**Aim of the FSSL Certificate Programme**

* To introduce the aspirants to the Retail Sector along with understanding the concepts and processes involved in it.
* To present employment opportunities in the retail sector and provide advanced skills required to pursue a career in retail management.

**Objective of the FSSL Certificate programme**

* To allow participants to learn about the various aspects of retail and sales environments, including using business technology, and retail relevant communication skills, visual merchandising and receiving & handling retail stock.
* To help frontline team members grow and expand their skills in the retail space.
* To provide tools and strategies to create memorable customer experiences and make smarter business decisions
* To bolster the CV to enhance chances of securing retail jobs or seeking a promotion and attract the attention of potential employers.
* To assist participants to find work within specialty retailers, supermarkets, department stores and restaurants.

**Learning Outcomes of the FSSL Certificate programme**

* To give an insight to the student on the retail sector and view it’s role from multiple perspectives with particular reference to the Indian context
* To understand and experience products from the pedigree and lineage perspective and give the student a product journey map in its entirety.
* To become aware of all operations at the stores and how the objectives of business organizations are shaped by the various stakeholders in the business.
* To comprehend
  + stock and inventory management and how it helps perform production and sales activities smoothly
  + *Distribution channels* as the key element in all the marketing strategies that revolve around the product.
* To practically learn about retail customers predictability and how a layout design can escalate the capture of customer attention
* To examine Customer relationship management (CRM) as an approach to manage a company's interaction with current and potential [customers](https://en.wikipedia.org/wiki/Customer) and using  [data analysis](https://en.wikipedia.org/wiki/Data_analysis) to enhance retention and growth in sales
* To demonstrate an understanding of importance of E-commerce and recognize global E-commerce issues
* To identify elements of retail strategy and strategic planning as a series of integrated steps and analyse how retail strategies are based on consumer needs and market changes.