

RETAIL MANAGEMENT

This event recognizes PBL members who demonstrate knowledge of the functions of retail management and the changing environment that affects retailing.

Overview

A one (1) hour one objective test will be administered prior to SBLC based on the competencies listed. Nongraphing calculators may be used.

Objective Test Competencies

- customer value
- retail planning
- retail environment
- identification of retail customers
- retailing information systems
- location
- finance
- merchandise buying and handling
- human resource management in retailing
- pricing
- customer service
- laws and ethics
- diversity and trends in retailing