

Operations Manual Template - RETAIL

Introduction

- Letter from President/Owner
- Corporate Philosophy
- Mission, Vision & Values
- Company History & Timeline

Organization

- Industry Overview
- Description of Business
- Product & Services Description
- Critical Organization Contact Information
 - Bank Information
 - Corporate Attorney
 - Corporate Address
 - Public Relations Office
 - Federal Employer Identification Number
 - Certified Public Accounting Firm
 - Worker's Compensation Insurance Agent
 - General Liability Insurance Agent
 - Hazard Insurance Agent
 - In Case of Emergency Contacts

Emergency Procedures

- Robbery, Theft and Vandalism
- Injury or Illness
- Fire or Natural Disaster
- Violent Customers
- MSDS Policy & Information
- Evacuation Procedures
- Alarms, Locks and Keys
- Municipal & Government Inspections

Daily Procedures

- Store Opening Procedures
- Store Closing Procedures
- Security Systems & Measures
- Housekeeping and Appearance Standards
- Rest Room Cleaning & Maintenance
- Employee Scheduling
- Duties and Checklists by Job
- Restocking & Supplies
- Theft & Loss Prevention

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- Transaction Procedures
 - Bank Deposits
 - Handling Cash & Cash Drawers
 - Credit Cards & Check Acceptance
 - Return Policy
 - NSF Check Return Policy
- Daily Manager Reporting
- Weekly & Monthly Sales & Goal Reporting

Customer Service

- Returns & Exchanges
- Complaints
- Special Product or Service Orders
- General Product Knowledge
- Sales Principles
- Sales Associate Responsibilities to Customer
- Sales Associate Authority for Complaint Resolution

Inventory Management & Merchandising

- Approved Vendors
- Inventory Controls
- Min/Max Levels and Inventory Reordering
- Warehouse Procedures
- Product Pricing
- Sales and Promotion Guidelines
- Floor Plan & Displays
- Pricing Strategy
- Corporate Branding – Interior Signs

Human Resources

- Job Descriptions & Expectations
- Applications
- Interviews, Selection & Hiring
- EEO Policy
- Compensation & Bonus Structure
- Vacation Policy
- Employee Benefits
- Probationary Period
- Performance Reviews
- Harrassment & Discrimination Policy

Financial Management

- Daily Reports
- Monthly Reports
- Month End Closing Procedures
- Accounts Payable
- Accounts Receivable Management
- Financial Reporting Standards

Advertising & Marketing

- Customer Analysis
- Current Market Analysis
- Budget
- Goals & Objectives
- Time Frames
- Resource Needs
- Monitor, Measure & Testing
- Tactical Action Plans