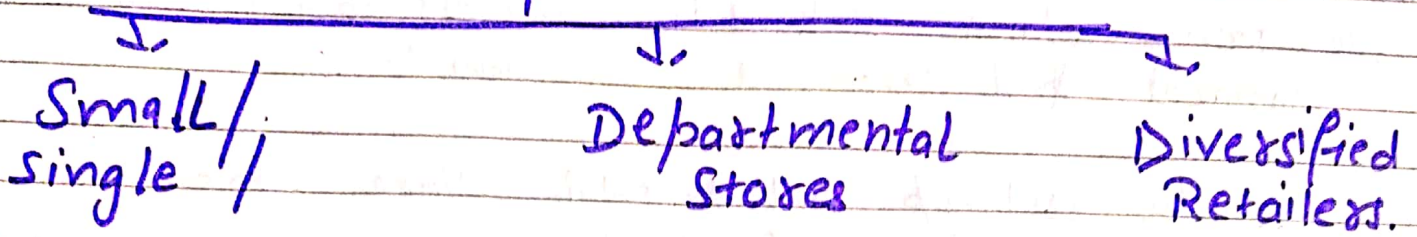


Classification of Organisation Structure



Independent Retailers



→ Commonly found in India. Ex:- Garments shops, Furniture shops etc.

→ owner = Single person



He appoints several persons for successful running of business.

Owner



Front office



These are those group of employees which are responsible

- for - Stock control
- Sale of goods
- Marketing
- Consumer Service

Back office



For:- Administration work.

- Data Entry
- Pay-roll

External advisor.



Ex:- CA, Lawyer



owner takes help of these for compliance of Law applied on business.

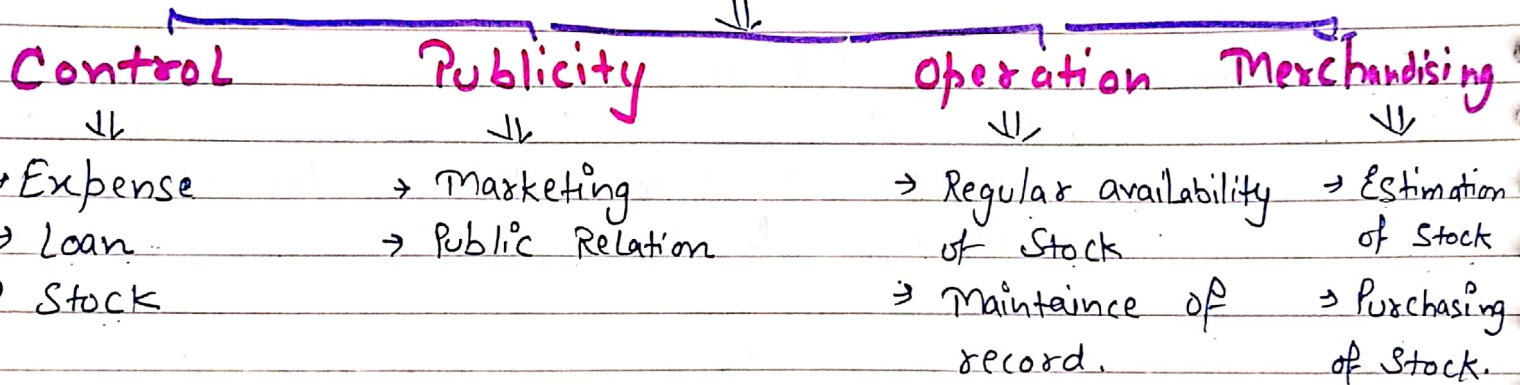
(B) Departmental Store

As soon as retailer expand his business \Rightarrow i.e. Cross National & International boundaries

Retailer set-up Departmental stores for smooth running of business.

\rightarrow Retailer classify departments on basis of Local, state or National level.

Division of Departments on basis of work



(C) Diversified Retailers

Mean :- Those retailers which run multiple business.

These retailers set-up different branches i.e.

- \rightarrow Inter-division Control
- \rightarrow Co-ordinate different divisions
- \rightarrow Advertisement
- \rightarrow Proper Management of each division.

Human Resource Management

Meaning - Peoples in the organisation

- ⇒ Nobody work in isolation ⇒ he/she need other peoples to assist him/her.
- ⇒ same concept apply to an organisation.

Concept of Mystery Shoppers

To check work performed by human resource in organisation, group of peoples are appointed by management who come in the shop as customers & they submit their report to management.

In other words, from this concept management wants to know the behaviour of their employees toward customers.

Function performed by Retail org. related to HR :

- 1) Identifying various role
- 2) Recruit people with right qualifications
- 3) Training Employees
- 4) Motivation.
- 5) Performance Evaluation.