



ADITYA BIRLA GROUP

## Annexure I : ABG Job Description Template

**Basic Details:** Fill the required information about business, unit, location, position, reports to position and date of updation of JD

|                                     |                                                     |                                         |               |
|-------------------------------------|-----------------------------------------------------|-----------------------------------------|---------------|
| Business                            | Textile & Apparel                                   |                                         |               |
| Unit                                | Aditya Birla Fashion and Retail Limited (Pantaloon) |                                         |               |
| Location                            | East                                                |                                         |               |
| Poornata Position Number of the job |                                                     | Reports to:<br>Poornata Position Number |               |
| Poornata Position Title of the job  | Department Manager                                  | Reports to:<br>Poornata Position Title  | Store Manager |
| Function                            | Operations                                          | Reports to:<br>Function                 | Operations    |
| Department                          |                                                     | Reports to:<br>Department               |               |
| Designation of the Employee         |                                                     | Designation of the Manager              |               |
| Date of writing/updation of JD      | September 2021                                      |                                         |               |



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### 1) Job Purpose: *Write the purpose for which the job exists (in 2-3 lines)*

To drive his team by being a role model in assisting customers in identifying and purchasing required goods belonging to their departments, and also to strive to develop a base of loyal customers. Manage floor operations in an efficient and professional manner to ensure quality service to the customers. Be the custodian of the highest standards of customer service, interact and assist the ADM's, FA's to ensure that the business objectives are being achieved consistently. Maintain display standards, ensure optimum levels of floor inventory and provide timely feedback to category team. Motivate & train his team to drive sales & customer delight. Driving Chat Shop business.

### 2) Job Context & Major Challenges: *Write the specific aspects of the job that provide a challenge (internal and external) to the jobholder in the context of the Business/Unit/Function/Department/Section*

A Department Manager has to ensure, through his Team Members, customers could identify and purchase required goods as per their need, and also to encourage the customers to have a higher ticket size. The Department Manager has to manage the relationship with various other support functions like Visual Merchandising, Front end Category, Warehouse, Operations, Human Resource etc, to ensure that the overall business of his department is aligned with the business objectives of the store /company.

#### Key Challenges:

The major challenges of the jobholder are:

- Responsibility of the FA's, guiding them in the proper manner so that pre-set target sales are met.
- Preventing attrition of FA's due to foreign brands entry into the market reason being, high pay-packages
- Consistency of the achievement of business targets throughout the year.
- Footfall high in certain stores but sales not up to those standards due to recreation shopping
- Proper knowledge regarding Inventories details of stock & products.
- Limited stock present in the warehouse, and its immediate requirement in many stores
- Non availability of fast moving items on the floor.
- Keeping staffs motivated to drive business targets.
- Lead generations & meeting the store Chat Shop targets,

### 3) Key Result Areas: *Write the key results expected from the job and the supporting actions for each of these key result areas (For a majority of jobs typically there could be 4- 7 key result areas)*

| Key Result Areas         | Supporting Actions                                                                                                                                                                                                                                    |
|--------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Customer service quality | <ul style="list-style-type: none"><li>• Establish rapport with potential and actual customers.</li><li>• Ensure clean and safe environment for the customer.</li><li>• Ensures capture of customer feedback by the usage of feedback forms.</li></ul> |



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|                             | <ul style="list-style-type: none"> <li>• Ensure that customers become repeat customers once they enter and gradually a base of loyal customers is developed.</li> <li>• Timely Fulfillment of all commitments made to customers.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |
| <b>People Management</b>    | <ul style="list-style-type: none"> <li>• Schedule the shifts of the staff, and ensure the punctuality of the staff.</li> <li>• Motivate the staff during the morning briefing about the sales targets and also his role in the department.</li> <li>• Regular training on fabrics, styles and fashion to the store staff</li> <li>• Planning, monitoring and performance Appraisal of the staff on quarterly basis</li> <li>• Take the initiative at the store level to improve the employee engagement</li> <li>• Over a period of time, develop a competent second line</li> </ul>                                                                                                                                                                                                                                                                                                        |
| <b>Visual Merchandising</b> | <ul style="list-style-type: none"> <li>• Implementation of the plan along with the VM implementer</li> <li>• VM changes at the suitable times in the store</li> <li>• Ensures the display of all physical branding elements on the shop floor through SILIBI concept (See it-like it-buy it)</li> <li>• Ensure the product display is as per PPM manuals.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
| <b>SOPs</b>                 | <ul style="list-style-type: none"> <li>• Ensures that store opening standards are followed properly</li> <li>• Responsible for personnel planning, work hours, store / team holiday plan</li> <li>• Inventory management and planning for each product category</li> <li>• Ensure effective display and quicker refill without spoiling the garments</li> <li>• Ensure that the housekeeping staff follows the checklist properly</li> <li>• Control mechanical maintenance of lights, air-system, electrical equipment</li> <li>• Reports property damage, request needed repairs within company time frames</li> <li>• Conducts monthly meetings and prepares documents as per the manual</li> <li>• Ensure proper installation of displays properly</li> <li>• Treat internal &amp; external shoplifters as per policy</li> <li>• Ensure 100% tagging standards on the floor.</li> </ul> |



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|-------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                                     | <ul style="list-style-type: none"> <li>• Ensure staff grooming standards</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| <b>Cost and Cash Management</b>     | <ul style="list-style-type: none"> <li>• Follow the preventive measures to optimize costs</li> <li>• <input type="checkbox"/> Schedule the expenditures for the month (petty cash management)</li> <li>• <input type="checkbox"/> Control cash deposits and submission of credit slips on a daily basis</li> <li>• <input type="checkbox"/> Follow the preventive maintenance schedule to reduce the costs</li> <li>• <input type="checkbox"/> Maintain records pertaining to customer discounts, schemes</li> <li>• <input type="checkbox"/> Maintain the safety, energy consumption, and expenses reports</li> <li>• <input type="checkbox"/> Ensure cashiering schedule is followed as per plan</li> <li>• <input type="checkbox"/> Ensuring shift rostering of cashiers</li> <li>• <input type="checkbox"/> Containing costs incurred on the services provided by the vendors</li> <li>• <input type="checkbox"/> Generate awareness amongst staffs to control wastage</li> <li>• <input type="checkbox"/> Do cashiering by himself if &amp; when required</li> <li>• <input type="checkbox"/> Control cash deposits and submission of credit slips on a daily basis</li> <li>• <input type="checkbox"/> Maintain records pertaining to customer discounts, schemes</li> </ul> |
| <b>Achievement of sales targets</b> | <ul style="list-style-type: none"> <li>• Align with Store Management about the monthly targets</li> <li>• Explain the sales targets to the staff about the morning briefing &amp; constant monitoring of the same</li> <li>• Contribute to the team efforts for accomplishing desired results</li> <li>• Tracking of offers, promotions &amp; Merchandise categories to identify fast &amp; slow movers.</li> <li>• Provide quality feedback on product performance</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                     |
| <b>Shrinkage control</b>            | <ul style="list-style-type: none"> <li>• Ensure the count as scheduled in the SOP manual</li> <li>• Ensure that nobody from the staff indulges in pilferage and other activities</li> <li>• Co-ordinate with security guard &amp; staff to keep a watchful eye on customers</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                             |
| <b>Backroom Management</b>          | <ul style="list-style-type: none"> <li>• Inventory control as per the standards</li> <li>• <input type="checkbox"/> Inventory control as per the standards</li> <li>• <input type="checkbox"/> Proactive in taking care of the availability of the stock at the store</li> <li>• <input type="checkbox"/> Proactive in taking care of the availability of the stock at the store</li> <li>• Proper segregation of damaged &amp; defective stock &amp; timely outward of the same with required approvals.</li> </ul>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                               |

### 4) Job Purpose of Direct Reports: Describe the job purpose of the direct report/s to the job (in 2-3 lines for each report)

DM | To drive sales & customer service through his team in an efficient and professional manner to maximize sales and ensure quality service to the customers. To provide prompt, efficient and courteous service; display salesmanship and hospitality, interact and assist FA's ensure that sales are proceeding smoothly. Proper maintenance of floor operational standards & cordial & professional relationship with other support functions.



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FA -

- To help the customers in identifying and purchasing required goods and services, and also to encourage the customers to purchase a greater range of products.

**5) Relationships:** Describe the nature and purpose of most important contacts or relationship (except superior/team members) with individuals, departments, organizations inside and outside of the organization, that job is required to interact with in order to deliver the job objectives

| Relationship Type | Frequency    | Nature |
|-------------------|--------------|--------|
| Internal          |              |        |
| Store Manager     | Daily        |        |
| VM implementer    | Occasionally |        |
| FA's              | Daily        |        |
| ADM's             | Daily        |        |
| SOP Executive     | Occasionally |        |
| SPO               | Occasionally |        |
| FEC               | Frequently   |        |
| External          |              |        |
| Customers         | Daily        |        |
| Vendors           | Need Based   |        |

**6) Organizational Relationships:** Provide the structure for a level above and below the position for which this job description is written. Use position titles in the structured and indicate all the reports of the position.

