IDENTIFIKASI SDM
Pemasaran & Bisnis Ritel

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OBJECTIVES OF HUMAN RESOURCE MANAGEMENT

Productivity **Productivity** is the sales generated per employee calculated as follows:

$$\text{Employee productivity} = \frac{\text{Net sales}}{\text{Number of full-time equivalent employees (FTEs)}}$$

Turnover

Turnover Another HRM performance measure is turnover. Employee **turnover** is calculated as follows:

$$\text{Employee turnover} = \left| \frac{\text{Number of employees voluntarily leaving their job during the year}}{\text{Number of positions}} \right.$$

Engagement

Engagement is an emotional commitment by an employee to the organization and its goals. It goes beyond employee happiness and satisfaction

Expense Control

Retailers must control their expenses if they are to be profitable. Thus, they are cautious about paying high wages to hourly employees who perform low-skill jobs. To control costs, retailers often hire people with little or no experience to work as sales associates, bank tellers, and waiters. High turnover, absenteeism, and poor performance often result from this use of inexperienced, low-wage employees
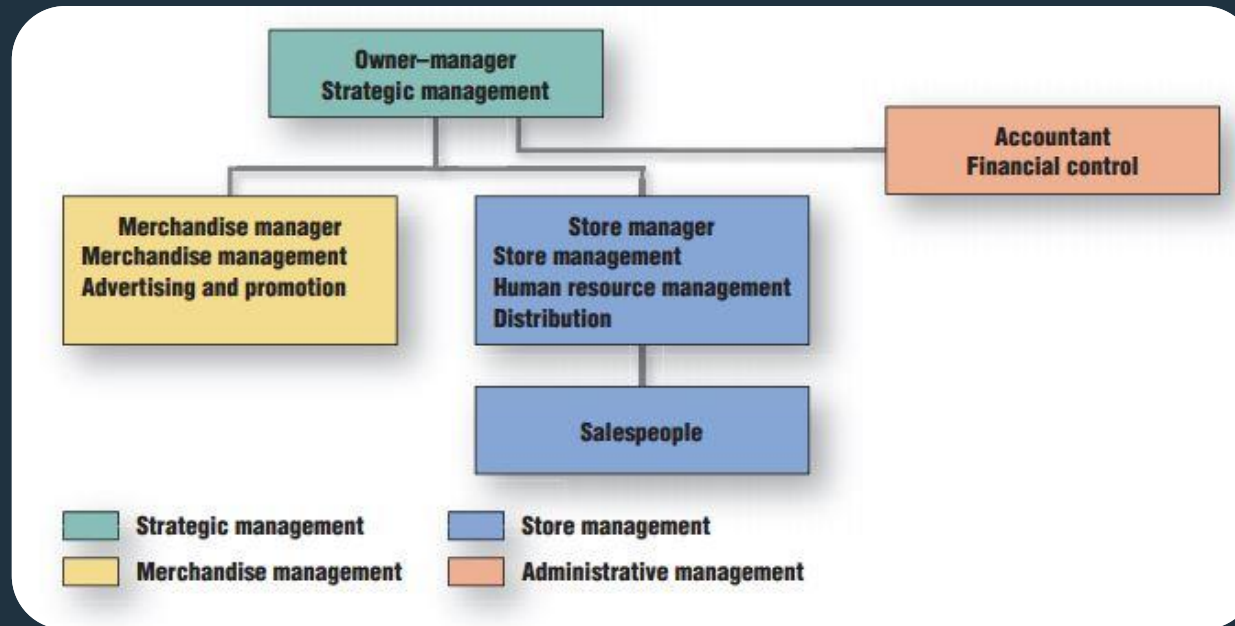
Part-Time Employees

One method of controlling expenses is the use of part-time employees. Retailers' needs for store employees vary depending on the time of day, day of week, time of year, and promotion schedule

Utilizing Diverse Employee Groups

The changing demographic pattern in the United States will result in a chronic shortage of qualified sales associates. So, besides utilizing less expensive part-time labor, retailers are increasing their efforts to recruit, train, manage, and retain mature, minority, and handicapped workers.

Organization Structure for a Small Retailer

CASE

https://www.marketeers.com/bisnis-ritel-investasi-sdm-adalah-segalanya/

https://news.republika.co.id/berita/plfop7440/agar-bisnis-ritel-tidak-berguguran-part1

REFLEKSI

1. Informasi penting hari ini
2. Manfaat penting dari informasi penting hari ini
3. Tindak lanjut yang dapat saudara lakukan

THANK YOU!

Do you have any questions?