

Marketing and Sales Management LEVEL – II



TVET CURRICULUM

Based on December 2021 (V- I) Occupational
standard (OS)

MARCH, 2022
Addis Abeba, ETHIOPIA

Preface

The reformed TVET-System is an outcome-based system. It utilizes the needs of the labor market and occupational requirements from the world of work as the benchmark and standard for TVET delivery. The requirements from the world of work are analyzed and documented taking into account international benchmarking as occupational standards (OS).

In the reformed TVET-System, curricula and curriculum development play an important role with regard to quality driven TVET-Delivery. Curricula help to facilitate the learning process in a way, that trainees acquire the set of occupational competences (skills, knowledge and attitude) required at the working place and defined in the occupational standards (OS). Responsibility for Curriculum Development will be given to the Regional TVET-Authorities and TVET-Providers.

This curriculum has been developed by a group of professional experts from different Regional TVET Bureaus, colleges, Industries, Institutes and universities based on the occupational standard for **Marketing and Sales Management level II**

It has the character of a model curriculum and is an example on how to transform the occupational requirements as defined in the respective Occupational Standard into an adequate curriculum.

The curriculum development process has been actively supported and facilitated by **Ministry of Labor and Skills**.

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TVET-Program Design

1.1. TVET-Program Title: Marketing & Sales Management Level II

1.2. TVET-Program Description

The Program is designed to develop the necessary knowledge, skills and attitude of the trainees to the standard required by the occupation. The contents of this program are in line with the occupational standard. The Trainees who successfully completed the Program will be qualified to work as a **Marketer & Sales Person** with competencies elaborated in the respective OS. Graduates of the program will have the required qualification to work in the labor and social affairs sector in the field of **Marketing and Sales Management**.

The prime objective of this training program is to equip the Trainees with the identified competences specified in the OS. Graduates are therefore expected to Understand and undertake marketing activities , Determine and Maintain Business Resources, Deliver Customer service, Process customer Compliant, Apply Business Technology , Merchandise Products , Provide Marketing and Promotion Program Support and Apply 5S Procedures in accordance with the performance criteria and evidence guide described in the OS.

1.3. TVET-Program Training Outcomes

The expected outputs of this program are the acquisition and implementation of the following units of competences:

LSA MSM2 01 1221 Understand and undertake marketing activities

LSA MSM2 02 1221 Determine and Maintain Business Resources

LSA MSM2 03 1221 Deliver Customer service

LSA MSM2 04 1221 Handle customer Compliant

LSA MSM2 05 1221 Apply Business Technology

LSA MSM2 06 1221 Merchandise Products

LSA MSM2 07 1221 Provide Marketing and Promotion Program Support

LSA MSM2 08 1221 Apply 5S Procedures

1.4. Duration of the TVET-Program

The Program will have duration of **539 hours** including the on school/ Institution training and on-the-job practice or cooperative training time. Such cooperative training based on realities of the industry, nature of the occupation, location of the TVET institution, and other factors will be considered in the training delivery to ensure that trainees acquire practical and workplace experience.

No	Unit competency	TVET Institution training		Cooperative training	Total hours	Remarks
		Theory	Practical			
1.	Understand and undertake marketing activities	28	20	46	94	
2.	Determine and Maintain Business Resources	9	6	20	35	
3.	Deliver Customer service	6	6	14	28	
4.	Handle Customer Compliant	30	14	49	100	
5.	Apply Business Technology	21	15	49	85	
6.	Merchandise Products	24	17	39	80	
7.	Provide Marketing and Promotion Program Support	21	28	20	69	
8.	Apply 5S Procedures	12	8	28	48	
9.	Total calculated hrs.	151	121	267	539	

1.5. Qualification Level and Certification

Based on the descriptors elaborated on the Ethiopian National TVET Qualification Framework (NTQF) the qualification of this specific TVET Program is Level II.

The trainee can exit after successfully completing the modules in one level and will be awarded the equivalent institutional certificate on the level completed. However, only institutional certificate of training accomplishment will be awarded.

1.6. Target Groups

Any citizen **with or without disability** who meets the entry requirements under items and capable of participating in the training activities is entitled to take part in the Program.

1.7 Entry Requirements

The prospective participants of this program are required to possess the requirements or directive of the **Ministry of Labor and Skills**.

1.8 Mode of Delivery

This TVET-Program is characterized as a formal Program on middle level technical skills. The mode of delivery is co-operative training. The time spent by the trainees in the real work place/ industry will give them enough exposure to the actual world of work and enable them to get hands-on experience.

The co-operative approach will be supported with school-based lecture-discussion, simulation and actual practice. These modalities will be utilized before the trainees are exposed to the industry environment.

Hence based on the nature of the occupation, location of the TVET institutions, and interest of the industry alternative mode of cooperative training such as apprenticeships, internship and traineeship will be employed. In addition, in the areas where industry is not sufficiently available the established production and service centers/learning factories in TVET institutions will be used as cooperative training places. The Training-Institution and identified companies have forged an agreement to co-operate with regard to the implementation of this program.

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1.9. TVET-Program Structure

Unit of Competence		Module Code & Title		Training Outcomes	Duration (In Hours)
LSA MSM2 01 1221	Understand and undertake marketing activities	LSA MSM2 M01 0322	Understanding and undertaking marketing activities	<ul style="list-style-type: none"> Collect marketing information Plan marketing mix activities (7ps) Implement marketing activities Review marketing activities 	94
LSA MSM2 02 1221	Determine and Maintain Business Resources	LSA MSM2 M02 0322	Determining and Maintain Business Resources	<ul style="list-style-type: none"> Advise on resource requirements Monitor resource usage and maintenance Acquire resources 	35
LSA MSM2 031221	Deliver Customer Service	LSA MSM2 M03 0322	Delivering Customer service	<ul style="list-style-type: none"> Establish contact with customers Identify customer needs Deliver Customer Service Register and submit customer feedback Close sales Input sales records Provide sales support where required 	28
LSA MSM2 04 1221	Handle customer Compliant	LSAMSM2 M04 0322	Handling customer Compliant	<ul style="list-style-type: none"> Receives complaints Process complaints Resolve complaints Refer complains Exercise judgment to resolve customer service issues 	100
LSA MSM2 05 1221	Apply Business Technology	LSA MSM2 M05 0322	Applying Business Technology	<ul style="list-style-type: none"> Select and use technology Process and organize data Maintain technology 	85

LSA MSM2 06 1221	Merchandise Products	LSA MSM2 M06 0322	Merchandising Products	<ul style="list-style-type: none"> • Plan and Prepare for work • Prepare surfaces • Apply finishing materials • Clean work area and maintain equipment 	80
LAS MSM 2 07 1221	Provide Marketing and Promotion Program Support	LAS MSM2 M07 0322	Providing Marketing and Promotion Program Support	<ul style="list-style-type: none"> • Confirm promotional and marketing activities • Respond to enquiries on promotional and marketing activities • Support marketing and promotional programs 	69
LSA MSM2 08 1221	Apply 5S Procedures	LSA MSM2 M08 0322	Applying 5S Procedures	<ul style="list-style-type: none"> • Develop understanding of quality system • Sort needed items from unneeded • Set workplace in order • Shine work area • Standardize activities • Sustain 5S system 	50

*The time duration (Hours) indicated for the module should include all activities in and out of the TVET institution.

1.10 Institutional Assessment

Two types of evaluation will be used in determining the extent to which training outcomes are achieved. The specific training outcomes are stated in the modules. In assessing them, verifiable and observable indicators and standards shall be used.

The *formative assessment* is incorporated in the training modules and form part of the training process. Formative evaluation provides the trainee with feedback regarding success or failure in attaining training outcomes. It identifies the specific training errors that need to be corrected, and provides reinforcement for successful performance as well. For the teacher, formative evaluation provides information for making instruction and remedial work more effective.

Summative Evaluation the other form of evaluation is given when all the modules in the program have been accomplished. It determines the extent to which competence have been achieved. And, the result of this assessment decision shall be expressed in the term of institutional Assessment implementation guidelines..

Techniques or tools for obtaining information about trainees' achievement include oral or written test, demonstration and on-site observation.

1.11 TVET Teachers Profile

The teachers conducting this particular TVET Program are **B Level** and above who have satisfactory practical experiences or equivalent qualifications.

LEARNING MODULE 01	
TVET-PROGRAMME TITLE: Marketing and Sales Management Level II	
MODULE TITLE: Understanding and undertaking marketing activities	
MODULE CODE: LSA MSM2 M01 0322	
NOMINAL DURATION: 94 Hours	
MODULE DESCRIPTION: This module covers the competence required to plan, implement and manage basic marketing mix (7p) and promotional activities.	
<p>LEARNING OUTCOMES</p> <p>At the end of the module the trainee will be able to:</p> <p>LO1. Collect marketing information</p> <p>LO2. Plan marketing mix activities (7p's)</p> <p>LO3. Implement marketing activities</p> <p>LO4. Review marketing activities</p>	
<p>MODULE CONTENTS:</p> <p>LO1. Collecting marketing information</p> <p>1.1 Marketing concepts</p> <p>1.2 Identifying and analysing organizations marketing plan</p> <p>1.3 Identifying the need for marketing activities</p> <p>1.4 Investigating marketing plan</p> <p>1.5 Identifying target market profile</p> <p>1.6 Identifying positioning and market mix</p> <p>1.7 Identifying expected outcomes</p> <p>LO2. Planning marketing mix activities (7p's)</p> <p>2.1 Collecting basic marketing information</p> <p>2.2 Developing and documenting work plans</p> <p>2.3 Obtaining approval of plans</p> <p>LO3. Implementing marketing activities</p> <p>3.1 Determining work plan activities resources</p> <p>3.2 Undertaking marketing activities</p> <p>3.3 Assigning and Assisting responsibilities functions</p> <p>3.4 Monitoring marketing activities</p>	

3.5 Reviewing and amending activity plan

LO4. Reviewing marketing activities

4.1 Measuring and recording outcomes

4.2 Reviewing marketing activities and recording improvements

4.3 Preparing and communicating reports

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

<p>Group discussion</p>	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
<p>Exercise</p>	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
<p>Individual assignment</p>	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

ASSESSMENT CRITERIA:

LO.1 Collect marketing information

- Research the concept of marketing as it applies to the organisation
- Identify and analyse organisation's marketing plan and relevant policies and procedures
- Identify need *for* marketing activities from the established marketing plan
- Investigate previous marketing activities for relevant information
- Identify profile of the market segment
- Identify positioning and market mix for each target segment
- Identify outcomes expected from marketing activities

LO.2 Plan marketing mix activities

- Undertake *analysis* of collected basic marketing information on (7 p's) product, price, place, promotion, people, process and physical evidence.
- Develop and document work activity plans for marketing activities
- Obtain approval of plans from relevant enterprise personnel

LO.3 Implement marketing activities

- Determine and access resources required for work plan activities
- Undertake marketing activities within job role
- Assist with assigning responsibilities and functions to relevant personnel performing specific marketing functions
- Monitor marketing activities, and review and amend activity plan as required

LO.4 Review marketing activities

- Measure and record outcomes of marketing activities using marketing resources.
- Review marketing activities against expected outcomes and record identified improvements
- Prepare reports of marketing activities and communicate to relevant enterprise personnel

Annex: Resource Requirements

LSA MSM 2 M01 0322 Understanding and undertaking marketing activities				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	prepared by the trainer	25	1:1
2.	Reference Books			
2.1	Principles of Marketing	Philip Kotler ,14 th edition	5	1:5
3.	Journals/Publication/Magazines	Journal of Marketing management ,Volume 37(2021)	5	1:5
B. Learning Facilities & Infrastructure				
1.	Class room	7m*8m	1	1:25
2.	White board & Black board	1.10 m*1.90m	1	1:25
3	Library	12m*15m	1	1:25
C. Consumable Materials				
1.	Marker	Packed	1	1:25
2.	Paper	A3	25	1:1
3.	Paper	A4	25	1:1
4.	Duster	Piece	1	1:25
5	Flip chart	Piece	1	1:25
D. Tools and Equipment				
1.	Computer	Desktop	5	1:5
2.	Projector	LCD Projector	1	1:25

LEARNING MODULE 02

TVET-PROGRAMME TITLE: Marketing & Sales Management Level – II

MODULE TITLE: Determining and Maintaining Business Resources

MODULE CODE: LSA MSM2 M02 0322

NOMINAL DURATION: 35 Hours

MODULE DESCRIPTION: This module describes the performance outcomes, skills and knowledge required to determine, administer and maintain resources and equipment to complete a variety of tasks.

LEARNING OUTCOMES

At the end of the module the trainee will be able to:

LO1. Advise on resource requirements

LO2. Monitor resource usage and maintenance

LO3. Acquire resources

MODULE CONTENTS:

LO1. Advising on resource requirements

- 1.1 Estimating and Calculating business resource needs
- 1.2 Ensuring and making advice for organizational requirements
- 1.3 Providing effective economical information
- 1.4 Identifying resource shortages operation

LO2. Monitoring resource usage and maintenance

- 2.1 Establishing resources handling
- 2.2 Using business technology
- 2.3 Using consultation individuals and teams
- 2.4 Identifying and adhering resource policies
- 2.5 comparing and Monitoring resource usage

LO3. Acquiring resources

- 3.1 Ensuring acquisition resources
- 3.2 identifying resources
- 3.3 Reviewing resource processes

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

ASSESSMENT CRITERIA:

LO1. Advise on resource requirements

- Estimates of future and business resource needs are calculated and presented in accordance with organizational requirements.
- Ensure advice is made clear, concise and relevant to achievement of organizational requirements.
- Information on the most economical and effective choice of equipment, materials and suppliers is provided.
- Resource shortages and possible impact on operation are identified.

LO2 .Monitor resource usage and maintenance

- Resource handling is ensured in according with established organizational requirements including occupational health and safety requirements.
- Business technology is used to monitor and effective use of resources is monitored.
- Consultation with individuals and teams are used to facilitate effective decision making on the appropriate allocation of resources.
- Relevant policies regarding resource use in the performance of operational tasks are identified and adhered.
- Resource usage are routinely monitored and compared with estimated requirements in budget plans

LO3. Acquire resources

- Acquisition and storage of resources are ensured and is in accordance with organizational requirements, is cost effective and consistence with organizational timelines.
- Resources are acquired within available time lines to meet identified requirements.
- Resource acquisition processes are reviewed to identify improvements in future resource acquisitions.

Annex: Resource Requirements

LSA MSM2 M02 0322 Determining and Maintaining Business Resources				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	TTLM prepared by the trainer	25	1:1
2.	Reference Books			
3.1	Principles of Marketing mkg	Philip Kotler 14 edition	5	1:5
	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
	white bored or black bored	1.10m*1.90m	1	1:25
2.	Library	12m*15m	1	1:25
C. Consumable Materials				
1.	Chock	Packet	1	1:25
2	Paper A4	Piece	25	1:25
3	Paper A3	Piece	5	1:5
4	Flip chart	Piece	1	1:25
5	Duster	Piece	1	1:25
6	Marker (white and jamboo)	Packet	4	4:25
D. Tools and Equipment				
1.	Computer	Desktop	5	1:5
2	Projector	LCD	1	1:25

LEARNING MODULE 03

TVET-PROGRAMME TITLE: Marketing and Sales Management Level II

MODULE TITLE: Delivering Customer Service

MODULE CODE: LSA MSM 2 M03 0222

NOMINAL DURATION: 28 Hours

MODULE DESCRIPTION: This module describes the performance outcomes, skills and knowledge required to deliver customer service to process sales enquires requiring basic solution and to follow up to ensure customer satisfaction. It includes creating a relationship with customers, identifying their needs, delivering services or products and processing customer feedback.

LEARNING OUTCOMES

At the end of the module the trainee will be able to:

- LO1. Establish contact with customers**
- LO2. Identify customer needs**
- LO3. Deliver Customer Service**
- LO4. Register and submit customer feedback**
- LO5. Close sales**
- LO6. Input sales records**
- LO7. Provide sales support where required**

MODULE CONTENTS:

LO1. Establishing contact with customers

- 1.1 Acknowledging and greeting customer
- 1.2 Maintaining personal dress and presentation
- 1.3 Communicating customers interpersonal skill
- 1.4 Maintaining sensitivity to customer
- 1.5 Establishing rapport and expressing genuine interest

LO2. Identifying customer needs

- 2.1 Determining Questioning and active listening
- 2.2 Assessing customer needs
- 2.3 Providing information to customer
- 2.4 Assisting customer preference
- 2.5 Identifying personal limitations

LO3. Delivering Customer Service

- 3.1 Identifying customer service
- 3.2 Providing information problem
- 3.3 Enhancing opportunities quality service and product

LO4. Registering and submitting customer feedback

- 4.1 Recognizing and handling customer feedback
- 4.2 Recording communication and feedbacks
- 4.3 Identifying unmet customer needs
- 4.4 Supporting customers services

LO5. Closing sales

- 5.1 Agreeing on product or service
- 5.2 Establishing customer preference
- 5.3 Finalizing documentation
- 5.4 Negotiating and arranging payment method
- 5.5 Conducting credit checks
- 5.6 Recording clearly delivery arrangements
- 5.7 .Complying with relevant legal documents

LO6. Inputting sales records

- 6.1 Recording sales
- 6.2 Amending existing customer
- 6.3 Initiating invoices
- 6.4 Organizing delivery/installation

LO7. Providing and requiring sales support

- 7.1 Verifying customer satisfaction
- 7.2 Identifying and Initiating action customer needs

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipment/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

ASSESSMENT CRITERIA:

LO1. Establish contact with customers

- Customer is acknowledged and greeted in a professional, courteous and concise manner according to organizational requirements
- Personal dress and presentation are maintained in line with organizational requirements
- Customers are communicated using appropriate interpersonal skills to facilitate accurate and relevant exchange of information
- Sensitivity is maintained to customer specific needs and any cultural, family and individual differences
- Rapport/relationship is established with customer and a genuine interest in customer needs/requirements expressed

LO2. Identify customer needs

- Appropriate questioning and active listening are used to determine customer needs
- Customer needs are assessed for urgency to identify priorities for service delivery
- Customer is provided with information about available options for meeting customer needs and customer is assisted to identify preferred option/s
- Personal limitations are identified in addressing customer needs and assistance is sought from designated persons where required

LO3. Deliver Customer Service

- Prompt customer service is provided to meet identified needs according to organizational requirements
- Information regarding problems and delays, and follow-up are provided within appropriate timeframes as necessary
- Customers are communicated in a clear, concise and courteous manner
- Opportunities are identified to enhance the quality of service and products, and take action to improve the service whenever possible

LO4. Register and submit customer feedback

- Customer feedback is promptly recognized and handled sensitively according to organizational requirements
- Any feedback and communication between customers and the organization are accurately recorded according to organizational standards, policies and procedures
- Any unmet customer needs are identified and suitability of other products/services is discussed
- Customers are supported to make contact with other services according to organizational policies and procedures

LO5. Close sales

- Agree on product or service to be purchased with the customer
- Establish customer's preferred purchase and payment arrangements
- Finalize documentation relating to sale and forward to customer for agreement and signature
- Negotiate and arrange payment method with customer
- Conduct appropriate credit checks
- Clearly record delivery/installation arrangements as agreed with customer
- Comply with relevant legislation, codes, regulations and standards during the contact and sale

LO6. Input sales records

- Fully record details of sale
- Amend existing customer records where appropriate
- Initiate invoices according to organizational policy
- Organize delivery/installation according to organizational policy

LO7. Provide sales support where required

- Verify customer satisfaction after delivery/installation
- Identify additional action to satisfy customer needs
- Initiate action in an efficient and timely manner

Annex: Resource Requirements

LSA MSM2 M 03 0322 Delivering Customer service				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	TTLM prepared by the trainer	25	1:1
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler ,14 th edition	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	Library	1.10m*1.90m	1	1:25
3.	White or black bored	12m*15m	1	1:25
C. Consumable Materials				
1.	Chock	Packed	1	1:25
2	Paper A4	Piece	25	1:25
3	Paper A3	Piece	5	1:5
4	Flip chart	Piece	1	1:25
5	Duster	Piece	1	1:25
6	Marker (white and jamboo)	Packed	4	4:25
D. Tools and Equipment				
1.	Computer	Desktop	5	1:5
2	Projector	LCD	1	1:25



LEARNING MODULE 4

Occupational Standard: Marketing and Sales Management Level II

MODULE TITLE: Processing Customer Compliant

MODULE CODE: LSA MSM2 M04 0322

NOMINAL DURATION 100 hour

MODULE DESCRIPTION: This module describes the performance outcomes, skills and knowledge required to collect, process, solve and refer complains raised by customers in dealing business transaction.

LEARNING OUTCOMES:

At the end of the module the trainee should be able to:

LO1. Receive complaints

LO2 Process complaints

LO3. Resolve complaints

LO4 Refer complains

LO5 Exercise judgment to resolve customer service issues

MODULE CONTENTS:

LO1. Receiving complaints

1.1 Assessing complaint

1.2 Informing relevant stakeholders

1.3 Documenting customer complaints

LO2. Processing complaints

2.1 Identifying complaints escalation

2.2 Identifying information to resolve compliant

2.3 Preparing information

LO3. Resolving complaints

3.1 Identifying implications of complaint

3.1 Analysing options

3.2 Using effective communication options

3.3 Determining Escalating matters

LO4. Referring complaints

4.1 identifying and referring complaints

4.2 investigating report documents

4.3 Following personnel

LO5 Exercising judgment to resolve customer service issues

5.1 Identifying Implications of issues

5.2 Analyzing options

5.3 Proposing visible options
5.4 Ensuring referring matters

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipments/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

<p>Group discussion</p>	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
<p>Exercise</p>	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
<p>Individual assignment</p>	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

ASSESSMENT CRITERIA:

LO1. Receive complaints

- Assess complaint according to organizational policy
- Inform relevant stakeholders that complaint has been receive
- Document customer complaints according to organizational policies and procedures

LO2. Process complaints

- Identify complaints requiring escalation according to organisational policy, and escalate as required
- Identify additional information requirements to resolve complaints that do not require escalation
- Prepare information for resolving complaint

LO3. Resolve complaints

- Identify implications of complaint for customer and organisation
- Analyse options to resolve customer complaints according to legislation, organisational policies and codes of practice
- Propose options according to legislative requirements and organisational policies by using effective communication
- Escalate matters for which a solution cannot be determined to relevant personnel

LO4 Refer complains

- Complaints that require referral to other personnel or external bodies are identified.
- Referrals are made to appropriate personnel for follow-up in accordance with individual level of responsibility.
- All documents and investigation reports are forwarded.
- Appropriate personnel are followed-up to gain prompt decisions

Lo5 Exercise judgment to resolve customer service issues

- Implications of issues are identified for customer and organization.
- Appropriate options are analyzed, explained and negotiated for resolution with customer.
- Viable options are proposed in accordance with appropriate legislative requirements and enterprise policies.
- Matters are ensured for which a solution cannot be negotiated are referred to appropriate personnel.

Annex: Resource Requirements

Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A.	<i>Learning Materials</i>			
1.	TTLM	Containing: LAP TEST, Information Sheet, Operation sheet	5	1:5
2	Text Books	If Available		
3	OHS Policies and Procedures			
B.	<i>Learning Facilities & Infrastructure</i>			
1.	Class Room	7m*8m	1	1:25
2	Library	1.10m*1.90m	1	1:25
3	Black and/or White Board	12m*15m	1	1:25
C.	<i>Consumable Materials</i>			
1.	White Board Marker	Packet	1	1:25
2.	Chalk	Packet	1	1:25
3.	Flip chart	1 pieces	1	1:25
4.	Stationary			
D.	<i>Tools and Equipment</i>			
1	Multimedia projector	- LCD	1	1:25
2	Internet server	Broadband	1	1:25
3	Office equipment and resources	Computer	1	1:5



LEARNING MODULE 5

Occupational Standard: Marketing and Sales Management Level II

MODULE TITLE: Applying Business Technology

MODULE CODE: LSA M SM2M050322

NOMINAL DURATION: 85 Hrs.

MODULE DESCRIPTION:

This module deals the performance outcomes, skills and knowledge required to select, use and maintain a range of business technology. This business technology includes the effective use of computer software to organize information and data related to marketing activities.

LEARNING OUTCOMES:

At the end of the module the trainee should be able to:

LO1 Select and use technology

LO2. Process and organize data

LO3. Maintain technology

MODULE CONTENTS:

LO1. Selecting and using technology

- 1.1 Selecting technology and software application
- 1.2 Adjusting required equipment
- 1.3 Using and Promoting technology

LO2. Processing and organize data

- 2.1 identifying and Generating and records
- 2.2 Operating Input devices
- 2.3 Storing data
- 2.4 Using training manuals tools .

LO3. Maintaining technology

- 3.2 Using technology consumable
- 3.2 Arranging routine maintenance
- 3.3 Identifying faults of equipment

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipments/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

ASSESSMENT CRITERIA:

LO1 Select and use technology

- Appropriate technology and software applications are
- Selected to achieve the requirements of the task.
- Workspace, furniture and equipment are adjusted to suit user ergonomic requirements.
- Technology is used according to organizational requirements
- Promotes a safe work environment.

LO2. Process and organize data

- Files and records are identified, opened,
- Generated or amended according to task and organizational requirements.
- Input devices are operated according to organizational requirements.
- Data is stored appropriately and applications are exited without damage or loss of data.
- Manuals, training booklets and/or online help or help-desks are used to overcome basic difficulties with applications

LO3. Maintain technology

- Used technology consumables
- Identified and replaced in accordance with manufacturer's instructions and organizational requirements.
- Routine maintenance is carried out and/or arranged to
- Ensure equipment is maintained in accordance with manufacturer's instructions and organizational requirements.
- Equipment faults are identified accurately and action is taken in accordance with manufacturer's instructions or fault is reported to designated person

Annex: Resource Requirements

Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A.	<i>Learning Materials</i>			
1.	TTLM	Containing: LAP TEST, Information Sheet, Operation sheet	5	1:5
2	Text Books	If Available		
3	OHS Policies and Procedures			
B.	<i>Learning Facilities & Infrastructure</i>			
1.	Class Room	7m*8m	1	1:25
2	Library	1.10m*1.90m	1	1:25
3	Black and/or White Board	12m*15m	1	1:25
C.	<i>Consumable Materials</i>			
1.	White Board Marker	Packed	1	1:25
2.	Chalk	packet	25	25:25
3.	Flip chart	1	1	1:25
4.	Stationary			
D.	<i>Tools and Equipment</i>			
1	Multimedia projector	- LCD	1	1:25
2	Office equipment and resources	Computer	25	1:1

LEARNING MODULE 06

TVET-PROGRAMME TITLE: Marketing & Sales Management Level – II

MODULE TITLE : Merchandising Products

MODULE CODE : LSA MSM2 06 0322

NOMINAL DURATION : .80 Hrs

MODULE DESCRIPTION : This module describes the performance outcomes, skills and knowledge required to merchandise products within a retail store. It involves the consistent application of store policies and procedures in regard to displaying, merchandising, and ticketing, labeling, pricing and storing stock. It also includes the application of correct manual handling, storage and display techniques according to stock characteristics, industry codes of practice, and relevant legislation.

LEARNING OUTCOMES

At the end of the module the trainee will be able to:

- LO1. Place and arrange merchandise**
- LO2. Prepare and apply labels and tickets**
- LO3. Maintain displays**
- LO4. Protect merchandise**

MODULE CONTENTS:

LO1. Placing and arranging merchandise

- 1.1 Unpacking merchandise
- 1.2 Placing e-merchandise
- 1.3 Displaying merchandise
- 1.4 identifying damage and out-of-date stock
- 1.5 Placing Stock range
- 1.6 Rotating stock.
- 1.7 Ensuring stock presentation

LO2. Preparing and applying labels and tickets

- 2.1 Preparing labels and tickets
- 2.2 Using electronic tickets equipment
- 2.3 Identifying incorrect labels and tickets



2.4 Maintaining labels and tickets

2.5 Placing labels and tickets

2.6 Replacing labels and tickets

LO3. Maintaining displays

3.1 displaying unsuitable and out-of-date

3.2 Assisting supervisor display

3.3 Arranging and facing up merchandise

3.4 Maintaining correct pricing information

3.5 Identifying and replenishing stock levels

3.6 Removing excess packaging

LO4. Protecting merchandise

4.1 Identifying and applying correct handling storage

4.2 Applying displaying techniques

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipments/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

<p>Group discussion</p>	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
<p>Exercise</p>	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
<p>Individual assignment</p>	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

ASSESSMENT CRITERIA:

LO1. Place and arrange merchandise

- Merchandise is unpacked according to store policy, procedures, and legislative requirements.
- E-merchandise is placed on floor, fixtures and shelves in determined locations according to Work Health and Safety (WHS) legislative requirements.
- Merchandise is displayed to achieve a balanced, fully-stocked appearance and sales are promoted.
- Damaged, soiled or out-of-date stocks are identified and corrective action is taken as required according to store procedures.
- Stock range is placed in line with fixtures, ticketing, prices and bar codes.
- Stock is rotated according to stock requirements and store procedure.
- Stock presentation conforms are ensured to special handling techniques and other safety requirements.

LO2. Prepare and apply labels and tickets

- Labels and tickets are prepared for window, wall or floor displays according to store policy.
- Tickets are prepared using electronic equipment or stored neatly by hand according to design specifications and procedures.
- Soiled, damaged, illegible or incorrect labels and tickets are identified and corrective action is taken according to store procedures.
- Electronic ticketing and labeling equipment are used, maintained and stored according to manufacturer's instructions and store procedures.
- Labels and tickets are placed visibly and correctly on merchandise.
- Labels and tickets are replaced according to store policy.

LO3. Maintain displays

- Unsuitable or out-of-date displays and special promotion areas are reset or dismantled as directed.
- Supervisor is assisted in selection of merchandise for display.
- Merchandise is arranged and faced up as directed according to layout specifications and load-bearing capacity of fixtures.
- Correct pricing and information on merchandise are maintained according to store procedures, industry codes of practice and legislative requirements.
- Optimum stock levels are identified and stock is replenished according to store policy.
- Excess packaging is removed and display areas are maintained in a clean and tidy condition.

LO4. Protect merchandise

- Correct handling storage is identified and applied according to stock characteristics and legislative requirements.
- Display techniques are applied according to stock characteristics and legislative requirements.



LSA MSM2 06 0322 Merchandising Products				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	prepared by the trainer	25	1:1
2.	Reference Books			
3.1	Principles of Marketing	Philip Kotler, 14 th edition	5	1:5
4.	Journals/Publication/Magazines	----	----	----
B. Learning Facilities & Infrastructure				
1.	Lecture room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
3	Library	12m*15m	1	1:25
C. Consumable Materials				
1.	Chalk	Packed	1	1:25
2	Paper A4	Piece	25	1:1
	Paper A3	Piece	5	1:5
5	Flip chart	Piece	1	1:25
6	Duster	Piece	1	1:25
8	Marker	Packed	1	1:25
D. Tools and Equipment				
1.	Computer	Desktop	5	1:5
2	Projector	LCD	1	1:25

LEARNING MODULE 07

TVET-PROGRAMME TITLE: Marketing and Sales Management Level II

MODULE TITLE: Provide Marketing and Promotion Program Support

MODULE CODE: LSA MSM 2 M07 0322

NOMINAL DURATION: 69 Hrs

MODULE DESCRIPTION: This module describes the performance outcomes, skills and knowledge required to support promotional and marketing programs as a frontline sales staff member mainly to attract and retain customers for further business dealings

LEARNING OUTCOMES

At the end of the module the trainee will be able to:

LO1. Confirm promotional and marketing activities

LO2. Respond to enquiries on promotional and marketing activities

LO3. Support marketing and promotional programs

MODUCONTENTS:

LO1. Confirming promotional and marketing activities

- 1.1 Obtaining marketing promotional programs
- 1.2 Accessing relevant sources of information
- 1.3 Confirming relevant supervisor personnel
- 1.4 Communicating marketing promotional programs

LO2. Responding to enquiries on promotional and marketing activities

- 2.1 Receiving and acting business policy
- 2.2 Providing accurate marketing demand

LO3 .Supporting marketing and promotional programs

- 3.1 Securing campaign marketing materials
- 3.2 Issuing campaign marketing materials
- 3.3 Lodging orders

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) ❖ 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipments/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

Group discussion	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
Exercise	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process ❖ 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
Individual assignment	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ ❖ 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material ❖ 	<ul style="list-style-type: none"> ❖

ASSESSMENT CRITERIA:

LO.1 Confirm promotional and marketing activities

- Timing and purpose of marketing and promotional programs are obtained and confirmed.
- Relevant sources of information regarding upcoming promotional activities are accessed.
- Own role in supporting specific marketing and promotional programs is confirmed with relevant supervisory personnel.
- Details of marketing and promotional programs are communicated to customers as directed.

LO.2 Respond to enquiries on promotional and marketing activities

- Enquiries concerning marketing and promotional programs are received and actioned according to business policy and procedures.
- Accurate details of marketing and promotional programs on demand are provided to internal or external personnel according to business policy and procedures.

LO.3 Support marketing and promotional programs

- Campaign-related marketing materials are secured to meet internal or external demand.
- Campaign-related marketing materials are issued to meet internal or external requests according to business policy and procedures.
- Orders are lodged for additional campaign-related marketing materials in a timely manner.

Annex: Resource Requirements

LSA MSM 2 M07 0322 Providing Marketing and Promotion Program Support				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	TTLM prepared by the trainer	25	1:1
2.	Reference Books			
3.	Journals/Publication/Magazines	----	-----	---
B. Learning Facilities & Infrastructure				
1.	Class room	7m*8m	1	1:25
2.	White board	1.10m*1.90m	1	1:25
3.	Library	12m*15m	1	1:25
C. Consumable Materials				
1.	Marker	Packed	1	1:25
2.	Paper	A3	5	1:5
3.	Paper	A4	25	1:1
3.	Duster	Piece	1	1:25
4.	Flip chart	Piece	1	1:25
D. Tools and Equipment				
1.	Computer	Desktop	1	1:1
3.	Projector	LCD	1	1:25

LEARNING MODULE 08

TVET-PROGRAMME TITLE: Marketing and Sales Management Level II

MODULE TITLE Applying the 5S Procedures of kaizen

MODULE CODE: LSA MSM2 01 M08 0322

NOMINAL DURATION: 50 Hours

MODULE DESCRIPTION: This module covers the skills, attitudes and knowledge required by a trainee to apply 5S procedures (structured approach to housekeeping) in the field of work and maintains the housekeeping and other standards set by 5S procedure.

LEARNING OUTCOMES

At the end of the module the trainee will be able to:

- LO 1: Understand quality system in the work place**
- LO2: Sort working items**
- LO3: Set workplace in order**
- LO4: Shine a work area**
- LO5: Sustain the 5S system**
- LO6: Standardize work activities**

MODULE CONTENTS:

LO 1: Understanding quality system in the work place

- 1.1 Discussing quality assurance procedures
- 1.2 Understanding quality system and continuous improvement
- 1.3 Identifying elements of quality assurance
- 1.4 Explaining the 5S system

LO2: Sorting working items

- 2.1 Identifying items
- 2.2 Distinguishing between essential and non-essential items
- 2.3 Sorting item.
- 2.4 Placing non-essential items
- 2.5 Checking essential items

LO3: Setting a workplace in order

- 3.1 Identifying best location
- 3.2 Assigning essential item
- 3.3 Assigning immediate return.
- 3.4 Checking the location of essential item

LO4: Shining a work area

- 4.1 Cleaning the work area
- 4.2 Conducting regular housekeeping activities
- 4.3 Ensuring the work area is clean

LO5: Sustaining 5S system

- 5.1 Following procedures
- 5.2 Following checklists for work activities
- 5.3 Keeping the work area to specified standard

LO6: Standardizing work activities

- 6.1 Cleaning up after and before commencing next job
- 6.2 Identifying compliance standards
- 6.3 Inspecting the work area
- 6.4 Recommending improvements

Learning Methods:				
For none impaired trainees	Reasonable Adjustment for Trainees with Disability (TWD)			
	Low Vision	Deaf	Hard of hearing	Physical impairment
Lecture-discussion	<ul style="list-style-type: none"> ❖ Provide large print text ❖ Prepare the lecture in Audio/video ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Write short notes on the black/white board using large text ❖ Make sure the luminosity of the light of class room is kept ❖ Use normal tone of voice ❖ Encourage trainees to record the lecture in audio format ❖ Provide Orientation on the physical feature of the work shop ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Assign sign language interpreter ❖ Arrange the class room seating to be conducive for eye to eye contact ❖ Make sure the luminosity of the light of class room is kept ❖ Introduce new and relevant vocabularies ❖ Use short and clear sentences ❖ Give emphasis on visual lecture and ensure the attention of the trainees ❖ Avoid movement during lecture time ❖ Present the lecture in video format ❖ Summarize main points 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible to trainees ❖ Speak loudly ❖ Ensure the attention of the trainees ❖ Present the lecture in video format ❖ Ensure the attention of the trainees 	<ul style="list-style-type: none"> ❖ Organize the class room seating arrangement to be accessible for wheelchairs users. ❖ Facilitate and support the trainees who have severe impairments on their upper limbs to take note ❖ Provide Orientation on the physical feature of the work shop
Demonstration	<ul style="list-style-type: none"> ❖ Conduct close follow up ❖ Use verbal description ❖ Provide special attention in the process of guidance ❖ facilitate the support of peer trainees ❖ Prepare & use simulation 	<ul style="list-style-type: none"> ❖ use Sign language interpreter ❖ Use video recorded material ❖ Ensure attention of the trainees ❖ Provide structured training ❖ Show clear and short method ❖ Use gesture ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Illustrate in clear & short method ❖ Use Video recorded material ❖ Ensure the attention of the trainees ❖ Provide tutorial support (if necessary) 	<ul style="list-style-type: none"> ❖ Facilitate and support the trainees having severe upper limbs impairment to operate equipments/ machines ❖ Assign peer trainees to assist ❖ Conduct close follow up ❖ Provide tutorial support (if necessary)

<p>Group discussion</p>	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Brief the thematic issues of the work 	<ul style="list-style-type: none"> ❖ Use sign language interpreters ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member 	<ul style="list-style-type: none"> ❖ Facilitate the integration of trainees with group members ❖ Conduct close follow up ❖ Introduce the trainees with other group member ❖ Inform the group members to speak loudly 	<ul style="list-style-type: none"> ❖ Introduce the trainees with their peers
<p>Exercise</p>	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/practical training ❖ Introduce new and relevant vocabularies 	<ul style="list-style-type: none"> ❖ Conduct close follow up and guidance ❖ Provide tutorial support if necessary ❖ provide special attention in the process/ practical training 	<ul style="list-style-type: none"> ❖ Assign peer trainees ❖ Use additional nominal hours if necessary
<p>Individual assignment</p>	<ul style="list-style-type: none"> ❖ prepare the assignment questions in large text ❖ Encourage the trainees to prepare and submit the assignment in large texts ❖ Make available recorded assignment questions ❖ Facilitate the trainees to prepare and submit the assignment in soft or hard copy 	<ul style="list-style-type: none"> ❖ Use sign language interpreter ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	<ul style="list-style-type: none"> ❖ Provide briefing /orientation on the assignment ❖ Provide visual recorded material 	

ASSESSMENT CRITERIA:

LO 1: Understand quality system in the work place

- Quality assurance procedures in the enterprise or organization is understood
- Purpose and elements of quality assurance (QA) system are identified
- Relationship of quality system and continuous improvement is understood
- Relationship of workplace requirements and quality assurance (QA) system is understood
- The relationship of 5S system and quality assurance is clearly identified

LO2: Sort working items

- All items in the work area are identified
- Essential and non-essential items are sorted
- Items are sorted in order to achieve deliverables and value expected by downstream and final customers
- Items are Sorted for regulatory or other required purposes
- Placing of non-essential item in appropriate place is done
- Regular check of essential items is conducted

LO3: Set workplace in order

- Best location for each essential item is identified
- Placing and returning essential item in its assigned location is conducted
- Proper location of each essential item is checked

LO4: Shine work area

- Cleaning the work area is done
- Regular housekeeping activities are done
- Tidiness of the work area is ensured

LO5: Sustain the 5S system

- Appropriate working procedures are followed
- Checklists for work activities are prepared
- The work standard is kept

LO6: Standardize work activities

- Regular cleaning is done after finishing work
- Compliance of standards situations are identified
- The work area is inspected
- The level of compliance is improved

Annex: Resource Requirements

LSA MSM2 01 M08 0322 Applying the 5S Procedures of kaizen				
Item No.	Category/Item	Description/ Specifications	Quantity	Recommended Ratio (Item: Trainee)
A. Learning Materials				
1.	TTLM	TTLM prepared by the trainer	25	1:1
2.	Reference Books			
4.	Journals/Publication/Magazines			
B. Learning Facilities & Infrastructure				
1.	Classroom	7m*8m	1	1:25
2.	Library	12m*15m	1	1:25
3.	Whiteboard and blackboard	1.10m*1.90m	1	1:25
C. Consumable Materials				
1	Paper	A-4 size	25	1:1
		A-3 size	5	1:5
2	Pen	Blue and Red	2	1:10
3	Chalk	Packet	1	1:25
4	White board Marker	Packet	1	1:25
5	Flip chart	Piece	1	1:25
6	Duster	Piece	1	1:25
D. Tools and Equipment				
1.	Computer	Desktop	1	1:25
2	Projector	LCD	1	1:25

Acknowledgement

The **Ministry of Labor and Skills** wishes to thank and appreciation for the trainers who donated their effort and time to develop this outcome based curriculum for the TVET Program **marketing and sales management Level II**.

We also thank all regional Labor and Skill/TVET Bureaus, Ministry of labor and skills coordinators, all instructors who developed this curriculum for active facilitation of this curriculum development.

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The trainers who developed the curriculum

No	Name	Qualification	Educational background	Region	College	Mobile number	E-mail
1	FITSUM TSEGAYE GEBREAB	Marketing (BA) ECONOMICS (MA)	MA	A.A	Ministry of Industry	0912031125	eitse1929@gmail.com
2	ENDALE MESFIN BERHE	Marketing and Sales Management (BA) Marketing(MA)	MA	A.A	Addis Ketema Industrial College	0912054592	endalesmesfin27@gmail.com
3	ADDISALEM MINWEYELET MEKONNEN	Management	BA	A.A	Lideta Manufacturing College	0920522464	alemaddis821@gmail.com
4	MULUGETA ESHETE DEGEFU	Business Education(BA) Management of Vocational Education (MA)	MA	AA	Ministry of Labor and Skills	0947339014	godofomuler@gmail.com
5	WUBISHETABERA GICHAMO	Marketing (BA)	MBA	AA	Yeka Industrial College	0916739378	toursajora@gmail.com

