skilled sales force.
- Differences in work culture and values in the arena of work.
- Work force diversity.
- Retailers will have to compete with other high growth industries
- Knowledge of the products and services will directly influence the sale in retail formats with assisted selling. Lack of competency will directly affect the stores reputation.
- Stressful environment.
- Increased retailing education.

Conclusion

Employees will play a vital role in retail organization. Practical skills will be helpful to motivate the salesperson to work right away, eliminating to subjective interpretation. Employees in the retail sector will be required to be trained according to the demands of the industry. Due to competitive market, the jobs will become more challenging and skilled workforce will be requiring meeting the demand. The graduates and postgraduates will be trained for the job and conversion of the skilled workforce. From the study conducted it is found that employees are satisfied with the job and are committed to their jobs. There would be rapid growth in retail sector in the next decade and will have to be satisfied by imparting high level of training and development to retail sector employees.

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