



Certified Multichannel Retail
Professional
VS-1041

Vskills Certifications

Vskills Brochure



Skills for a secure future

Certified Multichannel Retail Professional

Certification Code VS-1041

Vskills certification in multichannel retail introduces candidates to various aspects of one of the largest business of the world. Topics covered include retail functions, retail mix, store designing, space planning, fixture management, shelf space management, supply chain management price management and e-retail platform. A Vskills Certified multichannel retail professional finds employment in various top MNCs of retail and popular ecommerce giants.

Why should one take this certification?

Professional working in organized retail environment has very limited exposure to brick and mortar form of retail and e-Commerce retail. E.g. a professional working at store will not know merchandising or a warehousing professional will have no idea of planograms. Young graduates want to establish their career in retail and ecommerce should consider doing this certificate.

Who will benefit from taking this certification?

Professional who are working in retail industry. Professional working in ecommerce industry. Young graduates wanting to take out their career in Retail and eCommerce will get better chances to pick up a job with enhanced knowledge and better professional efficiency and growth for professionals already in jobs.

Test Details

- **Duration:** 60 minutes
- **No. of questions:** 50
- **Maximum marks:** 50, Passing marks: 25 (50%)

There is no negative marking in this module.

Fee Structure

Rs. 3,499/- (Excludes taxes)*

*Fees may change without prior notice, please refer <http://www.vskills.in> for updated fees

Companies that hire Vskills Multichannel Retail Professional

Vskills Certified Multichannel Retail Professionals might find employment in leadership roles in various Multinational Retail companies in the world. The knowledge of e-retail platform is valued at Retail companies today and certified candidates are in high demand.

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1. Chapter 1: What is Retail ?

- 1.1 Functions performed by a retailer
- 1.2 Retail Overview : India and Worldwide
- 1.3 Top 5 Retailers of the world
- 1.4 Top 5 Retailers of India
- 1.5 Types of Retail Outlets
- 1.6 Types of Retail Products
- 1.7 Transfer Mechanisms
- 1.8 Retail Strategy
- 1.9 Retail Mix

2. Chapter 2: Retail Business Operations

- 2.1 Store Designing and Space Planning
- 2.2 Store Designing
- 2.3 Store Environment & Ambience
- 2.4 Exterior Store Design
- 2.5 Product Display
- 2.6 Space Planning
- 2.7 Store Floor Planning
- 2.8 Fixture Management
- 2.9 Shelf Space Planning
- 2.10 Profitability Analysis
- 2.11 Productivity Analysis

3. Chapter 3: Supply Chain Planning & Management

- 3.1 Demand Analysis, Aggregation & Forecasting
- 3.2 Placing of the Purchase Order
- 3.3 Shipping & Transportation Planning
- 3.4 Warehouse Management
- 3.5 Distribution Planning
- 3.6 Inventory Management
- 3.7 Replenishment
- 3.8 Supply Chain Benefits

4. Chapter 4: Category Management

- 4.1 Merchandise Planning
- 4.2 Assortment Planning
- 4.3 Assortment Control
- 4.4 Product Introduction & Control
- 4.5 Promotions
- 4.6 Price Management
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5. Chapter 5: Store Operations

- 5.1 Store Front-End Management
- 5.2 Store Back-End Management
- 5.3 Sales Management
- 5.4 Customer Relationship Management
- 5.5 Operational Activities carried out at the store on daily basis

Certifications

➤ Accounting, Banking and Finance

- Certified AML-KYC Compliance Officer
- Certified Business Accountant
- Certified Commercial Banker
- Certified Foreign Exchange Professional
- Certified GAAP Accounting Standards Professional
- Certified Financial Risk Management Professional
- Certified Merger and Acquisition Analyst
- Certified Tally 9.0 Professional
- Certified Treasury Market Professional
- Certified Wealth Manager

➤ Big Data

- Certified Hadoop and Mapreduce Professional

➤ Cloud Computing

- Certified Cloud Computing Professional

➤ Design

- Certified Interior Designer

➤ Digital Media

- Certified Social Media Marketing Professional
- Certified Inbound Marketing Professional
- Certified Digital Marketing Master

➤ Foreign Trade

- Certified Export Import (Foreign Trade) Professional

➤ Health, Nutrition and Well Being

- Certified Fitness Instructor

➤ Hospitality

- Certified Restaurant Team Member (Hospitality)

➤ Human Resources

- Certified HR Compensation Manager
- Certified HR Staffing Manager
- Certified Human Resources Manager
- Certified Performance Appraisal Manager

➤ Office Skills

- Certified Data Entry Operator
- Certified Office Administrator

➤ Project Management

- Certified Project Management Professional

➤ Real Estate

- Certified Real Estate Consultant

➤ Marketing

- Certified Marketing Manager

➤ Quality

- Certified Six Sigma Green Belt Professional
- Certified Six Sigma Black Belt Professional
- Certified TQM Professional

➤ Logistics & Supply Chain Management

- Certified International Logistics Professional
- Certified Logistics & SCM Professional
- Certified Purchase Manager
- Certified Supply Chain Management Professional

➤ Legal

- Certified IPR & Legal Manager
- Certified Labour Law Analyst
- Certified Business Law Analyst
- Certified Corporate Law Analyst

➤ Information Technology

- Certified ASP.NET Programmer
- Certified Basic Network Support Professional
- Certified Business Intelligence Professional
- Certified Core Java Developer
- Certified E-commerce Professional
- Certified IT Support Professional
- Certified PHP Professional
- Certified Selenium Professional
- Certified SEO Professional
- Certified Software Quality Assurance Professional

➤ Mobile Application Development

- Certified Android Apps Developer
- Certified iPhone Apps Developer

➤ Security

- Certified Ethical Hacking and Security Professional
- Certified Network Security Professional

➤ Management

- Certified Corporate Governance Professional
- Certified Corporate Social Responsibility Professional

➤ Life Skills

- Certified Business Communication Specialist
- Certified Public Relations Officer

➤ Media

- Certified Advertising Manager
- Certified Advertising Sales Professional

➤ Sales, BPO

- Certified Sales Manager
- Certified Telesales Executive

& many more job related certifications

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