

RETAIL SKILLS PROJECT

STUDENT ACTIVITY BOOKLET

5 Steps of Learning by Doing

CBSE Retail — Subject Code 401 — Class IX

MY DETAILS

Name: _____
Class: _____ Roll No: _____
School: _____
My Store Name: _____

Welcome to the Retail Skills Project!

Over the next few days, you will learn about retail – you will learn how shops work, how to display products, how to serve customers, and how to manage a store, not just from your textbook, but by actually doing it and getting real-life hands-on experience.

As part of this summer project, you and your classmates will:

- Build and run a mock retail store in your classroom
- Learn how to greet and serve customers
- Practice writing bills and managing stock
- Create your own business plan for a store in your community
- On the final day, run a real stall with real money

Remember this:

The best way to learn retail is to do retail. Make mistakes, ask questions, try again. Every shopkeeper you have ever met started exactly where you are now.

How to Use This Booklet

This booklet is your personal learning record. You will use it every week to:

- Write your observations and discoveries
- Complete activities and exercises
- Reflect on what you learned

Keep it neat. Everything you write here matters.

Fill in every section. Use your own words. Be honest about what was hard and what you learned.

ACTIVITY

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My Market Walk

Phase 1: Foundation — Step 1

What you will do:

Visit your local market — a kirana cluster, mandi, supermarket or weekly haat — and observe it like a retail detective. You are looking for things most people walk past without noticing.

Part A: What I Observed

Name of the market / area you visited:

Date of visit: _____

1. Describe how the most popular shop you saw was set up. How were goods arranged? What did you notice first when you walked in?

2. How did the shopkeeper greet customers? Did they help customers find things? Write what you saw.

3. Which shop seemed busiest? Why do you think that is?

4. Did you see any shop that seemed to be struggling? What might be the reason?

ACTIVITY

2

My Market Walk

Phase 1: Foundation — Step 1

Part B: Organised vs Unorganised

Look at the shops you visited and classify them in the table below:

Name of Shop	What They Sell	Organised or Unorganised?	Why I Think So

Part C: My Comparison Chart

Visit or research online how a mall or supermarket is set up.

Draw or write a comparison between your local kirana store and a supermarket:

KIRANA STORE	VS	SUPERMARKET

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Build Your Store

Phase 2: Core Skills — Step 2

What you will do:

Your class will build a mock retail store in the classroom. You will be assigned a team role and help set up, stock, and run the store over two weeks.

My Team Role

Store Manager	Makes key decisions, keeps track of stock, resolves problems
Display Team	Arranges goods, makes price tags and signage, keeps the store looking good
Billing Team	Prepares bills, manages the cash box, checks goods received
Customer Service	Greets customers, helps them find things, handles complaints politely

My assigned role: _____

Store Planning

What products will your store sell? List at least 6 items:

How will you arrange the store? Prepare one good display and one bad display. Describe or sketch the layout:

What is the name of your store? Why did you choose that name?

The Good Display vs Bad Display — What I Noticed

Describe the POORLY arranged section of the store. What made it hard to shop from?

Describe the well-arranged section. What made it better?

What is the most important thing a display must do for a customer?

ACTIVITY

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Billing Practice

Phase 2: Core Skills — Step 2

What you will do:

Practice writing customer bills, calculating totals, applying discounts, and checking your own work. Start without a calculator. Only use one in Round 3 to check.

Round 1: Write a Bill

A customer has purchased the following items from your store. Write their bill below:

Item	Price per Unit (Rs.)	Qty	Total (Rs.)
Notebook	15	3	
Pencil	5	4	
Eraser	8	2	
Ruler	12	1	
		GRAND TOTAL	

Round 2: Apply a Discount

The customer has a 10% discount on notebooks. Recalculate the total and write the corrected amount:

New total after discount: Rs. _____

Round 3: Write a Complete Bill

Now write a complete bill for a new customer of your choice. Include at least 5 items from your mock store:

CUSTOMER BILL			
Store Name: _____		Date: _____	
Item	Qty	Price	Total

GRAND TOTAL: Rs. _____

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Receiving Goods Simulation

Phase 2: Core Skills — Step 2

What you will do:

Your team gets a delivery box with a mix of goods, some correct, some damaged, some wrongly labelled. You must check every item against the delivery and decide what to accept and what to refuse.

My Receiving Record

Use this table to record every item in the delivery box:

Item Name	Qty on Manifest	Qty Received	Condition	Accepted? (Y/N)	Reason if Refused

How many items did your team refuse? What were the reasons?

What would happen to a store that accepted damaged or wrong items without checking? Explain.

What did this activity teach you about the importance of checking goods?

ACTIVITY

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The Sales Talk Challenge

Phase 3: Customer Service — Step 3

What you will do:

You will be assigned one product and given 2 minutes to sell it to the class. You will go through three rounds, getting better each time.

The GREET Framework

Letter	Step	What This Means
G	Greet	Welcome the customer warmly. Smile and make eye contact.
R	Read	Listen and understand what the customer needs before you start talking about the product.
E	Explain	Describe the product clearly: what it is, what it does, how much it costs.
E	Engage	Ask if they have questions. Answer honestly. Never lie about a product.
T	Thank	Thank the customer whether they buy or not. Every customer deserves respect.

My Product: _____

Write your sales pitch here before you present (use the GREET framework):

After Round 1, what feedback did you receive from classmates?

After Round 2 (difficult customer), what was the hardest question asked? How did you handle it?

What would you do differently next time?

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Customer Feedback Form

Phase 3: Customer Service — Step 3

What you will do:

Design your own feedback form for your mock store. Then use it to survey at least 3 classmates as customers. Tabulate the results and write your conclusions.

Design Your Form (Maximum 5 Questions)

Think carefully: What do you actually need to know? (Eg., what did your customers say they wanted? What would you change about your service or your store?)

Write your 5 questions below:

Question 1:

Question 2:

Question 3:

Question 4:

Question 5:

Survey Results

After surveying at least 3 customers, summarise what you found:

What is the most important thing your customers told you? What would you change in your store first?

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My Mini Business Plan

Phase 4: Entrepreneurship — Step 4

What you will do:

Create a basic business plan for a store you would actually open in your community. Answer all 5 questions honestly. This will be presented to the class.

My Store Idea

Name of my store: _____

Location (which village / area / market): _____

1. WHAT will you sell, and WHY? (Think about what your community actually needs. Be specific.)

2. WHERE will you get your stock? (Local suppliers, wholesale market, cooperative, seasonal goods?)

3. HOW will you price your items to make a profit? (Show a simple example: if 1 item costs you Rs.10 to buy, what will you sell it for, and why?)

4. HOW will you attract your first customers? (Word of mouth, notice board, demonstrations, special offer on opening day?)

5. What is ONE thing that could go wrong, and how will you handle it? (Be honest. Good planners think about risks.)

Remember:

The strongest business plans are specific. Not "we will sell groceries" but "we will sell 8 essential items that our village currently buys from 3km away." The more specific you are, the more convincing your plan.

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Real Transaction Day

Phase 4: Final Assessment — Step 4

What you will do:

Bring goods from home to sell at a real stall. Serve real customers. Handle real money. Count your profit or loss at the end.

Before the Day: My Plan

What goods will I bring? What price will I sell them for?

Estimated cost of my goods: Rs. _____

Target selling price per item: Rs. _____

Expected profit if I sell everything: Rs. _____

After the Day: My Results

Total sales (money received): Rs. _____

Total cost of goods: Rs. _____

Profit or Loss: Rs. _____

What was the most surprising thing that happened on Real Transaction Day?

Did customers behave the way you expected? What did you learn about real customers vs practice customers?

Phase 5 - My Final Reflection – Step 5

This is the most important section of your booklet.

Answer honestly and in your own words. These three questions are worth thinking about carefully.

1. What is one thing I can do now that I could not do 10 weeks ago?

2. What was the hardest part of this project, and what did I learn from it?

3. If I had to teach someone else one thing from this programme, what would it be and how would I explain it?

My Viva Preparation

Practice answering these questions out loud before your mock viva:

What is the difference between organised and unorganised retailing? Give one example of each from your own area.

Why is it important to check goods when they arrive at a store?

How do you handle a customer who is unhappy with a product?

What does a customer bill tell a shopkeeper that a stock register does not?

Key Terms Glossary

These are the most important words from the CBSE Retail curriculum:

Term	Meaning
Retailing	Selling goods or services directly to the final customer for personal use
Organised Retail	Formally registered and licensed retail businesses with fixed systems
Unorganised Retail	Informal, traditional shops such as kirana stores, haats, pavement vendors
Visual Merchandising	The way products are arranged and displayed to attract customers
Stock Level	The quantity of a product a store currently holds
Minimum Stock Level	The lowest quantity a store should have before reordering
Reorder Level	The stock quantity at which a new order must be placed
Delivery Manifest	A document listing all items included in a delivery
Stock Register	A record of all goods held by the store
Customer Feedback	Information collected from customers about their experience
Profit	Money earned after subtracting the cost of goods from the selling price
Discount	A reduction from the normal selling price

My Notes

Use this space for anything else you want to record during the programme:

[illegible]
