



Concurenta pe piata de retail

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KEY LEARNING POINTS



1

Write a definition for 'retail' and an overview of what it entails.

2

Describe the skills and qualities required for retail work.

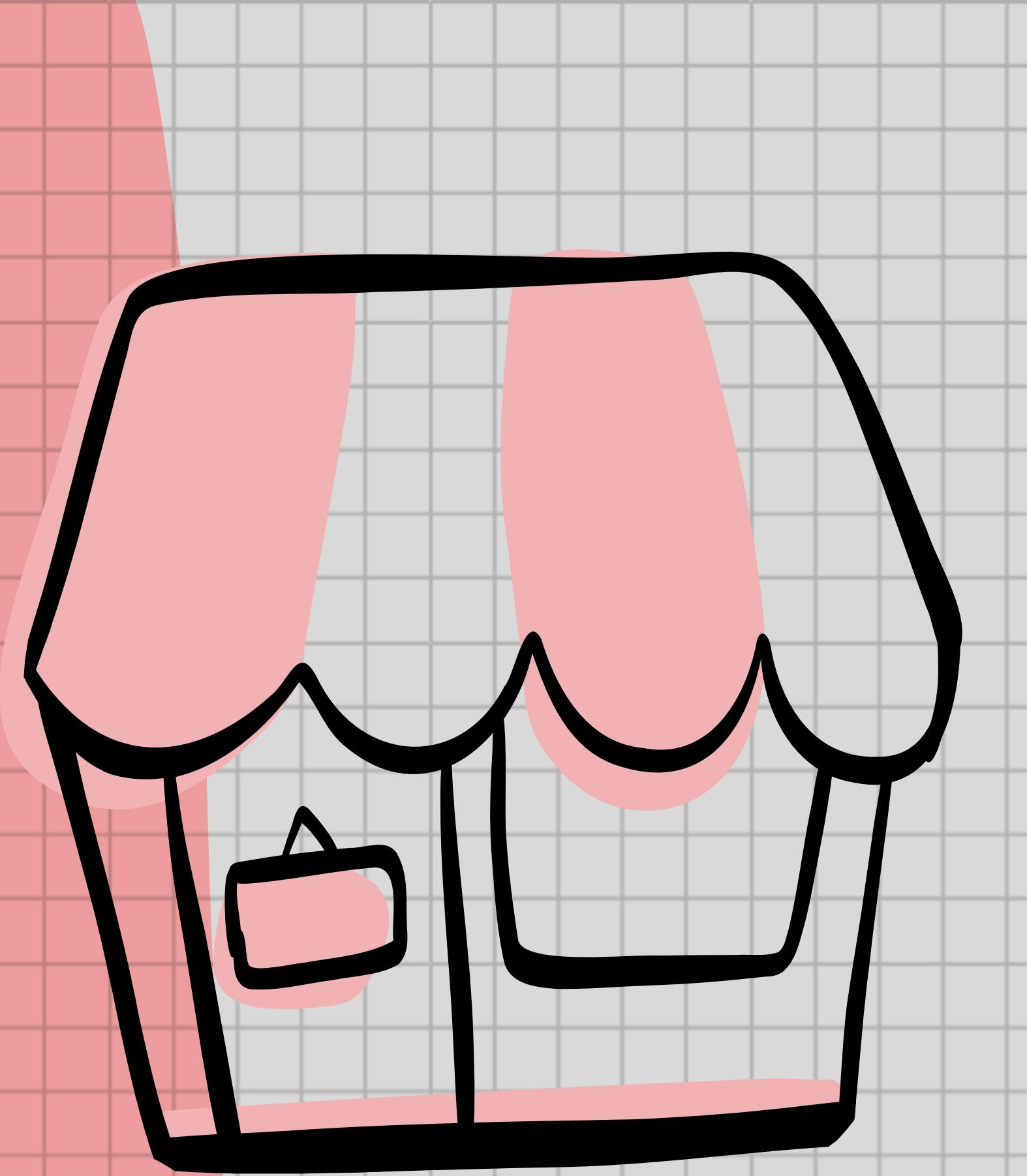
3

Explain the different retail career paths.

DEFINITION

Jobs in retail generally involve selling products directly to customers, as well as providing customer service, and managing store operations. There are a wide range of opportunities in the retail career path.



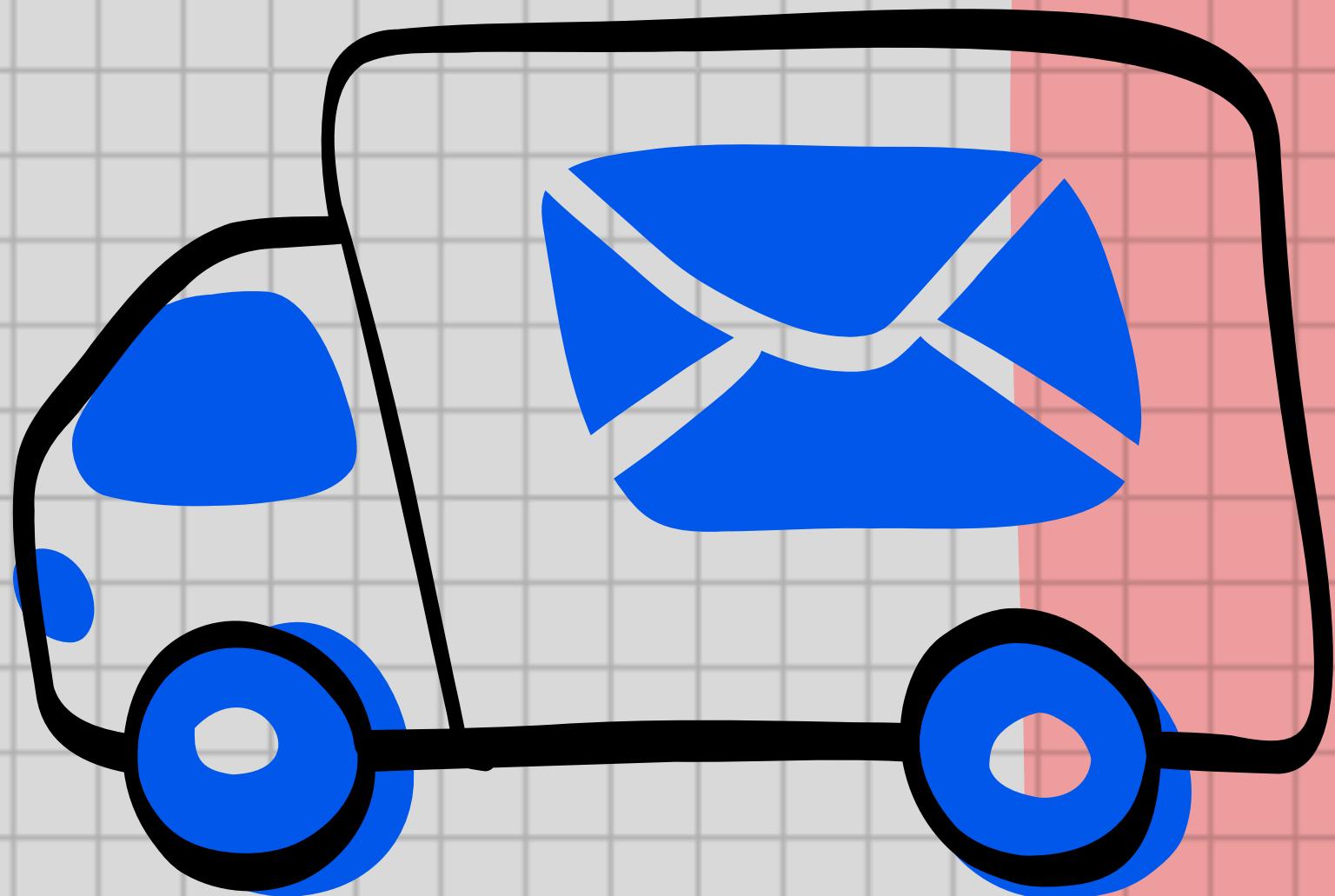


SKILLS REQUIRED

- Communication
- Organisation
- Customer service
- Team work
- Problem solving
- Attention to detail
- Customer service

CAREER PROGRESSION

There are lots of different roles in the retail career path, from entry-level positions to more intermediate and specialized roles. There are lots of opportunities for promotion and career advancement.



CAREER PATHS

- Entry level roles
- Intermediate roles
- Specialized roles

Shop
assistant

Cashier

Retail
supervisor

Visual
merchandiser

Retail
buyer

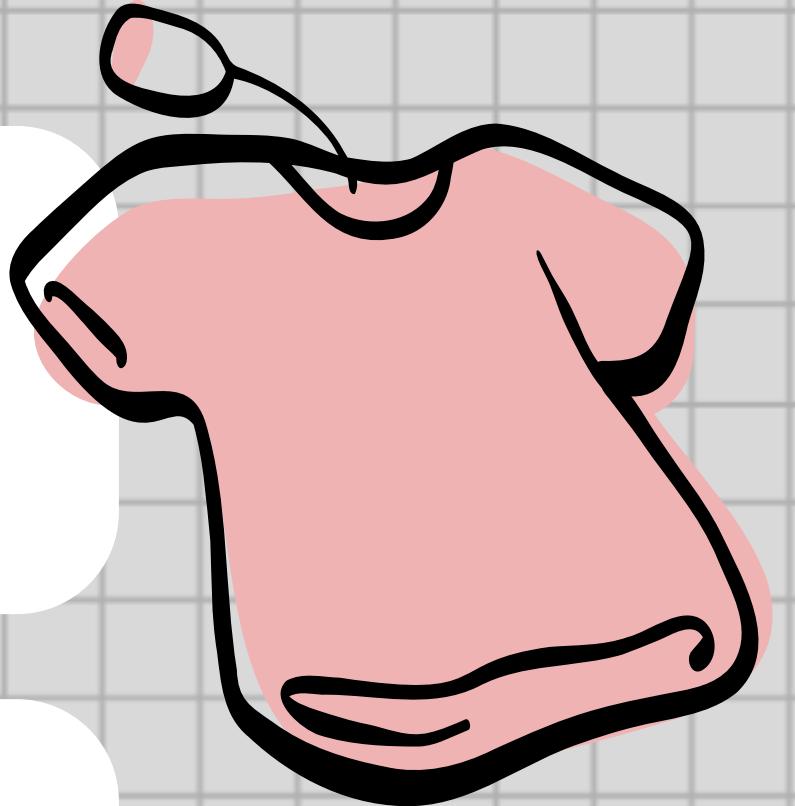
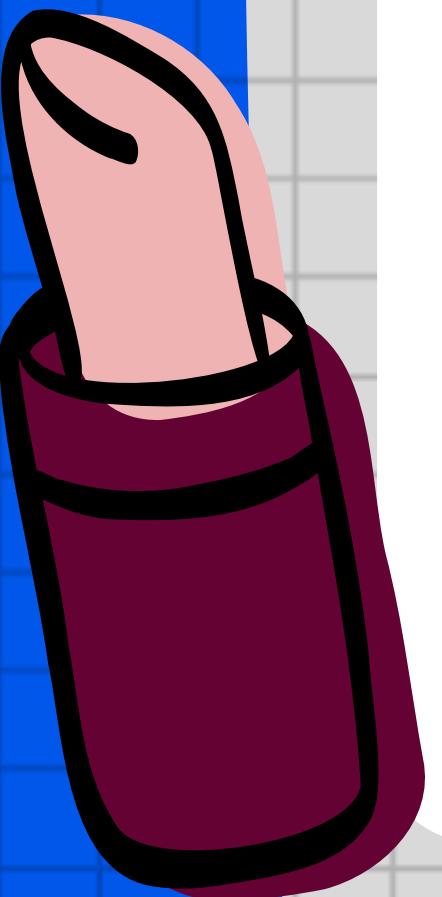
Retail
merchandiser

Store
manager



SHOP ASSISTANT

Shop assistants main duties involve, serving customers, handling monetary transactions, and maintaining the shop floor. This is an entry level role.



CASHIER

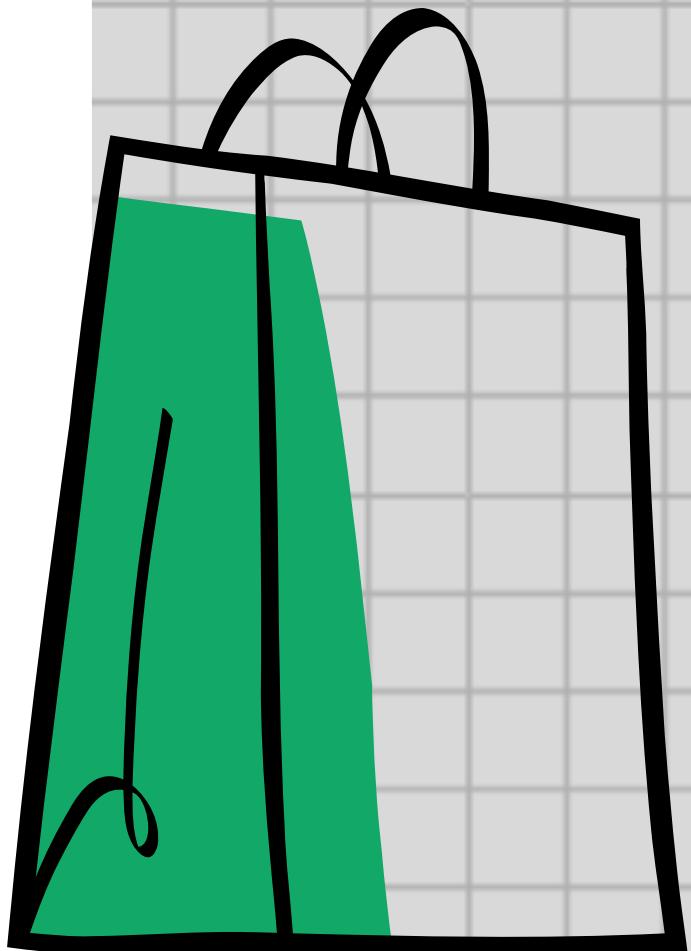
Cashiers process in-store payments, scan products, and provide customer service at the check out desk.





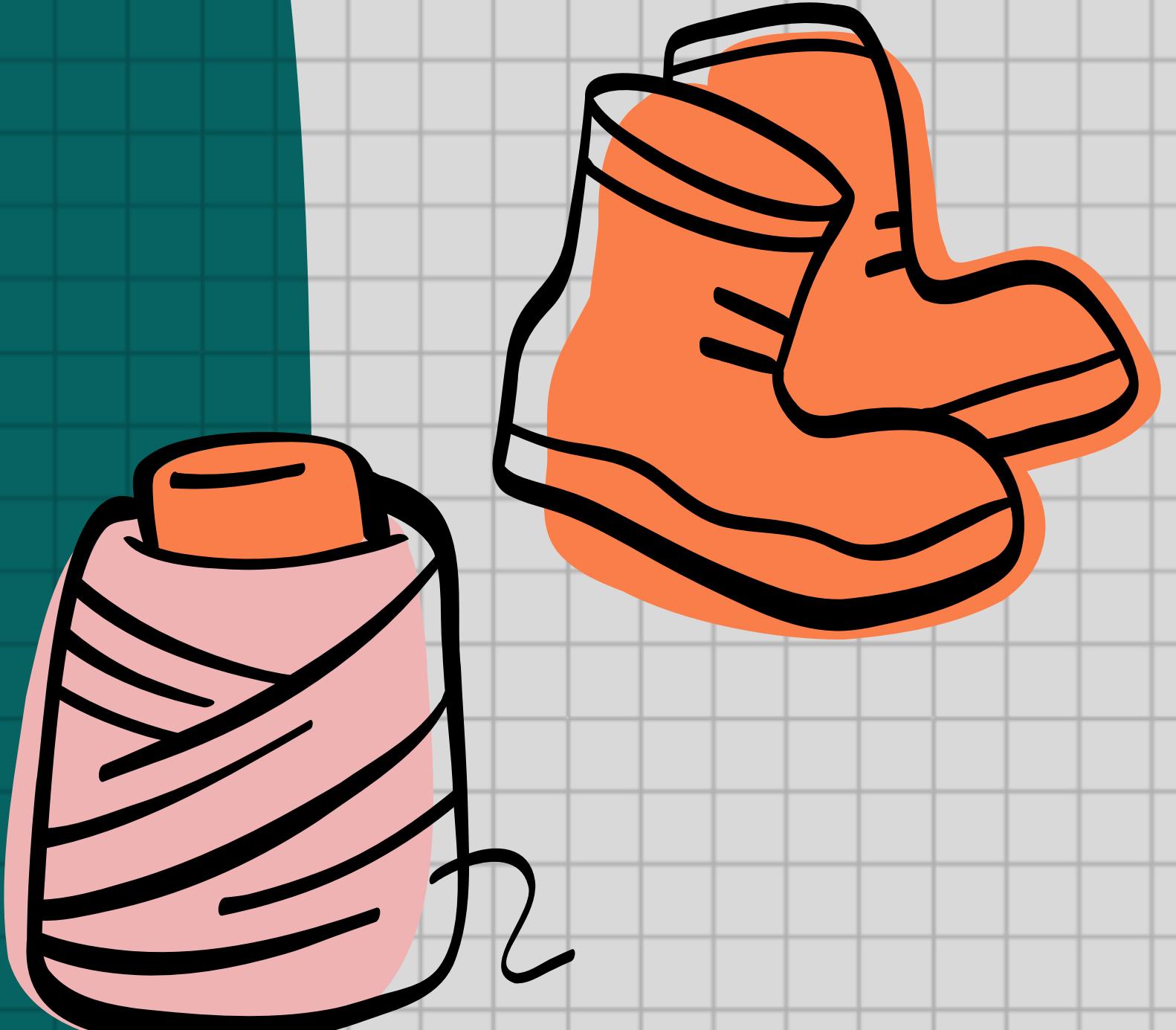
RETAIL SUPERVISOR

Retail supervisors have an intermediate role in retail. They supervise a team of employees and manage day-to-day store operations. The role may extend to hiring, training, and reviewing employee performance.



VISUAL MERCHANDISER

Visual merchandisers play a key role in creating attractive shop windows, displays and layouts to attract and optimize customers. By making the products look appealing, this increases sales and enhances the shopping experience.





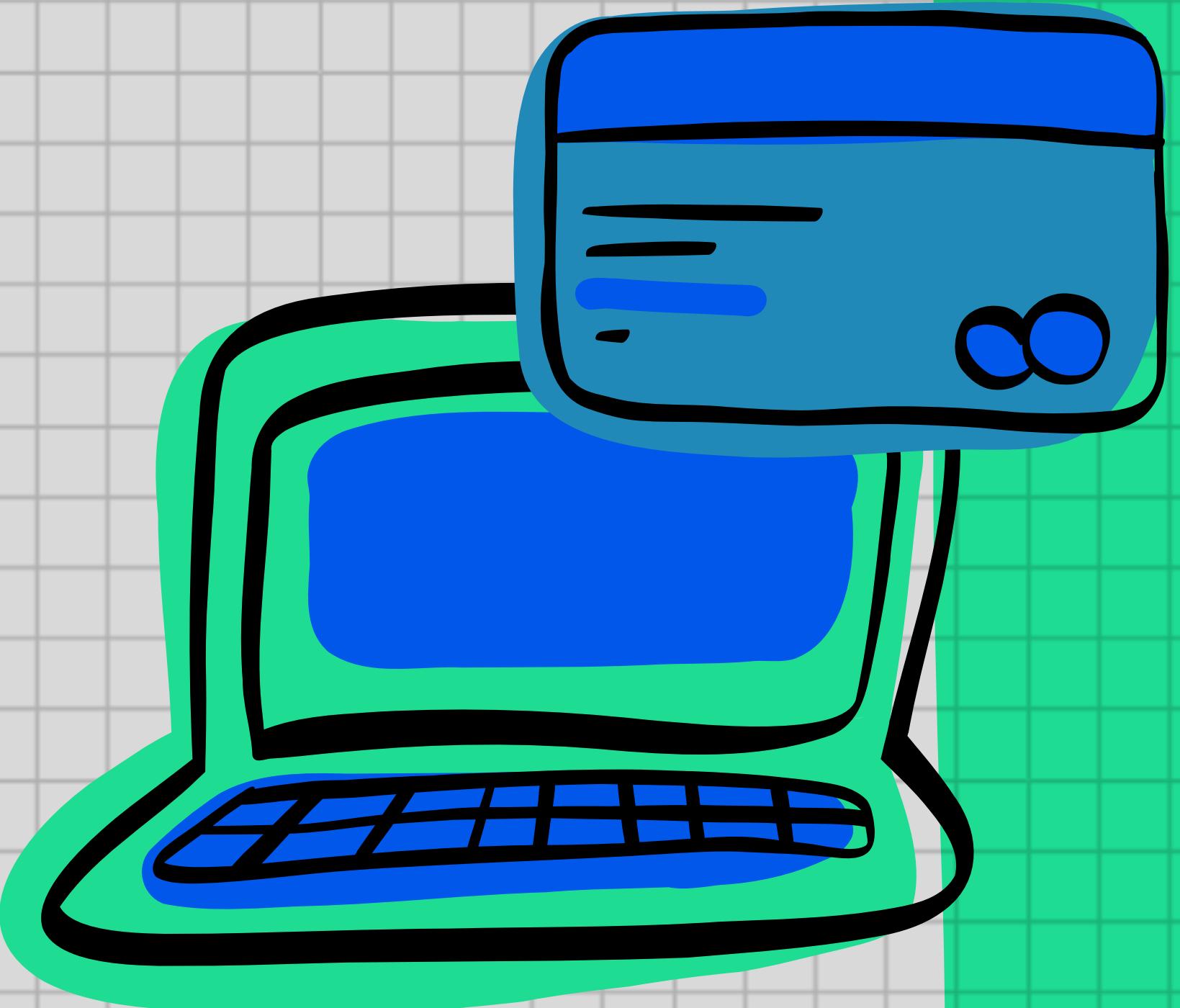
RETAIL BUYER

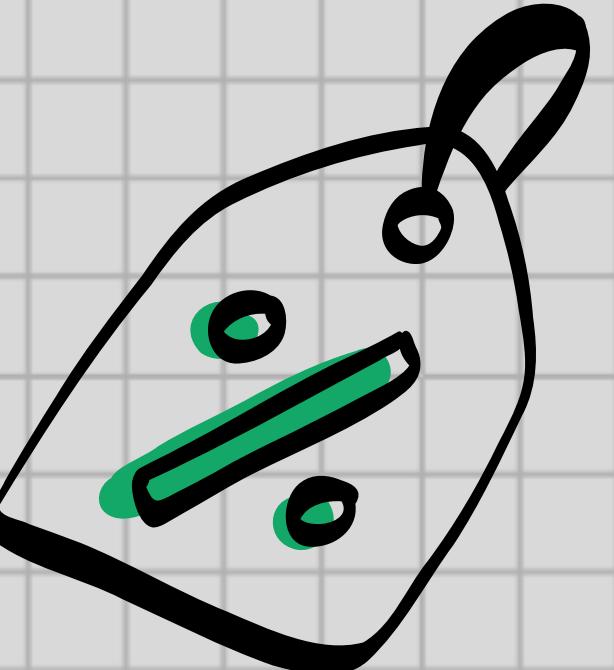
A retail buyer is responsible for planning, carefully choosing, and purchasing products for a retail business. The products must meet customer needs while increasing profits. Retail buyers will use market trends and data to inform their buying.



RETAIL MERCHANDISER

Retail merchandisers are responsible for ensuring stores have the right amount of stock and are promoting the products well. They can also coordinate buying teams and analyse sales.





STORE MANAGER



A store manager manages employed staff, develops shift rotas, trains and hires staff and deals with customer complaints. They have many roles linked to the overall running of a store.

Thanks for listening !

THE END

RESOURCE PAGE



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