

B.voc Retail Management

Special Lecture

Topic: Retail Store Operations and Inventory Management

The School of Vocational Studies, Dr. B. R. Ambedkar University Delhi, organized an expert guest lecture on “Retail Store Operations and Inventory Management” on 9 March 2026 (Monday) from 11:00 AM to 1:35 PM at Karampura Campus, Room No. 117. The session was conducted for students of B.Voc Retail Management (All Semesters) under the academic supervision of Dr. Nikhil S Charak and Dr. Neelu.

The resource person for the lecture was Gaurang Govind, Director of CGR Brands, who has more than 26 years of experience in the corporate retail sector. During the session, he shared valuable insights from his professional journey and explained the practical aspects of retail operations in a very engaging and interactive manner.

Mr. Govind discussed how the retail industry has evolved from traditional store-centric models to data-driven omnichannel systems. He emphasized the importance of data in business decisions and highlighted that relying only on intuition is often ineffective. He also explained the Pareto Principle (80–20 rule), stating that 20% of customers generally contribute to around 80% of total sales, which helps businesses focus on their most valuable customers.

The lecture also focused on key qualities required for success in retail, including ownership, retail skills, focus, consistency, discipline, customer understanding, team management, and leadership. In addition, he explained the importance of inventory management, visual merchandising, and workforce management in improving store performance and meeting customer demand efficiently.

Overall, the session was highly informative and insightful. It helped students gain practical knowledge about modern retail operations and understand the importance of data-driven decision-making, leadership, and effective operational strategies in the retail industry.

