



**FURNITURE  
& FITTINGS  
SKILL COUNCIL**  
कुशल • सक्षम • आत्मनिर्भर



सत्यमेव जयते  
GOVERNMENT OF INDIA  
MINISTRY OF SKILL DEVELOPMENT  
& ENTREPRENEURSHIP



**Skill India**  
कौशल भारत - कुशल भारत



# Model Curriculum

**QP Name: Multipurpose Assistant- Furniture Business Development**

**QP Code: FFS/Q2101**

**QP Version: 1.0**

**NSQF Level: 3**

**Model Curriculum Version: 1.0**

Furniture and Fittings Skill Council || Furniture and Fittings Skill Council (FFSC), 407-408, DLF City Court,  
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# Training Parameters

<b>Sector</b>	Interiors, Furniture and Fixtures
<b>Sub-Sector</b>	Furniture Business Development, Installation & After Sales
<b>Occupation</b>	Furniture Business Development & Distribution
<b>Country</b>	India
<b>NSQF Level</b>	3
<b>Aligned to NCO/ISCO/ISIC Code</b>	NCO-2015/2431.0502
<b>Minimum Educational Qualification and Experience</b>	Grade 10 pass Or Grade 8 pass with 1 year of (NTC/ NAC) after 8th Or Grade 8 pass and pursuing continuous schooling in regular school (in case of 2-year prog) Or Grade 9 pass and pursuing continuous schooling in regular school Or Grade 9 pass with 1 year of relevant experience Or Grade 8 pass with 2 years of relevant experience Or Grade 5 pass with 5 years of relevant experience Or Previous relevant Qualification of NSQF Level 2- General Assistant (Foundation course on Design-Build-Install) with 3 years of relevant experience
<b>Minimum Level of Education for Training in School</b>	NA
<b>Pre-Requisite License or Training</b>	NA
<b>Minimum Job Entry Age</b>	14 Years
<b>Last Reviewed on</b>	31-08-2023
<b>Next Review Date</b>	31-08-2026
<b>NSQC Approval Date</b>	31-08-2023
<b>Q.P. Version</b>	1.0
<b>Model Curriculum Creation Date</b>	29-06-2023
<b>Model Curriculum Valid Up to Date</b>	31-08-2026

<b>Model Curriculum Version</b>	1.0
<b>Minimum Duration of the Course</b>	390 (Min. of 1 Electives to be selected)
<b>Maximum Duration of the Course</b>	540 (Max. of 2 Electives to be selected)

# Program Overview

This section summarizes the end objectives of the program along with its duration.

## Training Outcomes

At the end of the program, the learner should have acquired the listed knowledge and skills:

- Explain the fundamentals of the Interiors, Furniture, and Allied industry, including its key components, trends, and market dynamics.
- List various interior projects, different types of products, materials, and accessories used in the industry.
- Explain the organizational context and workplace policies specific to the Interiors, Furniture, and Allied industry.
- Discuss the responsibilities and tasks involved in the role of a Multipurpose Assistant in Furniture Business Development, including client engagement, sales support, and collaboration with different departments.
- Conduct effective market research and analysis, identifying target markets, customer needs, and market trends.
- Develop the skills to build and maintain professional networks, engage with stakeholders, and foster beneficial relationships.
- Demonstrate proficiency in documenting and maintaining records, including sales transactions, customer interactions, and project details.
- Display effective customer engagement skills, including active listening, effective communication, and building rapport with customers.
- State the importance of cross-departmental collaboration and effectively collaborate with different departments to achieve business objectives.
- Recognize the importance of personal and professional development, actively seeking opportunities to enhance their skills and knowledge within the industry.
- Adhere to health and safety practices, ensuring a safe working environment and minimizing risks in the Interiors, Furniture, and Allied industry.
- develop employability skills, including effective communication, teamwork, problem-solving, and time management, relevant to the Interiors, Furniture, and Allied industry.
- Conduct market research and implement targeted outreach campaigns to promote furniture products and services to potential customers.
- Display skills in digital marketing and content creation, including social media marketing, content development, and online advertising strategies.
- Utilize analytical tools and techniques to track and analyze sales data, customer behavior, and marketing performance, maintaining accurate records for future analysis.
- Demonstrate proficiency in sales techniques, distribution strategies, and nurturing customer relationships to achieve sales targets and ensure customer satisfaction.
- Analyze market trends, competitive landscape, and customer preferences, providing insights for strategic decision-making.
- Prepare sales reports, analyze sales data, and evaluate sales performance, identifying areas for improvement and implementing appropriate strategies.
- Provide excellent customer support, addressing inquiries, resolving issues, and ensuring a positive customer experience throughout the sales process.

- Handle order resolutions, manage warranty claims, and ensure timely and satisfactory resolutions for customers' concerns and issues.
- Collect and record after-sales feedback, track customer satisfaction levels, and maintain records for future reference and improvement purposes.

## Compulsory Modules

The table lists the modules and their duration corresponding to the Compulsory NOS of the QP.

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
<b>Bridge Module(s)</b>	<b>20:00</b>	<b>40:00</b>	<b>00:00</b>	<b>00:00</b>	<b>60:00</b>
Module 1: Introduction to the Interiors, Furniture, and Allied Industry	04:00	00:00	00:00	00:00	04:00
Module 2: Introduction to Interior and furniture projects, products, materials, and accessories	08:00	24:00	00:00	00:00	32:00
Module 3: Introduction to the organizational context and workplace policies	04:00	16:00	00:00	00:00	20:00
Module 4: Introduction to the role of a Multipurpose Assistant-Furniture Business Development	04:00	00:00	00:00	00:00	04:00
<b>FFS/N2103: Assist in marketing research, data analysis and reporting for furniture and allied business development NOS Version No. 1 NSQF Level- 3</b>	<b>12:00</b>	<b>48:00</b>	<b>00:00</b>	<b>00:00</b>	<b>60:00</b>
Module 5: Business market research and analysis	06:00	16:00	00:00	00:00	22:00
Module 6: Networking and stakeholder engagement	04:00	24:00	00:00	00:00	28:00
Module 7: Documentation and record-keeping	02:00	08:00	00:00	00:00	10:00



<b>FFS/N2104: Assist in customer engagement, cross functional collaboration, and achieving business development objectives NOS Version No. 1 NSQF Level- 3</b>	<b>12:00</b>	<b>48:00</b>	<b>00:00</b>	<b>00:00</b>	<b>60:00</b>
Module 8: Customer engagement	06:00	20:00	00:00	00:00	26:00
Module 9: Departmental collaboration	04:00	16:00	00:00	00:00	20:00
Module 10: Personal and Professional development	02:00	12:00	00:00	00:00	14:00
<b>FFS/N8205: Follow workplace health, safety, and environmental procedures NOS Version No. 3 NSQF Level- 3</b>	<b>12:00</b>	<b>18:00</b>	<b>00:00</b>	<b>00:00</b>	<b>30:00</b>
Module 11: Health and safety practices at the worksite	08:00	12:00	00:00	00:00	20:00
Module 12: Greening practices at worksite	04:00	06:00	00:00	00:00	10:00
<b>DGT/VSQ/N0101: Employability Skills (30 Hours) NOS Version No. 1 NSQF Level- 2</b>	<b>15:00</b>	<b>15:00</b>	<b>00:00</b>	<b>00:00</b>	<b>30:00</b>
Module 13: Employability Skills	15:00	15:00	00:00	00:00	30:00
<b>Total Duration</b>	<b>71:00</b>	<b>169:00</b>	<b>00:00</b>	<b>00:00</b>	<b>240:00</b>

## Elective Modules

The table lists the modules and their duration corresponding to the Elective NOS of the QP.

### Elective 1: Marketing

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
<b>FFS/N2105: Assist in marketing &amp; research activities to develop business for Furniture &amp; Allied sectors NOS Version No. 1 NSQF Level- 3</b>	<b>12:00</b>	<b>48:00</b>	<b>90:00</b>	<b>00:00</b>	<b>150:00</b>



Module 14: Market research and outreach campaign.	04:00	16:00	00:00	00:00	20:00
Module 15: Digital marketing and content creation	06:00	24:00	00:00	00:00	30:00
Module 16: Analytics and record-keeping	02:00	08:00	00:00	00:00	10:00
Module 17: On-the-job training for market & research activities	00:00	00:00	90:00	00:00	90:00
<b>Total Duration</b>	<b>12:00</b>	<b>48:00</b>	<b>90:00</b>	<b>00:00</b>	<b>150:00</b>

### Elective 2: Sales and Distribution

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
<b>FFS/N2106: Assist in Sales and Distribution activities for Furniture &amp; Allied sectors NOS Version No. 1 NSQF Level- 3</b>	<b>12:00</b>	<b>48:00</b>	<b>90:00</b>	<b>00:00</b>	<b>150:00</b>
Module 18: Sales, distribution & customer relationship	04:00	16:00	00:00	00:00	20:00
Module 19: Market and competition analysis	06:00	24:00	00:00	00:00	30:00
Module 20: Sales reporting and analysis	02:00	08:00	00:00	00:00	10:00
Module 21: On-the-job training for sales & distribution activities	00:00	00:00	90:00	00:00	90:00
<b>Total Duration</b>	<b>12:00</b>	<b>48:00</b>	<b>90:00</b>	<b>00:00</b>	<b>150:00</b>

### Elective 3: After Sales and Support

NOS and Module Details	Theory Duration	Practical Duration	On-the-Job Training Duration (Mandatory)	On-the-Job Training Duration (Recommended)	Total Duration
<b>FFS/N2107: Assist in After Sales Support services for Furniture &amp; Allied sectors NOS Version No.1 NSQF Level- 3</b>	<b>12:00</b>	<b>48:00</b>	<b>90:00</b>	<b>00:00</b>	<b>150:00</b>

Module 22: Customer support	04:00	16:00	00:00	00:00	20:00
Module 23: Order resolution and warranty management	06:00	24:00	00:00	00:00	30:00
Module 24: After sales feedback and record-keeping	02:00	08:00	00:00	00:00	10:00
Module 25: On-the-job training for after sales feedback and support activities	00:00	00:00	90:00	00:00	90:00
<b>Total Duration</b>	<b>12:00</b>	<b>48:00</b>	<b>90:00</b>	<b>00:00</b>	<b>150:00</b>

# Module Details

## Module 1: Introduction to the Interiors, Furniture, and Allied Industry Bridge Module

### Terminal Outcomes:

- Explain the functioning of the furniture industry.
- Describe the segments of the furniture industry.
- Explain the scope and significance of the furniture industry.

<b>Duration: 04:00</b>	<b>Duration: 00:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the scope and significance of the furniture industry.</li> <li>• Discuss the various segments of the furniture industry and how they function.</li> <li>• Explain various types and categories of products of furniture.</li> <li>• Describe the types of allied or enabling industries involved in furniture manufacturing.</li> <li>• Describe the relationship between interiors and the furniture industry.</li> <li>• Classify different types of interior projects.</li> <li>• Describe the occupational map of the furniture industry.</li> </ul>	
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
N.A.	

## Module 2: Introduction to Interior and furniture projects, products, materials, and accessories

### Bridge Module

#### Terminal Outcomes:

- Explain difference between various types of Interior Design projects and themes.
- Explain the various furniture products and its usage.
- Summarize the raw materials and accessories required for interiors and furniture projects.

<b>Duration: 08:00</b>	<b>Duration: 24:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Classify different types of Interior Design projects in terms of space.</li> <li>• Describe various categories of architectural hardware and fittings used in furniture manufacturing.</li> <li>• Discuss the usage of various architectural hardwares in making different types of furniture.</li> <li>• Describe the various types of operations involved in furniture manufacturing.</li> <li>• Describe the various measuring tools and their usage.</li> </ul>	<ul style="list-style-type: none"> <li>• Analyse different Interior projects and list out the Interior products used as per its category.</li> <li>• Classify the different types of raw material and accessories used in a specified interiors project.</li> <li>• Select the architectural hardware as per the type of application.</li> <li>• Demonstrate the process of cleaning various architectural hardware before and after installation.</li> <li>• Segregate the hand tools and power tools as per the usage.</li> <li>• Demonstrate how to measure the dimensions of products using the given set of measuring tools.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Project/Theme based props for simulation as required.	

## Module 3: Introduction to the organizational context and workplace policies

### Bridge Module

#### Terminal Outcomes:

- Discuss the importance of communication skills required for Furniture Business Development Executive.
- Demonstrate the use of various social media platforms effectively.
- Apply appropriate behaviour and work ethics while working at the worksite.

<b>Duration: 04:00</b>	<b>Duration: 16:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the organizational structure and highlight the importance of the installation department.</li> <li>• Elaborate about various organizational processes, code of conduct, reporting matrix, and escalation hierarchy.</li> <li>• List all the documents required to carry out the job, such as the job card and checklist for oneself.</li> <li>• Explain the importance of working towards team objectives and goals.</li> <li>• Explain the importance of effective communication and interpersonal skills.</li> <li>• Identify the common reasons for interpersonal conflicts and ways of managing them effectively.</li> <li>• Explain the importance of maintaining good habits related to health and hygiene.</li> <li>• Explain the basic parts of a computer, smartphones, and their functioning.</li> <li>• Describe different types of social media platforms: YouTube, WhatsApp, Facebook, Twitter, etc.</li> <li>• Describe how to operate bank accounts and the terminologies associated with them.</li> <li>• State the significance of payment methods and gateways for financial transactions.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the use of appropriate behaviour and language while communicating with colleagues.</li> <li>• Demonstrate how to report problems that need escalation.</li> <li>• Demonstrate how to fill a sample job card for submission.</li> <li>• Demonstrate active listening skills while communicating.</li> <li>• Demonstrate how to sign up for an email account.</li> <li>• Demonstrate how to search for a video on the internet.</li> <li>• Demonstrate how to operate various social media platforms: YouTube, WhatsApp, Facebook, Twitter, etc.</li> <li>• Demonstrate the steps involved in a financial transaction using a suitable medium.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Sample of Job Cards, Sample of escalation matrix, organization structure.	

## Module 4: Introduction to the role of a Multipurpose Assistant- Furniture Business Development

### Bridge Module

#### Terminal Outcomes:

- Explain the role and responsibilities of a Business Development Multipurpose Assistant.
- Discuss the scope of work for a Business Development Multipurpose Assistant.

<b>Duration:</b> 04:00	<b>Duration:</b> 00:00
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the Furniture Business Development &amp; Distribution occupation and related job roles.</li> <li>• Describe the attributes and essential skill sets required for a Multipurpose Assistant.</li> <li>• Explain the role, responsibilities, and key result areas of a Multipurpose Assistant.</li> <li>• Describe the career progression path for a Multipurpose Assistant job role.</li> <li>• Discuss the regulatory authorities, laws, and regulations related to an individual while working in the Furniture and Fittings Industry.</li> <li>• Explain the importance of job cards and timely reporting to supervisors in employee performance evaluation.</li> </ul>	
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Sample Job card, FFSC Occupational Map.	

## Module 5: Business market research and analysis

Mapped to FFS/N2103, v 1.0

### Terminal Outcomes:

- Discuss the day-to-day tasks and responsibilities while assisting supervisor in business development domain.
- Discuss the process of analyzing data related to marketing, sales, distribution, or after-sales support.
- Demonstrate skills in identifying trends, opportunities, and challenges in the respective area to support decision-making and strategy formulation.

<b>Duration: 06:00</b>	<b>Duration: 16:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the role and responsibilities of a business development assistant at the entry-level.</li> <li>• Describe the steps involved in assisting the supervisor in day-to-day tasks for business development.</li> <li>• List different sources and methods for data collection.</li> <li>• Explain the process of data analysis relating to marketing, sales, distribution, or after-sales support.</li> <li>• Explain the usage of relevant data analysis tools and software.</li> <li>• Describe the process of identifying industry-specific trends, market dynamics, and customer preferences.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate the process of prioritizing tasks effectively, managing their time, and maintaining accurate records of their activities.</li> <li>• Select appropriate sources and methods for data collection based on the specific business development requirements.</li> <li>• Apply data analysis techniques to organize, clean, and derive insights from the collected data.</li> <li>• Demonstrate the use data analysis tools and software to analyze and visualize the collected data.</li> <li>• Employ suitable techniques to identify trends, opportunities, and challenges specific to the respective area.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Data Analysis Tools, Data management Software.	



## Module 6: Networking and stakeholder engagement

Mapped to FFS/N2103, v 1.0

### Terminal Outcomes:

- Provide effective assistance in executing marketing campaigns, sales initiatives, and after-sales support programs.
- Actively participate in organizing industry events, conferences, and trade shows to build professional networks.
- Engage with industry stakeholders, clients, and partners to explore collaboration opportunities.

<b>Duration:</b> 04:00	<b>Duration:</b> 24:00
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the importance of collaboration in executing marketing campaigns, sales initiatives, distribution activities, or after-sales support programs.</li> <li>• Discuss the process of planning and organizing industry events, conferences, and trade shows.</li> <li>• Discuss the techniques for effective networking and building industry relationships.</li> <li>• Discuss the importance of engaging with industry stakeholders and building strategic partnerships to explore collaboration opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate effectively with team members, contribute to the execution of activities, and support marketing, sales, distribution, or after-sales support initiatives.</li> <li>• Actively participate and organize industry events, conferences, and trade shows, establish connections, and build a strong professional network.</li> <li>• Proactively engage with industry stakeholders, potential clients, and strategic partners to explore collaboration opportunities and stay updated on industry trends.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
NA	

## Module 7: Documentation and record-keeping

Mapped to FFS/N2103, v 1.0

### Terminal Outcomes:

- Demonstrate the ability to summarize key findings and insights and maintain accurate and up-to-date documentation.
- Efficiently maintain, organize, and update files, ensuring proper record-keeping of design changes, revisions, and version control.
- Responsively address queries and feedback from supervisors, providing timely and satisfactory responses.

<b>Duration: 02:00</b>	<b>Duration: 08:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss various methodologies involved in report writing and preparing presentation.</li> <li>• Explain various file management principles and practices.</li> <li>• Discuss the process of maintaining up-to-date documentation and records.</li> <li>• Discuss the importance of organizational policies and standards regarding documentation.</li> <li>• Discuss the process of effectively responding to queries and feedback from supervisors.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare clear and concise reports and presentations summarizing research findings and recommendations, using appropriate visual aids and communication techniques.</li> <li>• Organize and categorize files, using appropriate naming conventions, ensuring easy access and retrieval.</li> <li>• Maintain accurate and up-to-date records of design changes, revisions, and version control, ensuring a comprehensive documentation trail.</li> <li>• Ensure consistency in documentation, adhere to organizational policies and branding guidelines, and maintain a professional standard of documentation</li> <li>• Respond promptly to queries and feedback from supervisors, ensuring timely and efficient communication.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Documentation and Reporting Tools.	

## Module 8: Customer engagement

Mapped to FFS/N2104, v 1.0

### Terminal Outcomes:

- Assist in actively engaging with customers to gather feedback, understand their needs, and address their queries or concerns, demonstrating effective communication and customer service skills.
- Support the maintenance of strong customer relationships by promptly responding to customer inquiries, providing clear and concise communication, and fostering positive interactions.
- Contribute to enhancing the customer experience by consistently delivering exceptional service, exceeding customer expectations, and ensuring high levels of customer satisfaction.

<b>Duration: 06:00</b>	<b>Duration: 20:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Differentiate techniques for effective customer interaction, discuss methods for gathering customer feedback and understanding their needs.</li> <li>• Explain strategies for addressing customer queries or concerns in the furniture industry.</li> <li>• Discuss the importance of timely and effective communication techniques for building and maintaining customer relationships</li> <li>• Explain the importance of customer experience in the furniture industry.</li> <li>• Discuss various company's products, services, and policies relating to business development.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate skills in client interaction, gathering feedback, understanding customer needs, and addressing queries or concerns.</li> <li>• Demonstrate skills in maintaining strong customer relationships through effective communication and timely response</li> <li>• Display exceptional service that meets customer expectations, and create a positive customer experience</li> <li>• Provide accurate and relevant information to customers regarding products, services, and policies.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Customer Relationship Management (CRM) System, Customer Feedback Form.	

## Module 9: Departmental collaboration

Mapped to FFS/N2104, v 1.0

### Terminal Outcomes:

- Discuss the importance of collaboration with other departments to achieve shared objectives and enhance cross-functional teamwork.
- Contribute innovative ideas and insights to drive organizational innovation and improve processes.
- Identify departmental goals by actively assisting the supervisor and monitoring progress for successful outcomes.

<b>Duration: 04:00</b>	<b>Duration: 16.00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the key processes and workflows of different departments.</li> <li>• Discuss the role of effective communication techniques, active listening, and collaboration strategies in the efficient work delivery.</li> <li>• Explain the significance of cross-functional collaboration and initiatives for achieving business goals. Discuss the significance of the departmental goals and targets in the furniture industry.</li> <li>• Explain the purpose and importance of monitoring initiatives, projects, or campaigns and their roles</li> <li>• Discuss reporting techniques and tools for presenting progress updates</li> <li>• Discuss about goal-setting, planning, and implementing business development initiatives using appropriate tools and equipment.</li> </ul>	<ul style="list-style-type: none"> <li>• Collaborate effectively with cross-functional teams, contribute to joint objectives, and achieve shared goals</li> <li>• Actively participate in meetings, contribute ideas, and work collaboratively with colleagues from different departments</li> <li>• Apply suitable business principles and knowledge to contribute strategically to projects and initiatives involving multiple departments. Contribute to the achievement of departmental goals, work collaboratively with the team, and meet assigned targets</li> <li>• Assist in tracking project milestones, collecting data, and preparing accurate and timely progress reports</li> <li>• Demonstrate skills in tracking and analysing relevant data, preparing progress reports using appropriate tools</li> <li>• Actively engage in goal-oriented activities, contribute to business development initiatives, and support the team in achieving departmental success.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Data Analysis Tools, Tracking and monitoring tools, Departmental collaboration tools.	

## Module 10: Personal and Professional development

Mapped to FFS/N2104, v 1.0

### Terminal Outcomes:

- Embrace a proactive approach to learning and growth by actively seeking out opportunities, such as attending industry events, training programs, or webinars, to expand knowledge and skills.
- Foster a culture of continuous improvement by seeking feedback from superiors and colleagues, leveraging their insights to identify areas for growth.

<b>Duration: 02:00</b>	<b>Duration: 12:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the importance of continuous learning and growth for professional development through events, training programs, webinars, and other learning opportunities.</li> <li>• Discuss the importance of actively soliciting feedback through different mediums for personal growth and improvement.</li> </ul>	<ul style="list-style-type: none"> <li>• Identify and participate in relevant industry events, training programs, and webinars to enhance their knowledge and skills in business development.</li> <li>• Seek constructive feedback, evaluate performance, identify areas for improvement, and take proactive steps to enhance skills and knowledge.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Sample performance review and feedback form	

## Module 11: Health and safety practices at the worksite

Mapped to FFS/N8205, v 3.0

### Terminal Outcomes:

- Describe how to maintain a healthy, safe, and secure environment at the worksite.
- Implement safety practices and optimize the use of resources.
- Demonstrate health and safety procedures.
- Employ personal hygiene practices at the worksite.
- Develop the ability to follow hygiene practices.

<b>Duration: 08:00</b>	<b>Duration: 12:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss organizational hygiene and sanitation guidelines and ways of reporting breaches/gaps if any.</li> <li>• State the importance of using appropriate colour dustbins for different types of waste.</li> <li>• Discuss the significance of conforming to health and safety legislation, regulations, and other relevant guidelines.</li> <li>• Label appropriate personal protective equipment needed for a job role and their application.</li> <li>• Explain the importance of work ethics, dress code and personal hygiene.</li> <li>• Discuss the various types of cleaning consumable required for maintaining personal hygiene.</li> <li>• Identify the given pictorial representations of safety signs and hand signals.</li> <li>• Explain the operational guidelines for usage of tools and equipment.</li> <li>• Describe the storage and handling procedure for hazardous substances.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate how to analyse the worksite for any organizational and safety breaches.</li> <li>• Demonstrate different disposal techniques depending upon different types of waste.</li> <li>• Employ suitable health and safety legislations while working all times.</li> <li>• Demonstrate the use of personal protective equipment such as goggles, gloves, ear plugs, shoes etc.</li> <li>• Display the correct way of wearing and removing PPE such as face masks, hand gloves, face shields, PPE suits, etc.</li> <li>• Demonstrate the correct way of sanitizing and washing the hands.</li> <li>• Demonstrate the working of warning labels, symbols and other related signages.</li> <li>• Employ different ways to check if equipment/machines are functioning as per requirements and report malfunctioning, if observed.</li> <li>• Demarcate the waste on the basis of recyclable and non-recyclable material.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Personal Protective Equipment, Housekeeping- Materials, Tools and Equipment, Theme-based props.	

## Module 12: Greening practices at worksite

Mapped to FFS/N8205, v 3.0

### Terminal Outcomes:

- Use the resources at the worksite efficiently.
- Apply conservation practices at the worksite.

<b>Duration:</b> 04:00	<b>Duration:</b> 06:00
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Explain the various ways of saving energy.</li> <li>• Explain the benefits of periodic cleaning of tools and equipment.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate ways for efficient utilization of material and water.</li> <li>• Employ different ways to check if tools and equipment are functioning correctly and report anomalies if any.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional)	
<b>Tools, Equipment, and Other Requirements</b>	
Housekeeping- Materials, Tools and Equipment, Theme-based props.	



## Module 13: Employability Skills

Mapped to DGT/VSQ/N0101, v 1.0

### Terminal Outcomes:

- Discuss the importance of Employability skills and its relevance in personal growth.
- Demonstrate excellent communication and interpersonal skills in various workplace settings.
- Discuss best practices towards gender sensitization and PwD.
- Demonstrate a strong work ethic and the ability to work effectively using effective employability skills.

Duration: 15:00	Duration: 15:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Discuss the importance of Employability Skills in meeting the job requirements.</li> <li>• Explain constitutional values, civic rights, duties, citizenship, responsibility towards society, etc. that must be followed to become a responsible citizen.</li> <li>• Discuss 21<sup>st</sup>-century skills.</li> <li>• Discuss the significance of reporting sexual harassment issues in time.</li> <li>• Discuss the significance of using financial products and services safely and securely.</li> <li>• Explain the importance of managing expenses, income, and savings.</li> <li>• Explain the significance of approaching the concerned authorities in time for any exploitation as per legal rights and laws.</li> <li>• Discuss the significance of safely and securely using the internet for browsing and accessing social media platforms.</li> <li>• Discuss the need to identify potential business opportunities, sources for arranging money, and possibly legal and financial challenges.</li> <li>• Explain the significance of identifying customer needs and addressing them.</li> <li>• Discuss the significance of maintaining hygiene and dressing appropriately.</li> <li>• Discuss the significance of dressing up neatly and maintaining hygiene for an interview.</li> <li>• Discuss how to search and register for apprenticeship opportunities.</li> </ul>	<ul style="list-style-type: none"> <li>• Show how to practice different environmentally sustainable practices.</li> <li>• Display a positive attitude, self-motivation, problem-solving, time management skills, and a continuous learning mindset in different situations.</li> <li>• Use appropriate basic English sentences/phrases while speaking.</li> <li>• Demonstrate how to communicate in a well-mannered way with others.</li> <li>• Demonstrate working with others in a team.</li> <li>• Show how to conduct oneself appropriately with all genders and PwD.</li> <li>• Show how to operate digital devices and safely and securely use the associated applications and features.</li> <li>• Differentiate between types of customers.</li> <li>• Create a biodata.</li> <li>• Use various sources to search and apply for jobs.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Sample Biodata, Payment Gateway devices.	

## Module 14: Market research and outreach campaign

Mapped to FFS/N2105, v 1.0

### Terminal Outcomes:

- Conduct market research to gather insights on customer preferences, trends, and competitors for informed decision-making in product development and marketing strategies.
- Assist in planning, coordinating, and creating campaign materials to effectively reach and engage the target audience in marketing campaigns.
- Analyze market data, customer feedback, and campaign metrics to identify opportunities for improvement and provide actionable recommendations for optimized marketing strategies and business growth.

<b>Duration:</b> 04:00	<b>Duration:</b> 16:00
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the importance of research in gathering insights into customer preferences and market trends using appropriate tools and techniques.</li> <li>• Discuss how to analyze market data and customer feedback to identify opportunities for product development and marketing optimization.</li> <li>• State the importance of segmentation, targeting, and positioning strategies in market analysis.</li> <li>• Explain the significance of customer personas and segmentation strategies in enhancing marketing effectiveness.</li> <li>• Discuss the process to plan and coordinate marketing campaigns effectively.</li> <li>• Discuss the process of developing different types of campaign materials, such as advertisements and brochures.</li> <li>• Discuss how to monitor campaign performance, track relevant metrics, and derive insights for improvement using appropriate techniques.</li> </ul>	<ul style="list-style-type: none"> <li>• Apply appropriate research methodologies, such as surveys, interviews, focus groups, and data analysis, to gather relevant information on customer preferences, market trends, and competitor activities.</li> <li>• Assist in analysing market data and customer feedback to identify opportunities for improvement.</li> <li>• Assist in identifying target audiences and market opportunities based on market data analysis and customer feedback.</li> <li>• Support the development of customer personas and segmentation strategies to enhance marketing effectiveness for marketing and research activities.</li> <li>• Contribute to the planning, coordination, and implementation of marketing campaigns for marketing and research activities.</li> <li>• Demonstrate skills in developing various campaign materials, such as advertisements, brochures, and digital assets, considering their respective purposes and target audiences.</li> <li>• Apply marketing metrics and analytics tools to monitor campaign performance, track relevant data, and provide recommendations for optimization.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Sales and Marketing Collateral, Execution Support Tools, Documentation and Reporting Tools, Data Analysis Tools, Sales, Marketing tools.	

## Module 15: Digital marketing and content creation

Mapped to FFS/N2105, v 1.0

### Terminal Outcomes:

- Assist in executing digital marketing strategies, including social media campaigns, email marketing, and content marketing, to enhance brand awareness and engagement.
- Support social media management by creating engaging content, monitoring user interactions, and fostering positive online engagement.
- Contribute to enhancing the company's website and online presence through website development, content optimization, and SEO strategies.
- Demonstrate the skills in content creation and management on different platforms.

Duration: 06:00	Duration: 24:00
Theory – Key Learning Outcomes	Practical – Key Learning Outcomes
<ul style="list-style-type: none"> <li>• Discuss different digital marketing channels and their features, advantages, and limitations.</li> <li>• Discuss the role in content marketing principles and techniques in digital marketing and social media outreach.</li> <li>• Discuss the features and best practices associated with various social media platforms.</li> <li>• Explain the usage of different social media content creation techniques, including storytelling, visual design, and copywriting.</li> <li>• Discuss the impact of social media analytics and continuous monitoring in tracking user engagement and interactions.</li> <li>• Discuss the key principles and strategies for developing and optimizing websites.</li> <li>• List the impact of target audience segmentation and buyer personas for creating tailored content.</li> <li>• Explain how to create engaging and informative content for various marketing channels using storytelling techniques and copywriting principles.</li> <li>• State the importance of managing and organizing content assets for consistency and efficiency</li> <li>• List the usage of different strategies for content planning and scheduling for different platforms and campaigns</li> <li>• Explain the role of content calendars in organizing and scheduling content.</li> </ul>	<ul style="list-style-type: none"> <li>• Select and utilize appropriate digital marketing channels for specific campaigns using appropriate principles and techniques.</li> <li>• Demonstrate the ability to create compelling content for social media and to adhere to best practices when publishing and managing content.</li> <li>• Assist in monitoring social media analytics, tracking engagement, and providing insights for optimizing social media outreach.</li> <li>• Support the development and optimization of the company's website and online presence for marketing and research activities.</li> <li>• Collaborate with the marketing and research team to understand the content requirements and target audience preferences for different marketing channels.</li> <li>• Utilize effective writing techniques and storytelling principles to craft compelling and informative content for website pages, blog articles, social media posts, and marketing collaterals.</li> <li>• Assist in organizing and maintaining content assets in CMS or DAM platforms, ensuring accuracy and consistency.</li> <li>• Contribute to populating and maintaining content calendar for effective content planning and scheduling</li> </ul>

### Classroom Aids

White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).

### Tools, Equipment, and Other Requirements

Measurement and marking tools, Execution Support Tools, Content creation tools, Content Monitoring and analysis tools.

## Module 16: Analytics and record-keeping

Mapped to FFS/N2105, v 1.0

### Terminal Outcomes:

- Execute digital marketing strategies, including social media campaigns, email marketing, and content marketing, to boost brand awareness and engagement.
- Aid in managing social media platforms by creating captivating content, monitoring user interactions, and fostering positive online engagement.
- Contribute to improving the company's website and online presence through website development, content optimization, and SEO strategies.

<b>Duration: 02:00</b>	<b>Duration: 08:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the key marketing performance metrics and their significance.</li> <li>• Differentiate various analytical tools and platforms used for tracking marketing performance metrics.</li> <li>• Illustrate the process to prepare comprehensive marketing performance reports and visualize data for effective communication.</li> <li>• State the importance of data-driven decision-making in marketing and business strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• Assist in monitoring and tracking marketing performance metrics.</li> <li>• Utilize analytical tools and platforms to track and analyze marketing performance metrics.</li> <li>• Prepare marketing performance reports, including key metrics, trends, and analysis.</li> <li>• Contribute to data-driven decision-making by providing insights and recommendations based on the analysis.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Documentation and Reporting Tools, Data Analysis Tools.	

## Module 17: On-the-Job training for assisting in marketing & research activities

*Mapped to FFS/N2105, v 1.0*

<b>Mandatory Duration:</b> 90:00	<b>Recommended Duration:</b> 00:00
<b>Module Name: On-the-Job Training</b>	
<b>Location: On-Site</b>	
<b>Terminal Outcomes</b>	
<ul style="list-style-type: none"> <li>• Conduct research to gather insights on customer preferences, market trends, and competitor activities, providing valuable information for decision-making.</li> <li>• Assist in analyzing market data and customer feedback to identify opportunities for product development, target audience expansion, or optimization of marketing campaigns.</li> <li>• Support the development of customer personas and segmentation strategies to enhance marketing effectiveness, ensuring targeted and personalized approaches.</li> <li>• Assist in the execution of marketing campaigns, including planning, coordination, and implementation, to effectively reach the target audience and achieve campaign objectives.</li> <li>• Support the development of campaign materials, such as advertisements, brochures, and digital assets, ensuring they align with the brand image and effectively communicate key messages.</li> <li>• Assist in monitoring campaigns, tracking metrics, and providing recommendations for improvement, optimizing campaign performance and maximizing ROI.</li> <li>• Assist in the creation and execution of digital marketing strategies, including social media campaigns, email marketing, and content marketing, to drive brand awareness and engagement.</li> <li>• Assist in managing social media platforms, posting engaging content, and monitoring user engagement and interactions to build a strong online presence and foster community engagement.</li> <li>• Support the development and optimization of the company's website and online presence, ensuring user-friendly navigation, engaging content, and effective lead generation.</li> <li>• Assist in creating engaging and informative content for various marketing channels, including website pages, blog articles, social media posts, and marketing collateral, to attract and educate the target audience.</li> <li>• Assist in managing and organizing content assets, ensuring accuracy, consistency, and relevance, facilitating efficient content retrieval and utilization.</li> <li>• Contribute to the development of content calendars, planning and scheduling content for different platforms and campaigns, ensuring consistent messaging and timely delivery.</li> <li>• Assist in monitoring and analyzing marketing performance metrics, such as website traffic, social media engagement, and campaign conversions, to evaluate the effectiveness of marketing efforts.</li> <li>• Contribute to the preparation of marketing performance reports, highlighting key metrics, trends, and actionable insights, supporting data-driven decision-making and continuous improvement.</li> </ul>	

## Module 18: Sales, distribution & customer relationship

Mapped to FFS/N2106, v 1.0

### Terminal Outcomes:

- Coordinate sales activities, including order processing and fulfilment, to streamline the sales process and ensure customer satisfaction.
- Manage customer inquiries and resolve issues promptly to maintain strong customer relationships.
- Support product distribution and logistics by coordinating inventory management and efficient order fulfilment for timely product delivery.

<b>Duration: 04:00</b>	<b>Duration: 16:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the importance of efficient sales coordination in meeting customer needs and ensuring timely delivery.</li> <li>• Explain the usage of sales management tools and software to track orders and ensure smooth fulfilment processes.</li> <li>• Explain the importance of prompt and effective communication in addressing customer inquiries and resolving issues.</li> <li>• List common customer issues and their resolution strategies in the sales and distribution context.</li> <li>• Explain the role and features of customer relationship management (CRM) systems in managing customer databases effectively.</li> <li>• Describe the steps involved in order fulfilment, from order processing and picking to packing and shipping.</li> <li>• Describe the key components of supply chain management, including transportation, warehousing, and order fulfilment.</li> </ul>	<ul style="list-style-type: none"> <li>• Coordinate sales activities, process orders, track progress, and ensure timely fulfilment.</li> <li>• Utilize sales management tools and software for order tracking and fulfilment tasks.</li> <li>• Demonstrate skills in managing customer inquiries, resolving issues, and ensuring customer satisfaction</li> <li>• Utilize CRM systems to track and manage customer interactions, update customer records, and ensure accurate and up-to-date customer information.</li> <li>• Assist in coordinating order fulfilment activities, ensuring orders are processed accurately, products are properly packed, and shipments are dispatched on time.</li> <li>• Manage product deliveries by ensuring timely order processing, accurate shipment tracking, and efficient logistics management to meet customer delivery expectations.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Customer Relationship Management (CRM) System, Sales and Marketing Collateral, Sales Order Processing Software, Product Catalogs and Brochures, Hardware and Fittings Brochures, Pricing Sheets and Promotional Material.	



## Module 19: Market and competition analysis

Mapped to FFS/N2106, v 1.0

### Terminal Outcomes:

- Apply market research methods, data analysis techniques, and pricing principles to enhance sales and distribution activities.
- Utilize product positioning concepts and suitable marketing entry strategies to effectively promote furniture products.
- Apply data analysis techniques and market research insights to identify sales and distribution opportunities and make informed decisions.

<b>Duration: 06:00</b>	<b>Duration: 06:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe various market research methods, including surveys, interviews, and data analysis, to gather relevant information.</li> <li>• Explain various data analysis techniques used to interpret and extract insights from collected data.</li> <li>• Explain pricing principles, such as cost-based pricing, value-based pricing, and competitive pricing, and discuss pricing strategies for different market scenarios.</li> <li>• Describe the concept of product positioning and the various techniques used to differentiate products in the market.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct research and analysis to identify market trends, customer preferences, and competitor activities, utilizing appropriate methods and tools.</li> <li>• Apply data analysis techniques to examine market data, customer feedback, and competitive intelligence</li> <li>• Contribute to the development of pricing strategies and product positioning strategies by analysing market data, customer insights, and competitor pricing in the target market.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Sales and Marketing Collateral, Execution Support Tools, Data Analysis Tools.	

## Module 20: Sales reporting and analysis

Mapped to FFS/N2106, v 1.0

### Terminal Outcomes:

- Prepare and analyze sales reports, including sales performance, market share, and customer feedback, to gain insights into the sales performance.
- Track and evaluate sales metrics, identify trends, and recommend improvements to optimize sales effectiveness.
- Provide insights and recommendations based on sales analysis to support data-driven decision-making for business development.

<b>Duration: 02:00</b>	<b>Duration: 08:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe various sales reporting techniques and formats.</li> <li>• Differentiate the key components and structure of sales presentations and proposals.</li> <li>• Discuss various data analysis techniques, such as trend analysis, correlation analysis, and data visualization, used to evaluate sales metrics and identify trends.</li> <li>• State the importance of data-driven decision-making in sales and distribution strategy.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare sales reports using appropriate techniques and formats.</li> <li>• Support the sales team by preparing sales reports, presentations, and proposals</li> <li>• Apply data analysis techniques in tracking and evaluating sales metrics, identifying trends, and recommending improvements</li> <li>• Contribute to data-driven decision-making by providing insights and recommendations based on the analysis.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Sales and Marketing Collateral, Analysis Tools, Sales Order Processing Software, Product Catalogs and Brochures, Hardware and Fittings Brochures, Pricing Sheets and Promotional Material.	

## Module 21: On-the-Job training for assisting in sales and distribution activities

*Mapped to FFS/N2106, v 1.0*

<b>Mandatory Duration:</b> 90:00	<b>Recommended Duration:</b> 00:00
<b>Module Name:</b> On-the-Job Training	
<b>Location:</b> On-Site	
<b>Terminal Outcomes</b>	
<ul style="list-style-type: none"> <li>• Assist in coordinating sales activities, including order processing, tracking, and fulfilment, ensuring smooth and efficient sales operations.</li> <li>• Assist in managing customer inquiries, resolving issues, and ensuring customer satisfaction, building strong relationships and fostering customer loyalty.</li> <li>• Assist in managing customer databases, tracking customer interactions, and updating customer records, ensuring accurate and up-to-date customer information for targeted marketing and sales efforts.</li> <li>• Assist in coordinating product distribution and logistics activities, including inventory management, order fulfilment, and shipping coordination, ensuring timely and accurate delivery to customers.</li> <li>• Support in coordinating product deliveries, ensuring timely and accurate shipment to customers, providing a positive experience throughout the delivery process.</li> <li>• Perform research and analysis on market trends, customer preferences, and competitor activities, providing insights for sales strategies and decision-making.</li> <li>• Assist in gathering and analyzing data to identify market opportunities, customer needs, and competitive advantages, supporting informed sales strategies.</li> <li>• Contribute to the development of pricing strategies, product positioning, and market entry plans, ensuring competitive pricing and effective positioning of products.</li> <li>• Perform the preparation and analysis of sales reports, including sales performance, market share, and customer feedback, providing valuable insights for sales evaluation and strategy refinement.</li> <li>• Assist in tracking and evaluating sales metrics, identifying trends and patterns, and recommending improvements, optimizing sales performance.</li> <li>• Contribute to data-driven decision-making by providing insights and recommendations based on sales analysis, supporting effective sales strategies and tactics.</li> </ul>	

## Module 22: Customer support

Mapped to FFS/N2107, v 1.0

### Terminal Outcomes:

- Demonstrate a comprehensive understanding of the company's furniture products, features, and specifications.
- Stay updated with the latest product offerings, pricing, and promotional information to provide accurate and helpful guidance to customers.
- Assist customers with post-sales queries, product information, and troubleshooting assistance.
- Ensure customer satisfaction by delivering high-quality service and maintaining a professional and helpful attitude.

<b>Duration: 04:00</b>	<b>Duration: 16:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the different furniture products offered by the company, including their features, specifications, and benefits.</li> <li>• Discuss the importance of staying updated with the company's latest product offerings, pricing, and promotional information to provide accurate guidance and address customer inquiries effectively.</li> <li>• Explain the importance of prompt and efficient customer support in building customer loyalty and satisfaction.</li> <li>• Describe different customer communication channels, such as phone, email, and chat, and the tools used for effective communication and issue resolution.</li> <li>• Discuss the significance of post-sales support, including addressing questions, providing product information, and troubleshooting.</li> <li>• Discuss about customer satisfaction and how to deliver high-quality service with a professional and helpful attitude.</li> <li>• Discuss the importance of understanding customer requirements and preferences when assisting them in selecting suitable furniture products.</li> </ul>	<ul style="list-style-type: none"> <li>• Demonstrate a comprehensive understanding of the company's furniture products, including their features, specifications, and unique selling points.</li> <li>• Utilize product knowledge to provide accurate and helpful guidance to customers, ensuring their satisfaction and building trust.</li> <li>• Utilize various customer communication channels and tools to provide prompt and efficient customer support, address inquiries, and resolve issues effectively.</li> <li>• Assist customers with post-sales queries, provide product information, and offer troubleshooting assistance, ensuring customer satisfaction.</li> <li>• Perform interaction with customers in a professional and helpful manner, deliver high-quality customer service, and maintain a positive and customer-centric attitude.</li> <li>• Assist customers in selecting the appropriate products based on their requirements and preferences.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Customer Relationship Management (CRM) System, Customer Feedback Forms.	

## Module 23: Order resolution and warranty management

Mapped to FFS/N2107, v 1.0

### Terminal Outcomes:

- Process customer orders accurately, ensuring efficient handling and timely delivery.
- Resolve order-related issues, coordinate with internal teams for prompt resolution, and provide regular updates to customers.
- Assist customers with warranty claims, repairs, and service coordination to ensure timely resolution of issues.
- Gather customer feedback, actively listen to concerns, and take necessary actions to enhance customer satisfaction and experience.

<b>Duration: 06:00</b>	<b>Duration: 24:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Describe the steps involved in order processing, including order entry, verification, and fulfilment.</li> <li>• Explain the importance of order tracking in ensuring on-time delivery and customer satisfaction.</li> <li>• Discuss how to resolve order-related issues, such as changes, cancellations, or shipping problems.</li> <li>• Describe the company's warranty policies, repair procedures, and the role of the service centre in handling customer issues and repairs.</li> <li>• Explain the steps involved in handling warranty claims and coordinating repairs for customers.</li> <li>• Discuss the importance of maintaining accurate records of warranty claims, repairs, and customer interactions for reference and future support.</li> <li>• Explain the importance of empathetic listening in understanding customer concerns and resolving issues effectively.</li> <li>• Describe the situations that require escalating complex or unresolved issues to higher-level support or management.</li> <li>• Discuss the importance of actively gathering customer feedback to improve products, services, and the overall customer experience.</li> </ul>	<ul style="list-style-type: none"> <li>• Handle customer orders and ensure accurate and efficient order processing</li> <li>• Track orders to ensure on-time delivery and provide regular updates to customers</li> <li>• Identify and address order-related issues, such as changes, cancellations, or shipping problems, by coordinating with relevant internal teams.</li> <li>• Coordinate with the service centre to facilitate timely and accurate resolution of customer issues, ensuring adherence to warranty terms.</li> <li>• Assist customers in handling warranty claims, coordinating repairs, and ensuring timely resolution of issues</li> <li>• Maintain accurate records of warranty claims, repairs, and customer interactions for reference and future support.</li> <li>• Demonstrate empathetic listening skills, effectively understanding and addressing customer concerns.</li> <li>• Identify and appropriately escalate complex or unresolved issues to higher-level support or management, as required</li> <li>• Actively gather customer feedback regarding products, services, and overall customer experience.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Customer Feedback Forms, Warranty and Repair Guidelines.	

## Module 24: After sales feedback and record-keeping

Mapped to FFS/N2107, v 1.0

### Terminal Outcomes:

- Ensure a delightful and interactive experience in all verbal and written interactions.
- Maintain meticulous and comprehensive records of customer interactions, inquiries, and issue resolutions.
- Foster a spirit of collaboration with internal teams, actively sharing valuable customer feedback, insights, and creative suggestions.

<b>Duration: 02:00</b>	<b>Duration: 08:00</b>
<b>Theory – Key Learning Outcomes</b>	<b>Practical – Key Learning Outcomes</b>
<ul style="list-style-type: none"> <li>• Discuss the role of effective verbal and written communication skills in customer interactions</li> <li>• Explain the importance of accurate and comprehensive documentation of customer interactions, inquiries, and issue resolutions.</li> <li>• Discuss how to collaborate with internal teams and contribute insights and suggestions for process improvements</li> </ul>	<ul style="list-style-type: none"> <li>• Communicate with customers in a clear, concise, and professional manner, both verbally and in writing.</li> <li>• Document customer interactions, inquiries, and issue resolutions accurately and comprehensively</li> <li>• Collaborate effectively with internal teams, sharing customer feedback, insights, and suggestions for process improvements, fostering a customer-centric approach.</li> </ul>
<b>Classroom Aids</b>	
White Board, Board Marker, Duster, Projector, Tablet, Chairs, Tables, Smart Board (Optional).	
<b>Tools, Equipment, and Other Requirements</b>	
Customer Relationship Management (CRM) System, Customer Feedback Forms.	

## Module 25: On-the-Job training for assisting in after sales support activities

Mapped to FFS/N2107, v 1.0

<b>Mandatory Duration:</b> 90:00	<b>Recommended Duration:</b> 00:00
<b>Module Name:</b> On-the-Job Training	
<b>Location:</b> On-Site	
<b>Terminal Outcomes</b>	
<ul style="list-style-type: none"> <li>• Develop a comprehensive understanding of the company's furniture products, features, and specifications, becoming an expert resource for customers.</li> <li>• Stay updated with the latest product offerings, pricing, and promotional information to provide accurate and helpful guidance to customers, ensuring they receive up-to-date and relevant information.</li> <li>• Provide prompt and efficient customer support, addressing inquiries and resolving issues in a timely manner, delivering a positive and satisfying customer experience.</li> <li>• Assist customers with post-sales queries, product information, and troubleshooting assistance, ensuring their ongoing satisfaction and support.</li> <li>• Ensure customer satisfaction by delivering high-quality service and maintaining a professional and helpful attitude, building long-term customer relationships.</li> <li>• Assist customers in selecting the appropriate products based on their requirements and preferences, offering personalized recommendations and solutions.</li> <li>• Handle customer orders and ensure accurate and efficient order processing, maintaining clear and organized records throughout the process.</li> <li>• Track orders to ensure on-time delivery and provide regular updates to customers, keeping them informed about the status of their orders.</li> <li>• Resolve order-related issues, such as order changes, cancellations, or shipping problems, in coordination with internal teams, ensuring swift and satisfactory resolutions.</li> <li>• Familiarize yourself with the company's warranty policies, repair procedures, and coordination of the service center, providing assistance to customers with warranty-related matters.</li> <li>• Assist customers in handling warranty claims, coordinating repairs, and ensuring timely resolution of issues, providing support throughout the process.</li> <li>• Maintain accurate records of warranty claims, repairs, and customer interactions for reference and future support, ensuring a well-documented history of customer interactions.</li> <li>• Actively gather customer feedback regarding products, services, and the overall customer experience, identifying areas for improvement and contributing to continuous enhancement.</li> <li>• Communicate effectively and professionally with customers, both verbally and in writing, ensuring clarity, empathy, and understanding in all interactions.</li> <li>• Document customer interactions, inquiries, and issue resolutions accurately and comprehensively, maintaining a detailed record of customer communication and support provided.</li> <li>• Collaborate with internal teams to share customer feedback, insights, and suggestions for process improvements, contributing to the overall growth and success of the organization.</li> </ul>	



## Annexure

### Trainer Requirements

Trainer Prerequisites – either one of the 3 options						
Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Engineering (Civil, Mechanical), Architecture, Interior Design, Furniture Manufacturing, Wood Work, Product Design or Any other discipline	2	Furniture manufacturing/ Furniture Design/ Furniture Installation/Carpentry/ Interior Design/ Architecture	1	Preferable - Vocational or Academic Training	Preferable - Additional Certification related to specialization in in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills.
Certificate-NSQF	NSQF Level 3 Multipurpose Assistant-Furniture Business Development	4	Furniture manufacturing/ Furniture Design/ Furniture Installation/Carpentry/ Interior Design/ Architecture	1	Preferable - Vocational or Academic Training	Required- Work Experience and Recommendation letter from Employer, Certificates of Training from companies.  Preferable - Additional Certification related to specialization in in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills
Certificate-NSQF	NSQF Level 4 Assistant Furniture Marketing/ Assistant Sales Representative/ Furniture Customer Support Representative Or Above	3	Furniture manufacturing/ Furniture design/ Furniture Installation/Carpentry/ Interior Design/ Architecture	1	Preferable - Vocational or Academic Training	Required- Work Experience and Recommendation letter from Employer, Certificates of Training from companies.  Preferable - Additional Certification related to specialization in in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills

### Trainer Certification

Domain Certification	Platform Certification
<p>Certified for Job Role: “Multipurpose Assistant- Furniture Business Development” mapped to QP: “FFS/Q2101, v1.0” Level 3.</p> <p>The minimum accepted score will be 80% aggregate.</p>	<p>Recommended that the Trainer is certified for the Job Role: “Trainer (VET and Skills)”, mapped to the Qualification Pack: “MEP/Q2601, v2.0”.</p> <p>The minimum accepted score will be 80% aggregate.</p>

## Assessor Requirements

### Assessor Prerequisites - either one of the 3 options

Minimum Educational Qualification	Specialization	Relevant Industry Experience		Training/Assessment Experience		Remarks
		Years	Specialization	Years	Specialization	
Graduate	Engineering (Civil, Mechanical), Architecture, Interior Design, Furniture Manufacturing, Wood Work, Product Design or Any other discipline	2	Furniture manufacturing/ Furniture Design/ Furniture Installation/Carpentry/ Interior Design/ Architecture	1	Preferable - Vocational or Academic Training	Preferable - Additional Certification related to specialization in in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills.
Certificate-NSQF	NSQF Level 3 Multipurpose Assistant- Furniture Business Development	4	Furniture manufacturing/ Furniture Design/ Furniture Installation/Carpentry/ Interior Design/ Architecture	1	Preferable - Vocational or Academic Training	Required- Work Experience and Recommendation letter from Employer, Certificates of Training from companies.  Preferable - Additional Certification related to specialization in in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills.
Certificate-NSQF	NSQF Level 4 Assistant Furniture Marketing/ Assistant Sales Representative/ Furniture Customer Support Representative Or Above	3	Furniture manufacturing/ Furniture design/ Furniture Installation/Carpentry/ Interior Design/ Architecture	1	Preferable - Vocational or Academic Training	Required- Work Experience and Recommendation letter from Employer, Certificates of Training from companies.  Preferable - Additional Certification related to specialization in in sales and marketing, architecture or interior design sector (Software like AutoCAD, etc.), Communication Skills

### Assessor Certification

Domain Certification	Platform Certification
<p>Certified for Job Role: “Multipurpose Assistant- Furniture Business Development” mapped to QP: “FFS/Q2101, v1.0” Level 3.</p> <p>The minimum accepted score will be 80% aggregate.</p>	<p>Recommended that the Assessor is certified for the Job Role: “Assessor (VET and Skills)”, mapped to the Qualification Pack: “MEP/Q2701, v2.0”.</p> <p>The minimum accepted score will be 80% aggregate.</p>

## Assessment Strategy

This section includes the processes involved in identifying, gathering, and interpreting information to evaluate the learner on the required competencies of the program.

At FFSC, we believe to gauge the performance of a candidate a holistic approach for assessment is essential. As such we have devised a multi-tier process to keep track of candidate overall progress at various stages. While a few techniques are imbibed as part of the training delivery program, others are explicit ways of testing. These are:

1. Internal (Preferred)
  - a. Trainer Led Assessment
  - b. Master Trainer/ Program Mentor Led Assessment
2. External
  - a. Assessment Partners/ Freelance Assessors (Mandatory)
  - b. Industry (Preferred)

### 1. Internal (Preferred)

#### a. Trainer Led Assessment:

As part of the Training Delivery Program, various tests and projects are designed at regular intervals to gauge the progress of the candidate during the training program. These are mix of Theory and practical, individual and group activities.

Trainers will be provided specific training under the ToT programs to conduct these assessments. A report of the same will be submitted to the assigned Master Trainer/ Program Mentor.

#### b. Master Trainer/ Program Mentor Led Assessment:

Every trainer/ batch should be connected with a Master Trainer/ Program Mentor, who will keep a check on the progress of the batch. Trainer can consult the Master Trainer/ Program Mentor with regards to training delivery or conducting periodic assessments.

Master Trainer/ Program Mentor may conduct their own session to assess the progress of the candidates, using the means as deemed suitable and feasible.

### 2. External

#### a. Assessment Partners/ Freelance Assessors:

An external assessment shall mandatorily be conducted by Assessment Partners via ToA certified Assessors or ToA certified Freelance Assessors. There are 3 key stages of any assessment activity – Pre-Assessment, During Assessment and Post Assessment. The defined system for conducting the assessment shall be followed at each stage.

FFSC Training and Assessment Team or any other assigned authority by FFSC, may conduct surprise or planned visits and checks from quality assurance and monitoring perspective.

The requirements and details of each stage are as highlighted below:

### 1. Pre-Assessment:

- a. Assessment Partner/ Assessor/ Freelance Assessor Validation
- b. Training Centre Check for Assessment Setup/ Infra
- c. Question Papers submission by Assessment Partner/ Freelance Assessor to FFSC
- d. FFSC to validate and approve the Question papers in line with NOS and PC.
- e. FFSC Affiliation and Project Assessment Approval
- f. Centre ready for Assessment intimation by Training Partner or by the assigned Neutral Assessment Centre

### 2. During Assessment (on the Assessment Day):

The assessment can be conducted in offline, online or hybrid format depending on the feasibility and approvals from FFSC. Under either process the below guidelines are important to be compiled:

- a. Check the availability of the Lab Equipment for the particular Job Role as per the mode of conducting assessment.
- b. Candidate Validation: Confirm the Aadhar Card details of candidates
- c. Check the duration of the training
- d. Check the Assessment Start and End time to be as specified in documents
- e. Assessor/ Freelance Assessor must follow the assessment guidelines at all times.
- f. Intimation to FFSC Training and Assessment Monitoring Team for Assessment Quality Assurance checks.
- g. Ensure evidence of conducting assessment is gathered as per FFSC protocol:
  - i. Time-stamped and geotagged reporting of the assessor from assessment location
  - ii. Centre photographs with signboards and scheme-specific branding
  - iii. Biometric or manual attendance sheet (stamped by T.P.) of the trainees during the training period
  - iv. Time-stamped and geotagged assessment (Theory + Viva + Practical) photographs and videos
- h. Required documentation for submissions to the FFSC

### 3. Post Assessment:

- a. Timely submission of the assessment documentation and feedback to FFSC
- b. Hard copies of the documents are stored
- c. Soft copies of the documents and photographs of the Assessment are uploaded/accessed from Cloud Storage
- d. Soft copies of the documents and photographs of the Assessment stored in the Hard Drives
- e. Any other compliance requirement as defined by FFSC

### b. Industry Partner:

FFSC may engage the Industry Partners and the Subject Matter Experts to conduct the Assessment of the candidates at various stages during the training program.

## References

## Glossary

Term	Description
<b>Declarative Knowledge</b>	Declarative knowledge refers to facts, concepts, and principles that need to be known and/or understood in order to accomplish a task or to solve a problem.
<b>Key Learning Outcome</b>	Key learning outcome is the statement of what a learner needs to know, understand and be able to do in order to achieve the terminal outcomes. A set of key learning outcomes will make up the training outcomes. Training outcome is specified in terms of knowledge, understanding (theory) and skills (practical application).
<b>OJT (M)</b>	On-the-job training (Mandatory); trainees are mandated to complete specified hours of training on-site
<b>OJT (R)</b>	On-the-job training (Recommended); trainees are recommended the specified hours of training on-site
<b>Procedural Knowledge</b>	Procedural knowledge addresses how to do something or how to perform a task. It is the ability to work or produce a tangible work output by applying cognitive, affective, or psychomotor skills.
<b>Training Outcome</b>	Training outcome is a statement of what a learner will know, understand and be able to do upon the completion of the training.
<b>Terminal Outcome</b>	The terminal outcome is a statement of what a learner will know, understand and be able to do upon the completion of a module. A set of terminal outcomes help to achieve the training outcome.

## Acronyms and Abbreviations

Term	Description
QP	Qualification Pack
NSQF	National Skills Qualification Framework
NSQC	National Skills Qualification Committee
NOS	National Occupational Standards
QC	Quality Checking
PwD	Person with Disability
ToT	Training of Trainers
ToA	Training of Assessors
FFSC	Furniture and Fittings Skill Council
TP	Training Partner
PC	Performance Criteria
NA	Not Applicable
MS	Microsoft
PPE	Personal Protective Equipment
2D	2-Dimensional
3D	3-Dimensional
SOP	Standard Operating Procedure
AR	Augmented Reality
VR	Virtual Reality
OJT	On-the-Job Training
FF&E	Furniture Fixtures & Equipment
POC	Point of Contact
POSH	Prevention Of Sexual Harassment
CPR	Cardiopulmonary Resuscitation