



NABAGRAM HIRALAL PAUL COLLEGE

ESTD. - 1957

Affiliated to the University of Calcutta
Reaccredited by NAAC with a CGPA of 2.70 at B+ Grade

Ref. No. :

Date :

B.voc. in Retail Management

Regarding the Retail Lab

The Retail Lab is a realistic point-of-sale facility in which specific measures for strategy implementation such as multi-sensory interfaces, visual merchandising, security systems and in particular multi-channel management can be illustrated vividly and geared towards practical application. This is driven by the significant changes happening in the industry from customer engagement, operations, and integration of technology through all facets of the industry.

This lab is driven currently through very targeted, company specific consulting engagements that are designed to look deeply into real world challenges and opportunities in front of industry exposure. From a student perspective, allow students to work closely with the companies and faculty on developing a very valuable set of skills including data analysis, design thinking, strategy development and presentation and communication skills. It helps students to face challenges in a very experiential fashion that builds on and enhances their academic learning.

Our Retail lab is equipped with sophisticated tools, equipment and instruments for simulating retail stores including gondola, display/ standees for product categories and offers (different types), calculator, stock almirah, dummy products, mannequins, dangles, hangers, signage board, posters, offers /policy signage, shopping basket/shopping cart, fire extinguishers, Point of Sale (POS) terminal, shoe rack, browser etc.

Apart from that various demo products from various category like FMCG, grocery, wearable, apparel and accessories, beauty products, gift products, home appliances, furniture and other necessary items are there in the retail lab so that practical classes can be conducted smoothly.

Last of all, students are always supervised & cared by teachers and lab attendant is always present there for assistance in lab.


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Goals and Application:

Our room design enables students to make them as per the industry norms. In addition to illustrating retail-related elements, the Retail Lab also enables work to be carried out on current research issues and practical projects in collaboration with industry partners. Moreover, we make them ready at the level of the industry and which can help them also in their 'on job training' and 'placement'. In this way, the Retail Lab allows underlying theory to be linked to exemplary applications and practical experience, while also laying the foundations for ongoing applied research and collaborative projects with retail and industry.

Main Focus Areas:

Key functions of Retail Lab are:

- Facilitating student learning by developing a real time store for practical implementation of the theoretical knowledge.
- Conducting store and market research for companies.
- Product demonstration and testing.
- Writing project papers and case studies.
- Role-play activities and group discussions regarding various job roles.
- Product displaying and Mannequin assembling and dismantling.
- Record and inventory keeping.
- Basic knowledge about Billing and Point of Sales counter
- Cleaning and hygiene of store as well as their personal hygiene and grooming.
- Knowledge about Customer handling, enhancing problem solving ability.


Principal
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Stock Count as on Nov 2023

SL. NO	Particulars	No. of Items	Item Received Date	Remarks
Clothing (Men)				
1	Formal Trouser (34)	1p	Mar-22	
2	Jeans Trouser (Denims)	3p	Jun-20	
3	Shirt Formal	1p	Mar-22	
4	Shirt Casual	1p	Jun-20	
5	T-shirt Polo	1p	Sep-19	
6	Tie	1p	Sep-19	
Clothing (Women)				
1	Joggers	1p	Sep-19	
2	Jeans slim fit (Sky blue)	1p	Mar-22	
3	Socks	8p	Jun-20	
4	Leggings	2p	Apr-21	
Accessories				
1	Belts	2p	Apr-21	
2	Sunglass	5p	Sep-19	
3	Bags	5p	Apr-21	
4	Handkerchief	8p	Sep-19	
Groceries				
1	Tooth Paste	9p	June-23	


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2	Soap	12p	June-23	
3	Boroline	2p	June-23	
4	Coconut oil	2p	June-23	
5	Vim bar	4p	June-23	
6	Hand wash	1p	June-23	
7	Floor Cleaner	2p	June-23	
8	Hit spray	2p	June-23	
9	Tissue	21p	June-23	
10	Room Freshener	1p	June-23	
11	Rasna	10p	June-23	
12	Lays	1p	June-23	
13	Too yum	3p	June-23	
14	Act II	1p	June-23	
15	Cray	1p	June-23	
16	Kurkure	2p	June-23	
17	Flakes	2p	June-23	
18	Toast	1p	June-23	
19	Salt	1p	June-23	
20	Pasta	1p	June-23	
21	Glucovita Jar	1p	June-23	
22	Cake	2p	June-23	
23	Oreo	2p	June-23	
24	Bourbon	1p	June-23	
25	Bounce	1p	June-23	
26	Black Stick	2p	Apr-22	
Cosmetics				
1	Facewash	4p	Dec-22	
2	Shampoo	1p	Dec-22	
3	Cream	6p	Dec-22	
4	Shaving Cream	1p	Dec-22	
5	Lip stick	5p	Dec-22	
6	Lip Balm	3p	Dec-22	


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7	Perfume	4p	Dec-22	
8	Deo	1p	Dec-22	
9	Talcum powder	1p	Dec-22	
10	Perfume	4p	Dec-22	
Gift				
1	Spoon	5p	Apr-22	
2	Tea spoon	6p	Apr-22	
3	Fork	5p	Apr-22	
4	Knife	5p	Apr-22	
5	Wine Glass	3p	Apr-22	
6	Whiskey Glass	2p	Apr-22	
7	High ball	1p	Apr-22	
8	Tray	1p	Apr-22	
9	Dip Bowl	10p	Apr-22	
10	Cup Saucer	2p	Apr-22	
11	Pilsner	1p	Apr-22	
12	Tea Kettle	1p	Apr-22	
13	Tissue Holder	3p	Apr-22	
14	Soup Spoon	12p	Apr-22	
15	Glass war	1p	Apr-22	
16	Water jug	1p	Apr-22	
Home Appliances				
1	Door Bell	1p	Aug-22	
2	Mug	1p	Aug-22	
3	MOP	1p	Aug-22	
4	Wipe	1p	Aug-22	
5	Bed sheet	8p	Mar-22	
6	Brush	5p	Aug-22	


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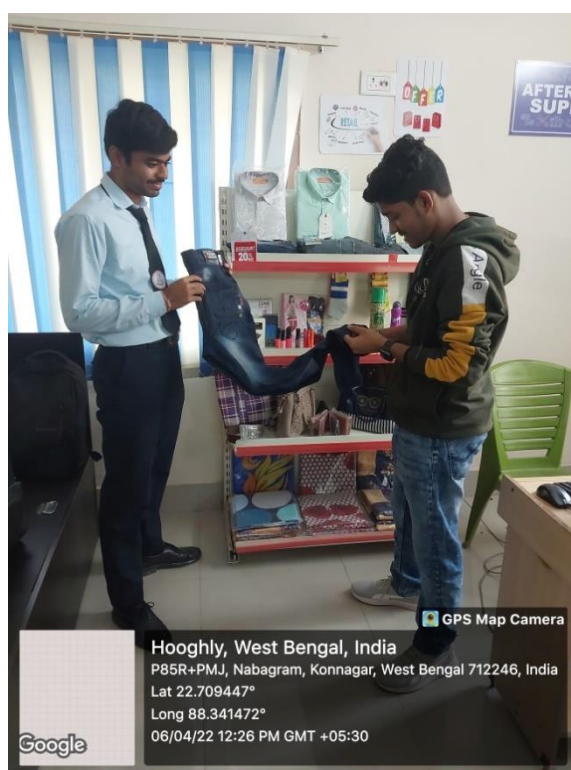
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Groceries and FMCG Section



Apparel Selling


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Date :



Hooghly, West Bengal, India
P85R+PMJ, Nabagram, Konnagar, West Bengal 712246, India
Lat 22.709447°
Long 88.341472°
06/04/22 12:28 PM GMT +05:30

Google

Product Demonstration



Hooghly, West Bengal, India
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Mannequin Assembling


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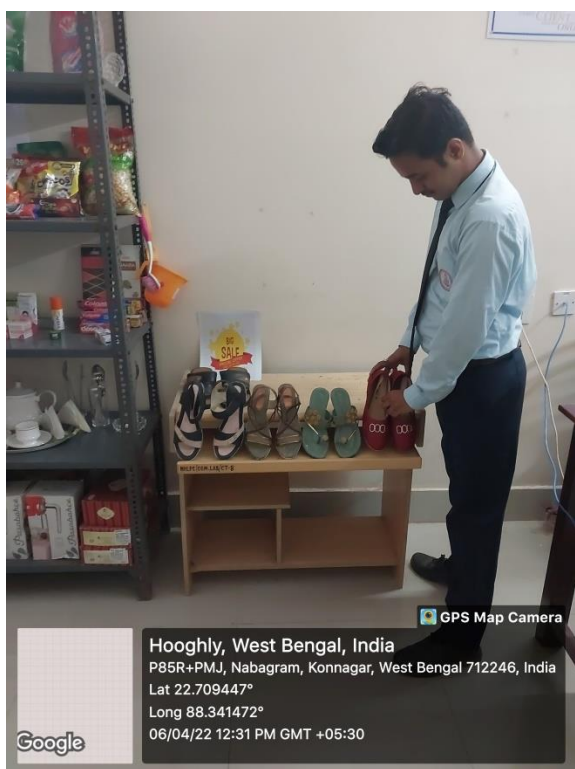
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Foot ware Section



Product Billing


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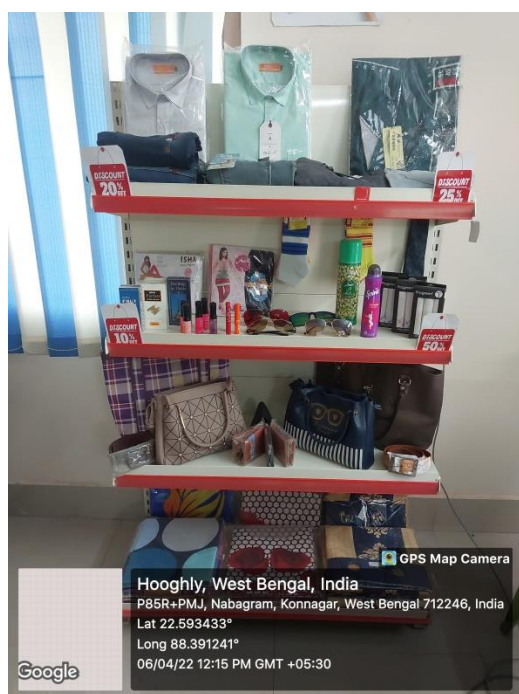
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Gondola



Groceries, FMCG and Shoe Rack


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4 ways Browser



Mannequin


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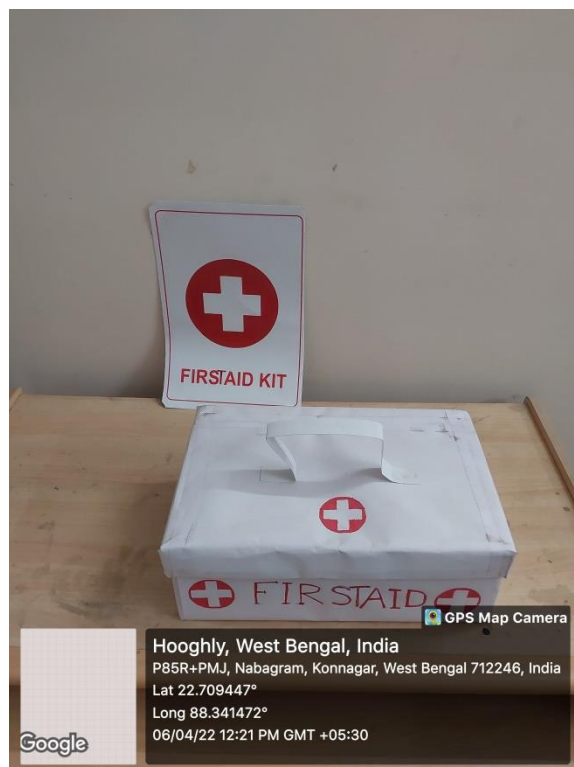
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Fire Extinguisher



First Aid Box


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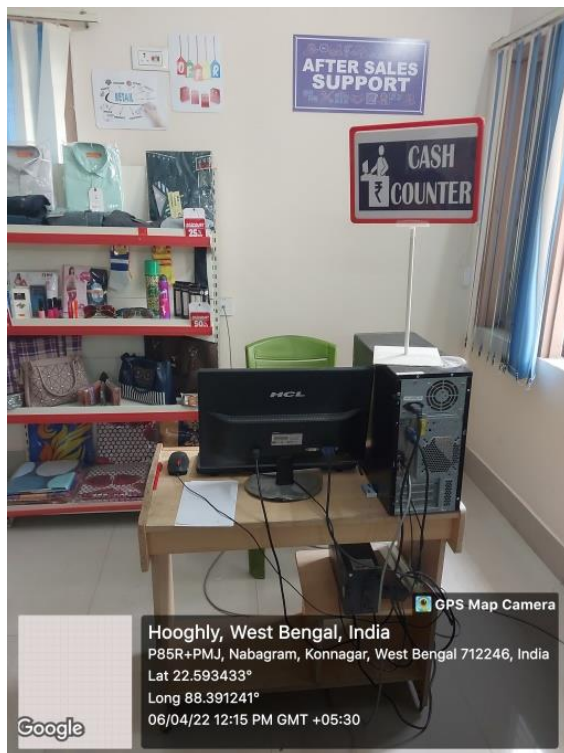
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POS Counter


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