

Certificate Course in **OPTICAL RETAIL MANAGEMENT**

The optical retail industry is currently on the brink of faster-paced technological changes which demand huge investments to keep the pace with such developments. This course will provide a breeding ground for future retail/floor managers for optical chains / individual stores, who would be geared up to face the demands of a retail job.

OBJECTIVE :

- To enhance managerial skills in Optical field
- To provide knowledge in various aspects of retail business and its application in optical environment
- To equip the participants with skills to compete in the retail sector.
- Wide job prospects in Optical retail industry, one of the fastest growing retail businesses.

COURSE CURRICULUM :

- Basics of the eye
- Basics of ophthalmic dispensing, frames, lenses & contact lens
- Introduction to optical retail industry
- Setting up optical store
- Buying process in optical stores
- Customer care
- Sales and marketing
- Human resource management in optical stores
- Planning for the future
- Project work

COURSE DETAILS

ELIGIBILITY

12th Std with basic knowledge in English

DURATION

6 months [Distance Learning +
Contact Class]

COURSE FEE

Rs. 12, 500/- (Inclusive of Service tax)

APPLICATION PROCESS :

Application form can be downloaded from our website www.thesnacademy.ac.in Duly completed form is to be submitted along with course fee by online payment or DD in favour of "Medical Research Foundation" Payable in Chennai in the below mentioned address

THE DETAILS FOR ONLINE PAYMENT IS AS FOLLOWS:

City Union Bank : Purasawalkam Branch
Name : Medical Research Foundation
A/C NO. : 112001001089459
IFSC CODE : CIUB0000112

FOR MORE DETAILS, PLEASE CONTACT:

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Learn from the Leader



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