

# IMAGES<sup>TM</sup> Retail

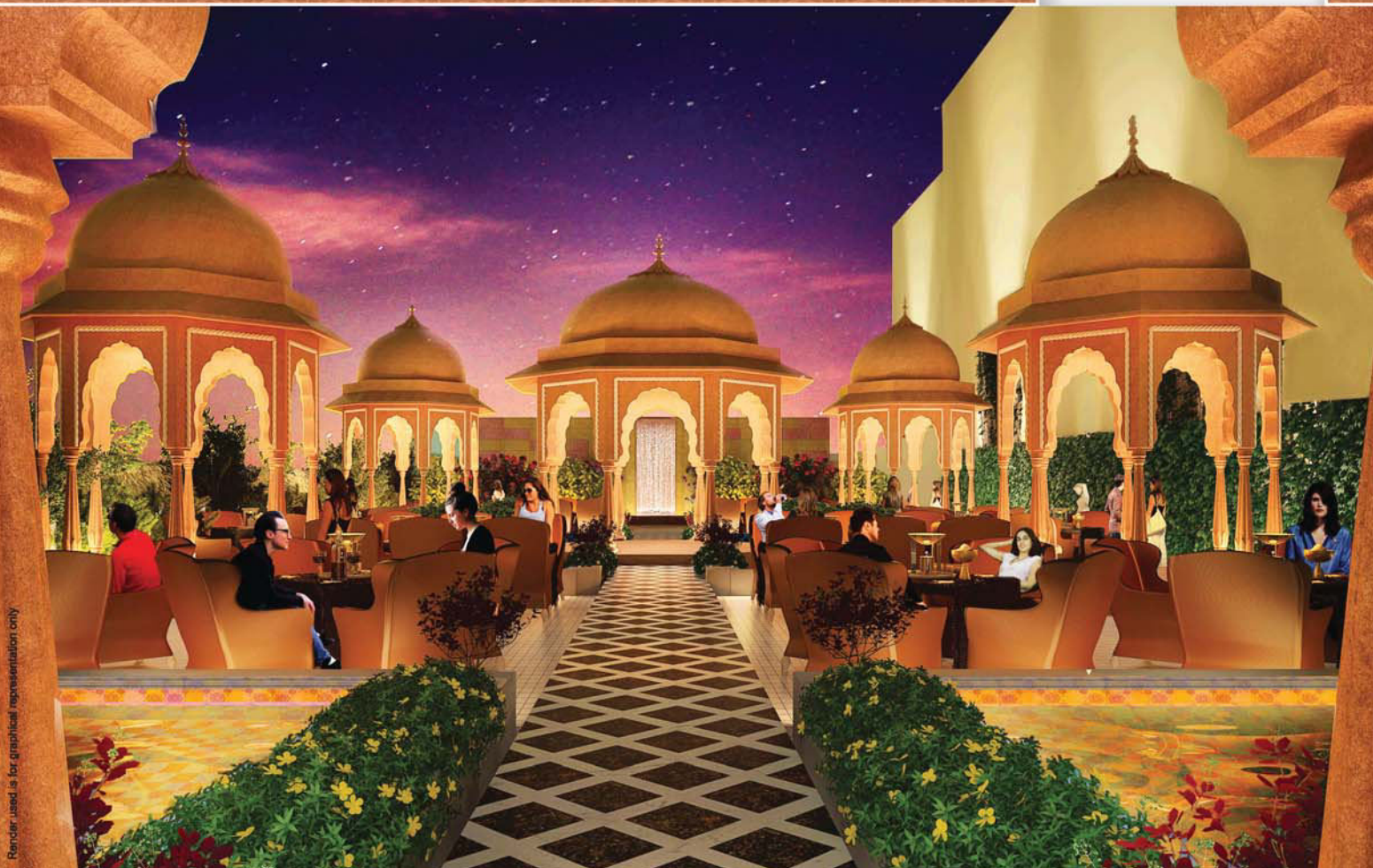
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A BLEND OF TRADITIONS  
& ASPIRATIONS

4 LAC SQ.FT. OF UNIQUE SHOPPING EXPERIENCE IN JAIPUR



**Pink Square**  
STARCENTRES



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**Manpower is the backbone of any organisation. The success and growth of a company majorly depends on its manpower. So, what is manpower? Manpower is basically the workforce of the organisation at different levels in different departments. No company can grow and develop if its manpower or employees do not work efficiently. So, selection, placement and motivation of manpower is a must for any organisation to stand against the tough competition in the market and perform at par excellence.**

**S**imilarly, retail industry also needs to have skilled and qualified manpower to handle the dynamic business changing scenario, maintain relationship with customers and should be capable of handling extreme pressures.

#### **Allocation of Manpower in Retail Industry**

One of the most crucial part in managing manpower in the Retail Industry is its placement. As you must have heard that it is very important to have “right person with right skills in right place at right time for any organisation”. The placement and allocation of manpower plays a vital role in defining the growth and success of a retail company. Say for example, a graduate employee with right attitude and people handling skills have been assigned a position in store department wherein he just have to maintain inventory. In this case, his skills are wasted in numbers and papers which is not appropriate for his growth as well as growth of the company. And now suppose, if he has been given assigned customer handling job, how well he can perform and generate good revenue for the company. So, proper manpower planning and allocation is foremost thing that every retail business should look upon.

# HOW MANPOWER ALLOCATION OF ROLES AND RESPONSIBILITIES CAN **MAKE OR BREAK THE COMPANY SUCCESS?**

By Vandana Shah





Once a person is hired, it's important that the management should also focus on effective utilization of human resource. Hence, a term manpower planning and allocation is useful here. Manpower planning is the process of determining manpower requirements of the organisation and various means for meeting those requirements so that the organisational goals can be achieved. Thus, proper planning and allocation of manpower is must so that the desired organisational results can be obtained.

Therefore, it is very rightly believed that proper allocation of manpower can either make or break the success of any company. If a person is capable of handling people and making sales let him be in front office. And if a person is good with numbers and managing inventory let him be in the stores department.

### Roles & Responsibilities of Manpower Recruiters

Due to increasing competition better skilled and trained professionals have become the demand of the Retail industry. Every business requires efficient employees for increasing sales and profit generation. Since products of the retail company are needed to be marketed and sold so, choosing the right candidate becomes mandatory who can convince and influence the buying of the customers.

It is the responsibility of the HR (Human Resource) Department to assign the right job to the right person for meeting the company's objectives and needs.



Below are some of the core responsibilities that Manpower Recruiters undertake in Retail Industry:

### Planning Manpower

Manpower requirement needs to be planned as per the need of the business. If a retail company receives large number of customers, then sufficient sales person should be available to assist them. Every company is required to have an appropriate number of employees to meet the sales and other objectives. The manpower should neither be too high nor too low as this

causes problems in meeting with the demands customers. Hence, the right number of staff should be planned for hiring after the analysis of the needs.

### Recruiting workforce

Once the manpower planning is done, recruiting them is next major step undertaken by HR(s) of the company or recruitment consultants. As per the job descriptions, the candidates are called in for interview and selected on the analysis of their education, skills, experience and expectations. Each selected candidates are then assigned right job as per the skills of the candidates.

### Evaluation

Once the employee is hired, the evaluation of his performance is also one of the key responsibilities undertaken by HR. The evaluation can be half-yearly or annually depending on the company policies. The evaluation and assessments lead to appraisals and increments which are very beneficial for employee's growth and growth of the company also.

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### Motivation

Among the other roles and responsibilities, comes employees' motivation. Employees' motivation plans include several benefits and rewards. It could be cash or shopping vouchers, trips etc. In addition, looking after their grievances is also important.

### Additional Hiring/Downsizing

With the growth and development of the retail business, additional requirement of manpower can come up. In other case, if a retail store is shut at any location or is incurring losses, downsizing may also be required.

### Records/Training

HR is also responsible to keep records of various in-house training programs attended by the retail employees. Frequent trainings workshops are

very important for the developing the skills of the employees which further lead to the growth of the organisation.

Many small-sized retail companies prefer to take services of HR consultants as they do not require someone permanently to look the above tasks. Most of the retail businesses take the services of consultants as it's economical and it's hassle-free. These consultant services are much cheaper than hiring a fulltime HR professional for the organisation. However, if it is a large-sized retail company with multiple branches and stores, it is better to have a HR department.

### Importance of Manpower in Retail Industry

Retail industry is all about products and manpower. With the mere opening of the stores and keeping products a retail business cannot grow substantially. Because customers need salespersons who can assist them in informing about the products, its features, benefits and demo. After getting convinced only they purchase the product. Even to maintain the stock, complaints etc. manpower is required. Be it a service offering business or product-based, employees are needed to plan, execute and improve their sales and after-sale services.

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A retail company is always represented by a face. If you enter an electronic store with wide range of cameras but there is no one to help you in knowing about the models, offers, working of the cameras so, would you stay there for long? Not at all, you would move to another store wherein you can get help of a salesperson, a representative who can assist you with your queries.

Moreover, if employees of the retail industry do not put in hard work, we can never enjoy a satisfied shopping or purchase experience, so if credit goes to any retail company it doesn't include only products but its employees too who work so hard in high pressure working environment for making it a success.

The importance of manpower can be summed up as:

- To increase the sales and revenue
- To maintain stock and inventory of various products
- To creates scope for new options and innovations
- To maintain and handle customer relations & finance

Therefore, proper selection and allocation of employees can take the retail company to heights and vice-versa. Hence, proper care should be taken to hire, motivate and retain good employees, so that company scale to new heights. 

*About the author:*

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