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What does retail management involve? Retail Managers are responsible for overseeing the daily running of stores. In large shops or organisations, a retail manager will be responsible for a department within the company. They ensure that the daily operations run smoothly and that staff perform their duties efficiently. Planning, organising and directing are all part of this role. Store manager roles involve financial tasks such as finalising budgets. Employees in this role need to ensure that staff members are adhering to the budgets. They are also required to devise and implement strategies which prevent theft as well as damage to company products. A vital part of management jobs is to monitor the performance of staff members. Retail Management book. Read reviews from world’s largest community for readers. Goodreads helps you keep track of books you want to read. Start by marking “Retail Management: Satisfaction of Consumer Needs” as Want to Read: Want to Read saving… Want to Read. Currently Reading. Read. Retail Management: Sat by Raymond A. Marquardt. Other editions.