



RETAIL MANAGEMENT

CORE FUNCTIONS & ROLES



The key to effective retail management is in organizing & coordinating the different functions, with the end goal of providing customers a great shopping experience, through a good curated product assortment and great service at the store.

CORE FUNCTIONS

COMMERCIAL

The commercial functions manage all the aspects of sourcing the product and making it available for the customers at the stores.

Buying

- Merchandise Planning
- Product sourcing
- Vendor Relations

Merchandising

- Allocations
- Replenishments
- Inventory Management
- Visual Display

OPERATIONS

The operational functions ensure smooth day-to-day operations of the stores and merchandise movement to and from the warehouse.

Stores

- Store Operations
- Talent Management
- Customer Experience
- Store Compliance

Warehouses

- Inventory Storage
- Store Replenishments
- E-commerce Fulfillment