

For that Super Retail Dimension to your Career - join IIJT

A retail revolution is sweeping through India. The Rs 90,000 crore (a very conservative estimate) retail industry is growing prodigiously and has already shown that Indian middle class is on a shopping mania like it has never been before. Organised retailing, which is set to grow to a \$ 24 billion industry by 2010, will require 500,000 trained manpower to run hypermarkets, super stores and wholesale cash and carry facilities in major Indian cities. Retail is the second largest in employment creation after agriculture creating unprecedented demand for workers with the right leadership and technical skills.

With the growth of malls, multiplexes, and hypermarkets, the consumer is being exposed to a new kind of shopping experience and services which is quietly and surely redefining her expectations from shopping. A couple of years ago, Shoppers

Stop discovered that their Customer Care associates were an area of concern. There was high turnover and they were not motivated enough. Twenty thousand hours of training over four months of skill upgrade saw a 101 per cent increase in average sales of a card member - clearly showing the value of "people" in a business of bricks and mortar.

A career in retail offers a range of occupations more diverse than most other industries. The majority of jobs are at the shop floor level or in sales. These account for approximately 60 - 75 per cent of the total jobs in this sector. Other job opportunities are in Merchandising, Visual Merchandising, Customer Relationship Management and in Marketing and Supply Chain segment. Successful progression always begins on the selling floor as this is where

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true consumer behaviour can be understood. It is possible for an individual move either in one function or across functions as retail provides tremendous general management opportunities.

IIJT, is the first in the entire East Zone to have introduced Retail Courses - taught by its eminent faculty - tailor made to cater to the need of the hour for industry ready Retail Professionals, while keeping an eye on the global Retail Market, claims the deservedly proud Mr. Devesh Srivastava, the dynamic life-force of IIJT. The multifaceted courses cover all the key areas of the Retail Sector including Retail Security & Crisis Management, Customer Behavior, Communication & Interpersonal skills, Supply Chain Management, Retail Space Management, Retail Merchandising, Housekeeping

to Store Management, Retail Pricing, Soft Skills, Retail

Finance and so on. Already IIJTians have got placement in shopping malls, Aditya Birla group ventures and are on the top agenda of the corporate biggies. Eligibility for the Customer service course is Class XI minimum which is a 3 months course. A six months and a one year course is also available for candidates who want a Complete Retail Professional course. Admission going on for the new Retail Certification Courses - limited seats available.

Go, book your shining future once and for all - at IIJT and enter into the world of Retail!

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