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*Benny's Campus Store*

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**1.00 HOURS OF OPERATION**

CCNY Campus Spirit Store operates five days a week. The hours of operation are:

Monday, Wednesday, Thursday	9:00 am - 5:00 pm	When School is in Session
Tuesday	9:00 am to 7:00 pm	When School is in Session
Friday	9:00 am to 3:00 pm	When School is in Session
Saturday	CLOSED	
Sunday	CLOSED	

Any variance from the hours listed above must be pre-approved in writing by the Executive Director of the Auxiliary Enterprise Corporation

**1.01 GENERAL MANAGER RESPONSIBILITIES**

**Summary**

Under the supervision of the Executive Director of the Auxiliary Enterprise Corporation, the General Manager delivers revenues and profits by developing and marketing the retail store business; providing appealing customer service; and operationally managing staff.

**Responsibilities**

1. Establishes retail store business plan by surveying customer demand; conferring with people within the City College community; identifying and evaluating competitors; preparing financial, marketing, and sales projections, analyses, and estimates.
2. Meets retail store financial objectives by developing preparing strategic and annual forecasts and budgets; analyzing variances; initiating corrective actions; establishing and monitoring financial controls; developing and implementing strategies to increase average checks.
3. Attracts customers by developing and implementing marketing, advertising, public and community relations programs; evaluating program results; identifying and tracking changing demands.
4. Controls purchases and inventory by meeting with account manager; negotiating prices and contracts; developing preferred supplier lists; reviewing and evaluating usage reports; analyzing variances; taking corrective actions.

5. Maintains operations by preparing policies and standard operating procedures; implementing production, productivity, quality, and patron-service standards; determining and implementing system improvements.
6. Assists in the planning and implementation of policies and operating procedures related to future business development.
7. Maintains customer satisfaction by monitoring, evaluating, and auditing products, and service offerings; initiating improvements; building relationships with preferred customers.
8. Accomplishes retail store human resource objectives by recruiting, selecting, orienting, training, assigning, scheduling, coaching, counseling, and disciplining management staff; communicating job expectations; planning, monitoring, appraising, and reviewing job contributions; planning and reviewing compensation actions; enforcing policies and procedures.
9. Maintains safe, secure, and healthy facility environment by establishing, following, and enforcing standards and procedures; complying with all local, state and federal legal regulations; maintaining security systems.
10. Maintains professional and technical knowledge by tracking emerging trends in the retail store industry; attending educational workshops; reviewing professional publications; establishing personal networks; benchmarking state-of-the-art practices; participating in professional societies.
11. Accomplishes company goals by accepting ownership for accomplishing new and different requests; exploring opportunities to add value to job accomplishments.
12. Acts as floor manager for all operations during scheduled shifts in accordance with established guidelines and must be capable and willing to perform any hourly tasks during critical periods.
13. Attends and participates in all required meetings as necessary.

## **1.02 ASSISTANT MANAGER RESPONSIBILITIES**

### **Summary**

Under the supervision of the General Manager, the Assistant Manager assists in achieving the retail stores budget goals for sales and profitability.

### **Responsibilities**

1. Acts as Manager of retail store operations in the absence of the General Manager and during scheduled shifts as assigned by the General Manager.
2. Assists the General Manager directly or as delegated, in the recruiting, hiring, training, supervision, and performance evaluation of hourly personnel.
3. Assists the General Manager, directly or as delegated, in maintaining the level of product quality, customer service, and unit cleanliness in accordance with established standards, procedures and guidelines.
4. Assists in the establishment of hourly labor schedules and product ordering for some or all departments of the retail store as directed by the General Manager.
5. Assists the General Manager in maintaining the operational readiness of all components of the physical plant and equipment through preventive maintenance or service requests as delegated.
6. Assists the General Manager in controlling, analyzing, and reporting on financial transactions within the store directly or as delegated by the General Manager.
7. Acts as floor manager for assigned store operations during scheduled shifts in accordance with established guidelines and must be capable and willing to perform any hourly tasks during critical periods.
8. Attends and participates in all meetings as requested.
9. Performs additional tasks as assigned by the General Manager in order to facilitate continuing self-development.

## **1.03 MANAGER OPERATIONS**

### **Opening Procedures**

#### **8:30am – 9:00am: Walk-Through**

##### **Refrigerators:**

Check ALL refrigerator temperatures; log 36°-38° benchmark

##### **Retail Store:**

1. Inspect ALL areas for water bugs, rodent droppings and any live water bug activity
2. Inspect office and confirm doors are locked
3. Count and verify Cash Till, and Cash Bank (Total \$300.00)
4. Inspect for any water leaks, and any unsafe and/or unsanitary conditions
5. Inspect retail store area for cleanliness and organization
6. Inspect ALL dry storage rooms/area for cleanliness and organization

##### **Notes:**

1. If any refrigerator temperature is in the “Danger Zone” (40° or above) immediately call for service
2. If sighted, immediately report any live water bug activity and/or rodent sighting to the Facilities Department
3. If noticed, immediately secure any unsafe and/or unsanitary conditions and log ALL findings in the manager’s log
4. Send electronic copy of all reports to the Executive Director

#### **9:00am –**

1. Check labor schedule to ensure all staff has arrived
2. Complete staff lineup and check ALL staff members for proper dress code
3. Turn on TV and music
4. Organize and position all inventory
5. Give cashier cash drawer. Unlock front door... “Open For Business”

##### **Notes:**

1. Any staff member that has not arrived and/or has not called, immediately begin to call replacement staff from address book in computer on the desktop.
2. Immediately address/correct any staff member not in proper dress code

3. Immediately address and communicate any operational issues to ALL staff members
4. Document any cash discrepancies, record in manager's log and send electronic copy of report to the Executive Director

**9:30am – 12pm**

1. Conduct store maintenance with product and shelving walk-through inspection

### **Throughout the Day**

Maintain a watchful eye of staff, and customers. Maintain an active presence on the retail floor with the employees and our Guests. Ensure the product shelving is checked, and reorganized every hour.

Managers are expected to periodically walk through and look for areas you can support before they become problems and/or delays. The Executive Director expects all managers to anticipate operational needs.

When the retail store is full, you must look ahead to support the kitchen (i.e., product replenishment, expeditor ticket times)

**Business Flow.** Managers are expected to FEEL the pulse of the store. As customers arrive back-to-back, Managers MUST communicate with other staff members.

**Upon Entry:** All customers are greeted by hello welcome to CCNY Spirit store

- **Read:** Guests' body language

When Guests are completely happy they look and act happy. When Guests are NOT happy/satisfied they look around for Management and Managers will have to do Damage Control.

- a. **Damage Control.** When a customer is NOT happy, the Manager must quickly identify and correct the problem. Problems may fall into the following categories:
  - i. Guest not satisfied with inventory Selection, colors or sizes
  - ii. Guest not satisfied with customer service
- b. **Handling Damage Control Complaint.** When a Guest expresses discontent with product or service, the Manager should take the following steps to handle the complaint:
  - i. Listen attentively to the Guest's complaint without interruption
  - ii. Acknowledge the complaint and reassure the Guest
  - iii. Managers must say "I apologize for the issue" and explain to the guest exactly what you are going to do about it
  - iv. Take action to correct the problem, apologize again and say, "Customer service is our #1 priority and we take these issues very seriously. Thank you for bringing the issue to my attention."
  - iii. Look for dangerous and potentially dangerous situations (i.e., wet floors)
  - iv. Look for security threats and/or potentially dangerously breeches (i.e., check doors, storage area, office, safes)

## 2. Cash Handling

- a. At opening, unlock the safe, give a cash drawer to the cashier to verify cash accuracy
- b. If necessary, get cash domination change while at bursar office
- c. At shift change, opening/AM Manager should cash out AM Cashier and Servers. At closing, closing/PM Manager should cash out Cashier and Servers.
- d. At the end of each shift, Manager must complete cash drop form and obtain second verification signature. All cash must be dropped in safe.

## 3. 1-Year Management Training. Each Manager should complete a 2-Year Management Training Program which includes training in the following:

- a. 6 months on schedule for Opening shifts supervising all staff
- b. 6 months on schedule for Closing shifts supervising all staff
- c. 6 months in the sourcing product, Style guide SOP's, costing inventory, marketing.
- d. 1 month in the Accounting/Bookkeeping Department preparing and reviewing sales and productivity reports
- e. 1 month observing Retail store layout & design preparation, production and quality control
- f. 1 month in the Human Resources Department preparing employee files, handling employee related requests
- g. Read 1 Leadership/Management Book
- h. Complete an essay on leadership relating it to what they learned during the 2 years of Management Training
- i. Annual Leadership Development – Read 1 Leadership/Management annually and submit written ideas of how we can improve as a company

**1.04 OPENING MANAGEMENT CHECKLIST**

**CCNY Campus Spirit Store**

**Unit:** \_\_\_\_\_

**Opening Management Checklist**

**Week Ending:** \_\_\_\_\_

TIME	DUTY	MON	TUE	WED	THU	FRI	SAT	SUN
	Management on duty							
	Disarm alarm and relock doors							
	Ensure that opening staff are on duty							
	Complete security check of premises							
	Allocate staff to complete opening procedure							
	Organize floor inventory							
	Check all equipment and refrigeration							
	Check glass and mirrors							
	Check outside of the Store for cleanliness							
	Check inside of the Store for cleanliness							
	Check cleaning duties of opening staff							
	Ensure that P.O.S. is ready to go							
	Ensure that air conditioning is set at 70°							
	Check light fixtures							
	Ensure all products are rotated properly							
	Ensure that all scheduled staff are on time							
	Ensure that all uniforms are correct/clean							
	Ensure that all grooming regulations are met							
	Turn on music							
	Open for business							
	Check closing reports from previous day							
	Prepare today's reports							
	Receive and check today's reports							
	Store supplies and deliveries immediately							
	Complete daily bookkeeping procedures							
	Complete any payroll work							
	Work out today's ordering for:							
	- Health & Beauty Products							
	- Spirits Items							
	- Electronic Items							
	- Beverages							
	- Snacks							
	- School Supplies							



**1.05 CLOSING MANAGEMENT CHECKLIST**

**CCNY Campus Spirit Store**

**Unit:** \_\_\_\_\_

**Closing Management Checklist**

**Week Ending:** \_\_\_\_\_

TIME	DUTY	MON	TUE	WED	THU	FRI	SAT	SUN
	Secure Store							
	Lock all doors							
	Turn sign to read "closed"							
	Check public areas for stray Guests							
	Complete daily P.O.S. closing procedures							
	Complete daily sales summary and fax							
	Complete Weekly Operating Budget							
	Make up tomorrow's cash float(s)							
	Complete daily bookkeeping procedures							
	Complete any payroll work							
	Enter hours on daily payroll							
	Ensure all money is locked in safe							
	Check all internal doors are locked							
	Turn off lights in:							
	Storage Room							
	Office							
	Store							
	Ensure all products are rotated properly							
	Ensure all doors and gates locked							
	Ensure inventory is locked							
	Ensure Garbage is removed							
	Run employee clock out report and clock out any remaining employees							
	Switch off A/C and all remaining lights							
	Set security alarm and lock front door							