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**INDUSTRY STANDARD OF THE
PEOPLE'S REPUBLIC OF CHINA**

SB/T 10568-2010

**Chain-store store manager-job common requirements
(English Translation)**

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Table of Contents

- Foreword
- Introduction
- 1 Scope
- 2 Terms and definitions
- 3 Job responsibilities
- 3.1 Basic duties

Foreword

This standard was drafted in accordance with the rules given in GB/T 1.1-2009.

This standard is proposed and managed by the Ministry of Commerce of the People's Republic of China.

This standard is drafted and explained by Shenzhen Retail Business Association and Shenzhen Chain Management Association.

This standard is mainly drafted by. Shenzhen Retail Business Association, Shenzhen Grace World Clothing Co., Ltd., Shenzhen Wandiantong Trade Ltd., Shenzhen Haiwang Xingchen Pharmaceutical Co., Ltd.

Introduction

Since the concept of chain operation was introduced and rapidly popularized in China in the 1990s, China's chain system has expanded to nearly 50 the industry, especially the brand chain enterprises, has developed rapidly and almost occupied all corners of the country's urban and rural areas. With the rapid expansion of chain companies, people the shortage has become an important factor restricting the rapid development of enterprises, especially the long-term away from the head office, the store manager in front of the store is in short supply.

This standard is based on the job responsibilities and management capabilities of retail chain enterprises in different business formats in China.

General requirements, comprehensive clothing, medicine, catering, convenience, beauty salons, retail monopoly and other major chain industries Based on the status quo and development requirements.

This standard is one of the series of standards for store manager positions, including but not limited to. general requirements for chain store managers, large the general manager of

the chain store has the skill requirements and the skill requirements of the small chain store manager of the branch industry.

General requirements for post store manager skills

1 Scope

This standard stipulates the job responsibilities, management quality, and general routine work requirements of the store manager.

This standard applies to the identification and vocational training of store managers' management quality. Department store, supermarket, large professional store and single store manager the identification of quality and vocational training can be used as reference.

Note: The chain stores referred to in this standard include 4.1.2 (convenience store), 4.1.3 (discount store), 4.1.8 (professional store), and 4.1.9 specialty store in GB/T 18106-2004.

And chain stores of other service industries (catering, beauty salons, etc.).

2 Terms and definitions

The following terms and definitions apply to this document.

Chain store Guided and managed by the same headquarters, using the same store name, trademark, corporate identification mark authorized by the headquarters, and operating under the same business model A collection of several scattered stores.

Store manager the general manager responsible for the management of the daily operations of the store on behalf of the company's management.

Management quality qualityofmanagement A comprehensive reflection of the manager's basic qualities, management knowledge and management skills.

Business symbol visualmerchandising Service identification, logo and lighting, music, manuals, display stands, symbols, service items, etc. required by the company's visual identity.

3.1 Basic duties

3.1.1

Responsible for the daily operation of the store, report directly to the higher level.

3.1.2

The executive company assigns the responsibility of the store management and leads the team to complete the annual operational goals.

3.1.3

Ensure that the store operation process is in compliance with the specifications.

3.1.4

Take effective measures to complete and improve sales performance.

3.1.5

Responsible for handling problems during business hours within the scope of authority.

3.1.6

Responsible for effectively solving various complaints and emergencies, and actively participate in corporate crisis management.

3.1.7

Strictly implement the company's relevant policies and rules and regulations, and advocate the company's cultural philosophy.

3.1.8

Responsible for hosting the work meeting of the store to discuss various matters in the operation of the store.

3.1.9

Responsible for maintaining good communication with the company inside and outside, and timely and accurate feedback to the company on store management.