

Profile: *Simon Walding*

Retail Supervisor — Rave Discounts

WHAT DO YOU LOVE ABOUT YOUR JOB?

Every single day is different, it's fast paced and friendly. The enjoyment that you get from interacting with customers on a face to face basis is indescribable.

I work towards creating a friendly organisational culture within all of our stores. A combination of training in retail and the experience that I have gained has enabled me to do this.

I am passionate about our organisation and improving our staff's skills.

In addition to on-the-job training, we offer all of our staff training through a quality RTO who only delivers Nationally Recognised Qualification Training.

Additional to up-skilling our staff it also helps the company with its succession planning culture by promoting from within our company .

Training is also about building our team and taking them along on that journey of the company's growth with us.

CAREER HIGHLIGHT:

Becoming a supervisor of six stores, my job is to support our staff and the needs of the company and working towards building the skill levels of our people. The job also enables me to go on buying trips to Melbourne where I visit many of our suppliers showrooms and attended trade fairs.

MOST USEFUL SKILL ACQUIRED:

The training and qualifications that I have done has given me the confidence and belief in myself to progress in my chosen career. Combined, the knowledge acquired has enabled me to contribute to our organisation's ongoing success. It has also given me a clear career pathway and developed my service, communication and relationship skills.

STUDY/TRAINING:

Having completed the National Retail Qualifications in Certificate II, III and IV in Retail, I have almost completed my Diploma in Retail Management. This training has equipped me to be able to share my knowledge, and increase my communication skills. I am looking forward to continuing with my education and growth in my chosen career *the Retail Industry.*

CHECKING ON COURSES

Some courses are clearly promoted as being based on a training package, but others are not. To find out whether a course is based on a training package, you can contact the training provider and ask. Obtain any written course information you can from the training provider. You could contact them to request an information pack, and/or check their website.

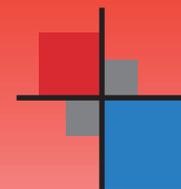
- *Check this information to see if it makes it clear that the course will lead to a **Nationally Recognised Qualification or Statement of Attainment.***
- *Make sure that the organisation is a registered training organisation for the relevant qualifications or units of competency.*

To find more information, visit: www.training.gov.au



Choose a Career in

Retail



diverse, challenging and exciting with flexible careers pathways

..... consider Retail

Why consider Retail.....?

RETAIL Australia's largest employer industry of young. More than 1,000,000 people are employed in the retail industry, and the industry is expected to continue to grow.

There are many positive benefits to be gained from a career in retail.

- ◆ A job in Retail can be varied and challenging.
- ◆ Retail offers benefits that an office job doesn't, providing an interesting lifestyle and an exciting and varied career path.
- ◆ You can choose to work in a sector of retail that best suits your personality, hobbies and interests.
- ◆ Most Importantly many of the skills acquired from working in retail will be beneficial to your future employment and many aspects of your personal life.

If you have ever thought about a retail career, then you are considering one of the most varied employment choices out there! It has been estimated that in the next few years, over 22% of all new jobs in Australia will be in retail.

Some career choices for you in Retail could be:

SALES ASSISTANT

Sales Assistants in the Retail Industry can work in all types of retail outlets, from small specialty retailers to large department stores.

Sales Assistants are often required to work flexible hours, including late nights and weekends. The specific tasks performed by sales assistants will vary according to the retailer they work for.

As a Retail Sales Assistant you will be responsible for:

- ◆ Assisting customers to locate merchandise and advising them on the price, use, and care of merchandise
- ◆ Developing detailed knowledge of products and services offered by the store
- ◆ Advising customers on the features and benefits of products to assist them to make a purchase
- ◆ Assisting customers with returns of faulty or unwanted goods
- ◆ Operating cash registers or point of sale terminals to accept payment
- ◆ Arranging delivery, installation, service or repair of items
- ◆ Accepting deliveries and pricing stock
- ◆ Maintaining merchandise displays and the general neatness of the store
- ◆ Participating in stock takes and re-ordering and replenishing stock.

DEPARTMENT MANAGER

Department Managers plan and co-ordinate the operations of departments or sections of larger retail outlets. This may include the recruitment and management of staff, sales and customer service, and managing sales targets and budgets. They are often also responsible for the visual presentation of the department and its merchandise.

Department Managers have contact with a wide range of people that includes customers, staff, suppliers and other department managers. Most retailers require people in management positions to already have experience working in retail, some may provide additional training, either on the job or off the job.

RETAIL STORE MANAGER

Store Managers plan and co-ordinate the operations of retail outlets. This may include the recruitment and management of staff, sales and customer service, managing sales targets and budgets, and developing stock management procedures.

They are often also responsible for the visual presentation of the store and its merchandise.

Store Managers have contact with a wide range of people: customers, staff, suppliers and other businesses. They work in a range of businesses including small retail outlets, supermarkets and food outlets, chain stores and department stores.

BUYER

Buyers source, select and purchase the goods that are sold in retail stores. They review current stock levels, sales patterns and competitors' ranges of stock to plan future stock. They can determine everything from stock levels to the product range. Keeping up to date with new products on the market is very important, and retail buyers need to do research and attend trade shows to keep ahead of future trends. This may involve travel to find the most suitable goods for the industry and for seasonal trends, sometimes interstate and overseas.

Buyers often work with Visual Merchandisers to determine the best way to display and promote methods for products to maximise sales.

To support sales they also work with shop sales staff to develop their product knowledge. They may decide on product pricing, after being involved in negotiating purchase prices from suppliers.

VISUAL MERCHANDISER

Visual Merchandisers design the merchandising plan for a store or group of stores, in order to maximise sales opportunities by attracting the attention of customers. They may develop individual displays such as window, wall or point of sale displays, and floor plans and layouts.

These can range from simple product stands at cash registers to more elaborate and creative window displays. As well as attracting customers, displays can also project the image of the store and target specific groups of customers.

Visual Merchandisers usually work in consultation with others within an organisation, such as store staff and managers, marketing and promotions staff.

Some Visual Merchandisers may also be involved in developing the store merchandising plan for each store within a group, including a schedule of displays and promotions and instructions for others to implement the merchandising plan. They may also work on the practical elements such as making props and organising lighting.

MERCHANDISE PLANNER

Merchandise Planners assess, plan and predict stock needs for stores. They are responsible for increasing sales and profit by determining what products, and mix of products, stores should sell. To achieve this, they work with buyers, store managers and marketing staff to hit financial targets. In some stores the merchandise planner may also be known as a buyer.

What training do you need?

It is not essential to have formal qualifications in order to work within the Industry, but formal training can help build your skills and your career options.

There are a number of nationally recognised qualifications available within the Industry:

Certificate II in Retail

Looks at aspects that are specific to the retail environment such as how to operate retail equipment, how to interact with customers and how to handle point of sales. It has been designed as the standard entry level qualification for the retail sector and will help individuals wishing to develop their skills and knowledge to begin a career in the retail industry.

Certificate III in Retail

Is for people who want to work in retail operations and/or supervision. You will learn how to maintain store safety and security and build relationships with customers. Work would be undertaken in various retail store settings, such as specialty stores, supermarkets and department stores.

You may have some responsibility for others and provide or hold specific coordination or support responsibilities within a store team.

Certificate IV in Retail Management

Prepares the individual to be competent in the first line management skills, working in the retail and/or wholesale industries. It applies to those who are managing a small retail outlet, a section or department within a larger retail store, a small wholesale outlet, or a section or department within a larger wholesale business.

Diploma of Retail Management

Provides skills and knowledge required by those who hold or wish to hold higher management positions. It applies to those who are providing support to senior management in a larger retail or wholesale outlet or being responsible for the management of a retail store or wholesale outlets.