

FBLA HS Retail Management[§]

Foundational Retail Knowledge (10 test items)

1. Distinguish between retailing and marketing (MK:003) (CS)
2. Explain the nature and scope of distribution (OP:522) (CS)
3. Analyze the impact of technology on retailing (NF:041) (SP)
4. Obtain information from retail databases to aid in product planning and control (NF:104) (SP)

Selling (20 test items)

1. Demonstrate good/service (SE:374, LAP-SE-374) (SP)
2. Convert customer/client objections into selling points (SE:874, LAP-SE-874) (SP)
3. Close the sale (SE:895, LAP-SE-895) (SP)
4. Demonstrate suggestion selling (SE:875, LAP-SE-875) (SP)
5. Process retail sales documentation (SE:117) (SP)
6. Provide information about incoming merchandise to sales staff (SE:396) (SP)
7. Monitor on-floor selling activities (SE:389) (SP)

Pricing (10 test items)

1. Select approach for setting a base price (cost, demand, competition) (PI:018) (MN)
2. Determine cost of product (breakeven, ROI, markup) (PI:019) (MN)
3. Calculate break-even point (PI:006, LAP-PI-006) (MN)
4. Set prices (PI:007) (MN)

Market Planning (10 test items)

1. Profile target customer (MP:027) (MN)
2. Determine market needs (MP:025) (MN)
3. Determine customer demand for merchandise (MP:033) (MN)

[§] Sources: These learning outcomes are part of MBA Research's National Business Administration Standards.

Warehousing and Transportation (5 test items)

1. Explain shipping processes (OP:405) (CS)
2. Identify factors considered when selecting best shipping method (OP:406) (SP)
3. Plan storage space (OP:404) (MN)

Inventory Control (15 test items)

1. Allocate merchandise to stores/regions (OP:411) (SP)
2. Track stock by location for department/class/vendor level (OP:412) (SP)
3. Explain types of unit inventory-control systems (OP:414) (SP)
4. Determine inventory shrinkage (OP:415) (SP)
5. Maintain inventory-control systems (OP:416) (SP)

Visual Merchandising (10 test items)

1. Place merchandise for impact (PR:342) (SP)
2. Determine on-floor assortments (PR:284) (SP)
3. Use cross-merchandising techniques (PR:358) (SP)
4. Read/Implement planograms (PR:349) (SP)

Display Techniques (10 test items)

1. Create promotional signs (PR:109) (SP)
2. Select and use display fixtures/forms (PR:031) (SP)
3. Create displays (PR:047) (SP)

Product Mix (10 test items)

1. Determine quality of merchandise to offer (PM:223) (SP)
2. Determine width and depth of assortment strategies (PM:225) (MN)
3. Select mix of brands (PM:256) (MN)
4. Plan merchandise assortment (e.g., styling, sizes, quantities, colors) (PM:254) (SP)

References

MBA Research and Curriculum Center. *National Business Administration Standards.*

<https://www.mbaresearch.org/local-educators/teaching-resources/standards/>

American Public University. *Why study retail management? The various reasons.*

<https://www.apu.apus.edu/area-of-study/business-and-management/resources/why-study-retail-management--the-various-reasons/>

Brightpearl. *Retail management.* <https://www.brightpearl.com/retail-management>

Indeed. *What is retail management? (Definition and responsibilities).* <https://www.indeed.com/career-advice/finding-a-job/what-is-retail-management>

LAP List

Objective #	LAP #*	LAP Title
SE:374	LAP-SE-374	Show and Tell (Product Demonstration)
SE:874	LAP-SE-874	Objection Overruled (Converting Objections Into Selling Points)
SE:895	LAP-SE-895	Wrap It Up (Closing Sales)
SE:875	LAP-SE-875	Up the Ante (Suggestion Selling)
PI:006	LAP-PI-006	Tipping Point (Calculating Break-Even Point)

* LAP #s subject to change