**Store Management**

**Roles and Responsibilities of a Store Manager**

**Retail Store**

A fixed set up or location offering merchandise in small quantities to the consumers for their end-use is called a retail store.

**Store Manager**

* An individual responsible for managing the overall functioning of the store is called a store manager.
* A store manager takes care of the day to day operations of the store and ensures maximum profitability for his store.

In simpler words a retail store is a store manager’s baby.

**Hierarchy**

**General Manager  
↑  
Store Manager  
↑  
All employees of the store   
(Floor manager, cashier, Department manager, Assistant Store manager)**

**Gender Preference**

Both Male/Female. However in certain cases the selection might depend on the merchandise available in the store. A store specializing in female products would prefer a female store manager as she would be more comfortable with the female buyers.

**Responsibilities of the Store Manager**

* **Recruiting employees for the store is the store manager’s prime responsibility**. He not only has to hire the right candidates for the store but also train them for their overall development. He must ensure that all the employees (floor manager, department manager, cashier and so on) contribute to their level best for the effective functioning of the store. He must act as a strong pillar of support and stand by his team at the hour of crisis. It is his duty to acquaint his team members with the latest trends in fashion or any other newly launched retail software. It is his responsibility to delegate responsibilities to his subordinates according to their specializations and extract the best out of them. The store manager must motivate his team members from time to time.
* **The store manager must make sure his store is meeting the targets and earning profits**. He is responsible for the smooth and effective functioning of the store.
* **The store manager is responsible for maintaining the overall image of the store**. It is his duty to sensibly display the merchandise so that it immediately catches the attention of the customers. The store manager must ensure that his store meets the expectations of the customers and lives up to its predefined brand image.

He must ensure:

* 1. The store is kept clean
  2. Shelves and racks are properly stocked and products do not fall off the shelves.
  3. Mannequins/ Dummies are kept at the right place to attract the customers into the store and rotated frequently.
  4. The merchandise should be according to the season as well as the latest trends.
  5. The store is well lit, ventilated and offers a positive ambience to the customers.
  6. The displaying the name and logo of the store is installed at the right place and viewable to all.

One of the major responsibilities of the store manager is to make the customers feel safe and comfortable in the store. It is his key responsibility to make sure that the customer leaves the store with a pleasant smile.

* **He is responsible for managing the assets of the store**. The security and safety of the store is his responsibility. The store manager must ensure that sufficient inventory is available at the store to avoid being “out of stock”.
* He along with his subordinates are responsible for planning, managing profit and loss, handling cash at the store as well as collating daily sales as well as other necessary reports.
* He must ensure that the store is free from pilferage.

# How to Improve Your Retail Store Management?

“The mission of a retail manager is to increase the sales and profits for their store.”  That is the simplest and best job description that I have ever encountered for a retail store manager.  It was given to me by one of my first mentors in the retail business and I have used this as a focal point for every retail position I have ever held.

Of course, there is more to being a retail manager than knowing your mission.  You have to know how to accomplish the mission.  That starts with understanding your goals and key activities you need to execute in order to win.   Great goals for retail managers include:

·         Hiring better team members

·         Training retail associates to execute more effectively

·         Managing time to improve productivity

·         Improving inventory

·         Controlling expenditures and improving cash flow

These are goals that go to the heart of any successful retail operation and if achieved will create an operation which has the ability to survive and grow in the long term.  Here are six tips which help you to achieve improved retail management:

1. **Measure and Scorecard Everything.**

This includes sales, lines per transaction, employee productivity, attendance, theft, store foot traffic, and customer conversion rates. Good data results in great business decisions.

1. **Establish Strong Processes.**

When you build effective operational processes and establish expectations about key rules you make it easy for retail associates to protect your company’s assets while improving retail customer service.  That begins with using a retail operations manual and then training team members to execute on those rules.

1. **Train and Teach Team Members.**

Give retail associates the tools that they need to succeed.  When you focus on [retail training programs](https://www.retailertrainingservices.com/services) your people not only will execute better today, but will help you to take advantage of future opportunities for growth, expansion, and profits.

1. **Promote and Manage Activity.**

Keep everybody and everything moving.   It is no coincidence that you have your best result when your retail team members are busy.  Move merchandise around on the sales floor, move your people from department to department, and move suppliers if they are unresponsive.

1. **Embrace change.**

Whether it is changing your marketing message, your displays, your pricing strategy, or your merchandise mix you can make a difference in your business’ ability to attract new customers and to gain traction with existing retail customers.

1. **Respect Your Cash**.

You have heard the phrase “cash is king”.  Great retail owners teach this concept to their management teams and you can too.  Keep your costs in control by managing payroll, maximizing inventory turns, and eliminating unnecessary expenses.