

# Retail

## Retail Manager

**Qualification:** Retail Manager Standard      **Level:** 4

### Entry requirements:

- It is expected that the individual would have worked within a supervisory role to start on this apprenticeship standard

**Typical duration:** 18 - 24 months

**Go further:** Progression from this apprenticeship would be into a retail store manager, senior retail manager, or area manager position.



### Course overview:

The Retail Standard is designed to develop your knowledge and understanding (know it), skills (show it) and behaviours (live it) associated with the role. You will study the following subject areas:

- **Customer service**
- **Business and finance**
- **Leadership**
- **Marketing, communication, sales and promotion**
- **Product and brand reputation**
- **Merchandising and stock**
- **Technology**
- **Developing Team and personal performance**
- **Legal and governance**
- **Diversity**

### English and Maths:

A good standard of English and maths is essential when working in any environment which is why they are included in all apprenticeships.

We will assess your current level of English and maths to identify any support you may need, and depending on your current qualifications, we will agree on the level of English and maths you will need to complete.

This may include taking English and maths qualifications at Level 1 or Level 2, but if your current qualifications mean you don't need to complete further maths or English, we will still help you to develop these skills during your apprenticeship. If you don't have any current qualifications, don't worry, we will support you to achieve these essential skills.

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## Duration:

The programme is delivered during normal working hours, making it a real opportunity to learn while you earn. Timescales for completion depend on the individual and prior experience, but the minimum duration for this qualification is 12, but will typically be 18, months to complete.

## Assessment:

The Retail Manager Standard you will complete an End Point Assessment. This includes a 2 hour written exam with a combination of short and extended answer questions, a retail business project and a professional discussion. On completion a grade of Pass, Distinction or Fail will be given.

## About the sector:

Retail is one of the biggest sectors and covers a vast range of businesses, from market stalls and independent shops, to national chains and superstores. As a Retail Apprentice you could be assisting customers on the sales floor of a high street store and handling their purchases or working as an expert in a specialist department, dealing with specific enquiries.

Retailers must be passionate about delivering a quality service that always aims to exceed customers' expectations. Therefore, retailers enjoy direct contact with a wide range of people and are motivated by completing a sale and knowing a customer is happy with their purchase.

The main purpose of a retailer is to assist customers when they purchase products and services, which requires a good understanding of the stock being sold, the variety of ways customers can shop and the ability to process payments, for example, using a till.

## Further information:

For vacancies and to apply for an apprenticeship visit our website – [www.thesourceacademy.co.uk](http://www.thesourceacademy.co.uk) or call the Apprenticeship Recruitment team on 0114 236 6651.

If you are an employer and you would like to find out more about apprenticeships, contact our Account Managers on 0114 263 6654 or email [apprenticeships@thesourceacademy.co.uk](mailto:apprenticeships@thesourceacademy.co.uk)

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