

OUTLET OPERATIONS



The daily outlet operations can be broadly categorised into opening duties, operational duties and closing duties.

E-1 Daily Operational Duties

Below outlines the daily operational duties all Kinohimitsu staff will be required to perform on a day-to-day basis.



- Housekeeping
- Inventory checks
- Replenish stocks/brochures
- Product display
- Bulk preparation of drinks



- Prospecting/Promoting
- Sales consultation
- Sales transaction
- Replenish stocks/drinks/brochures
- Maintain cleanliness



- Discard unconsumed drinks
- Replenish stocks/brochures
- Housekeeping

E-1-1 Opening Duties

1. Housekeeping

- Clean all display shelves
- Clean all products on display
- Wipe all counter-tops and pedestals
- Ensure floor is clean and dry

2. Inventory checks

- Count and record all stocks in **Monthly Stock Balance** form

3. Replenish stocks/brochures

- Replenish stocks that are running low
- Replenish marketing brochures

4. Product/Marketing display

- Ensure all products on display are in their correct places
- Ensure all marketing materials, price tags and security tags are in place
- Ensure all display units and shelves are neat and clean
- Switch on TV and ensure the correct video clips are playing well
- Ensure all lights are switched on and in good working conditions

5. Bulk preparation of drinks

- Consult Health & Beauty Supervisor or Boutique Manager on the types and amount of sampling drinks to prepare for the day
- See **Mocktail Preparation** (Refer to BOM Appendix 10) for full drinks recipes

Boutique Supervisors must ensure that staff are working in an efficiently and according to KINOHIMITSU's policies and guidelines

Before store opening, the Health & Beauty Supervisor would need to prepare the team for the day's work by updating the team on the day's operations. A casual briefing at the start of each handover shift should be conducted with the team to ensure that operations run smoothly.

Sales Targets

- Team/individual goals
- Identify fast-moving and slow-moving products

Outlet Inventory

- Update team on any stock movement
- Update team of product features and selling point

Marketing and Promotional Activities

- Run through promotional mechanics with team (Duration, items to push, external parties involved, POS configuration, marketing collaterals, visual merchandising arrangements)

Issues

- Highlight any operational hiccups and discuss any issues and difficulties
- Provide solutions on how to deal with the issues faced

E-1-2 Operational Duties

1. Prospecting/Promoting

- Approach customers who are browsing the products
 - Kick-start the conversation by sharing more on the product the customer is browsing. *“This is one of our best-sellers!”*
 - If the product is on promotion, inform the customer. *“There is a very attractive promotion for this now!”*
 - If the product is available in sampling bottles, invite the customer to try it. *“Would you like to sample this drink now?”*
- Allow customers to sample the drinks



- Pour a small amount into a disposable paper cup.
- Hand it to the customer in both hands.

2. Sales consultation

- After engaging in a casual conversation with the customer, proceed to share further features and benefits of the product the customer is interested in
 - State a positive feature of the drink the customer has just sampled. *“It has a very nice fruity taste, doesn't it?”*

- Collect the customer's feedback on the product
 - Listen carefully to what the customer is saying. Pick up her concerns and problem areas if possible. Otherwise, probe with a few questions. *“What do you think of this product?”* or *“Are you currently taking any health drinks?”*
 - Address the customer's concerns by recommending the appropriate products, matching the benefits of the product to the needs of the customer.
- Close the sale
 - After addressing the customer's concerns, attempt to close the sale. *“Would you like to take advantage of the promotion now and start on this program?”* or *“The earlier you start taking this product, the earlier your skin condition will improve. Would you like me to wrap this up for you?”*
 - If the customer has further queries, continue to address them according. But do not hard-sell if the customer is not ready for the purchase.
- Up-sell/Cross-sell
 - After closing the sale on the first product, do recommend other products that the customer may be interested in. *“We have another very popular product that boosts and complements the product that you're buying. Let me share with you.”*

3. Sales transaction

- Once the sale is closed, proceed to prepare the **Sales Memo**
- Hand the Sales Memo to the customer in both hands, and summarise her purchase on it
- Pack the customer's order



- Use a suitable-sized bag for the item/s. Pack the products according to sizes, heaviest at the bottom. Ensure the bottles are upright.
- Pack the products according to sizes, heaviest at the bottom. Ensure the bottles are upright, and the space is utilized fully.

- Guide the customer in the payment procedures
 - If the situation allows, lead the customer to the Cashier with her purchases for payment. *“Thank you and please come with me to the Cashier for the payment.”*
- After the customer has made payment, politely ask for the carbon copy of the Sales Memo and hand the purchase with both hands
 - Thank the customer and bid goodbye. *“Thank you for your purchase and I look forward to serving you again soon.”*

4. Replenish stocks/drinks/brochures

- Replenish stocks that are running low, if any
- Prepare the bulk sampling drinks, if necessary. Refer to steps in Opening Duties
- Replenish marketing brochures, if necessary

5. Maintain cleanliness

- Ensure display shelves and products on display are neat and clean
- Ensure counter-tops and pedestals are neat and clean
- Ensure floor is clean and dry
- Ensure all products on display are in their correct places
- Ensure all marketing materials, price tags and security tags are in place

KINOHIMITSU
FREEDOM TO LIVE

All KINOHITMITSU staff should work together towards effective communication during operational hours and strive to maximise sales transaction

E-1-3 Closing Duties

1. Discard unconsumed drinks

- Record the unconsumed drinks in **Wastage Form** (Refer to BOM Appendix 11)
- Discard and wash the containers

2. Replenish stocks/brochures

- Replenish stocks that are running low
- Replenish marketing brochures

3. Housekeeping

- Wipe all counter-tops and pedestals
- Empty rubbish bin
- Switch off TV
- Wash and dry all cleaning cloths

Boutique Manager, or Health & Beauty Supervisor, is required to perform settlement duties and ensure that sales transactions for the day are tallied. *X* and *Z Readings* are to be generated from the POS system and filed accordingly.

E-1-4 Daily Settlement

Daily settlement is performed at the end of the day, the key objective is to ensure that all sales transactions are accurate and properly accounted for. Should there be any inaccuracies or errors, the Health & Beauty Supervisor is expected to investigate and reconcile the transactions.

E-2 Kinohimitsu Privilege Card Application

Customers who sign up in store or through the Kinohimitsu are automatically enrolled into Kinohimitsu's privilege card program. An update of the privilege card program will be provided as soon as decisions by the management are made.

E-3 Product Exchange

As part of Kinohimitsu's value-add to customers, product exchange is provided for customers, upon producing a valid receipt within 7 days. Staff should then process the transaction on the POS system, attach a copy of the receipt with the exchange form and the defective item.