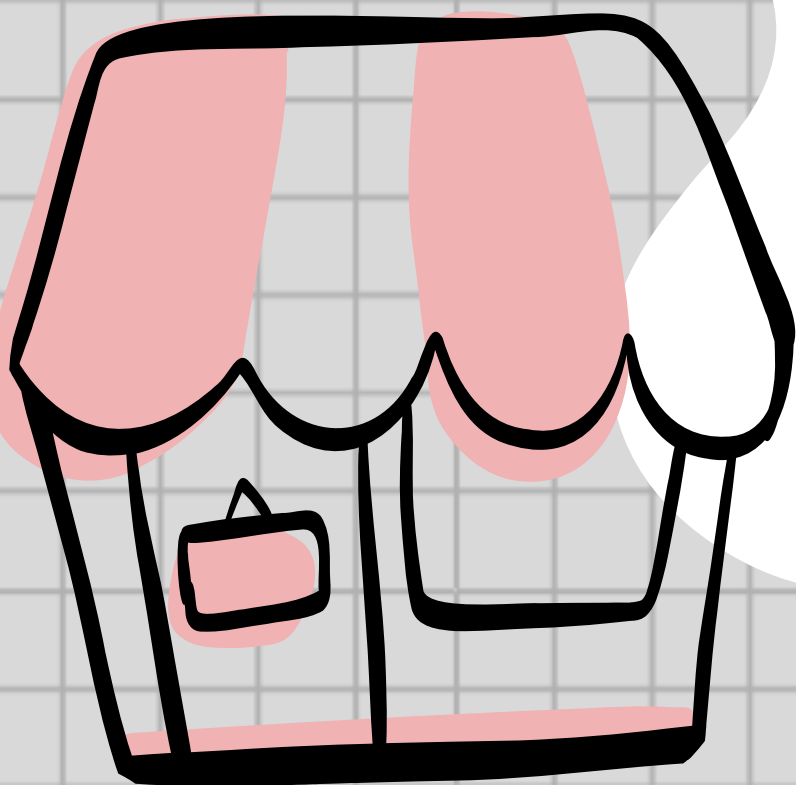


# *Concurenta pe piata de retail*

RALUCA MINDIRIGIU, DIRECTOR DE MARKETIN,  
AUCHAN ROMANIA

SALA: 2101,ORA 19.30, 14.01.2026



# 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.

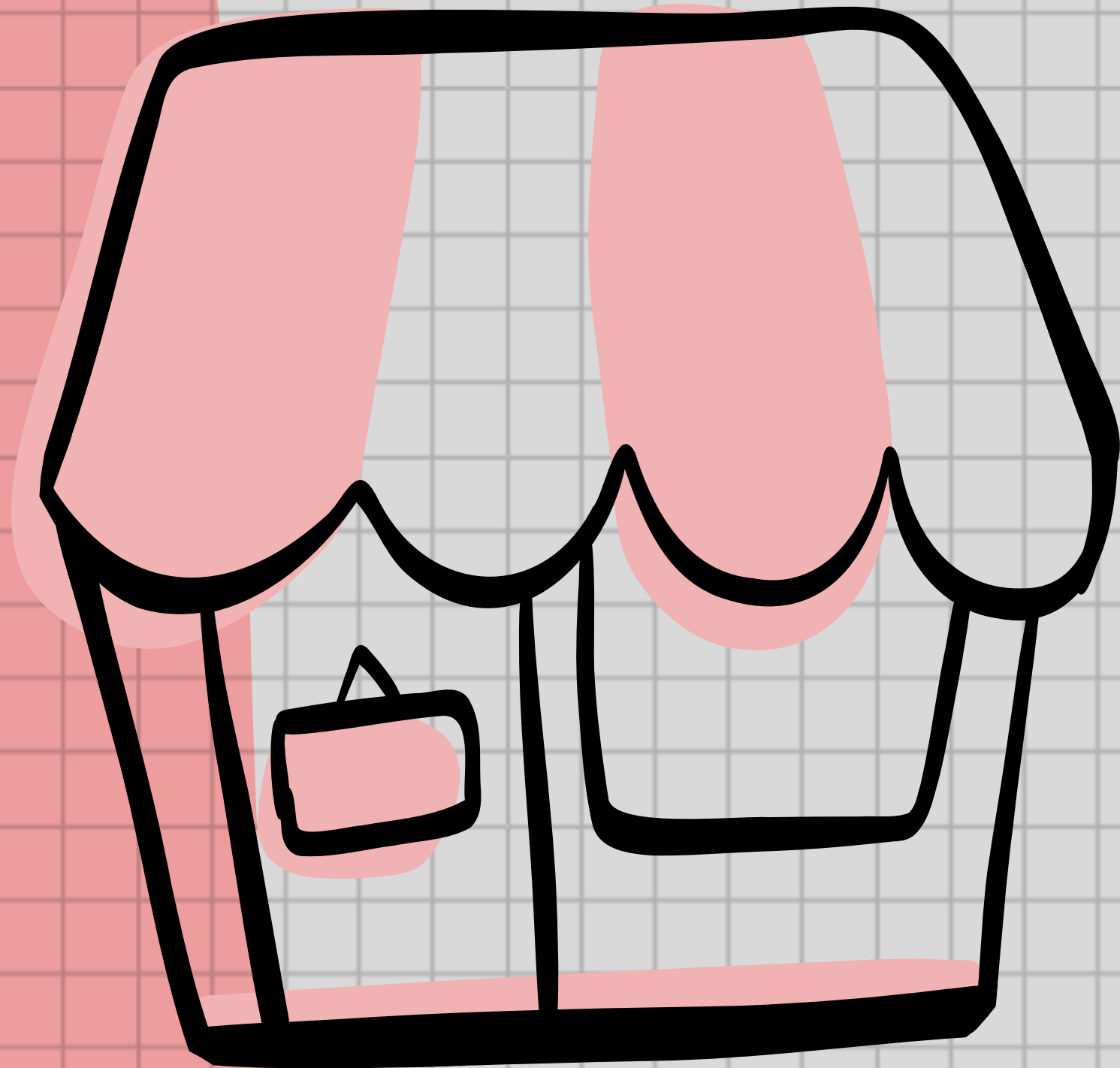
3

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.



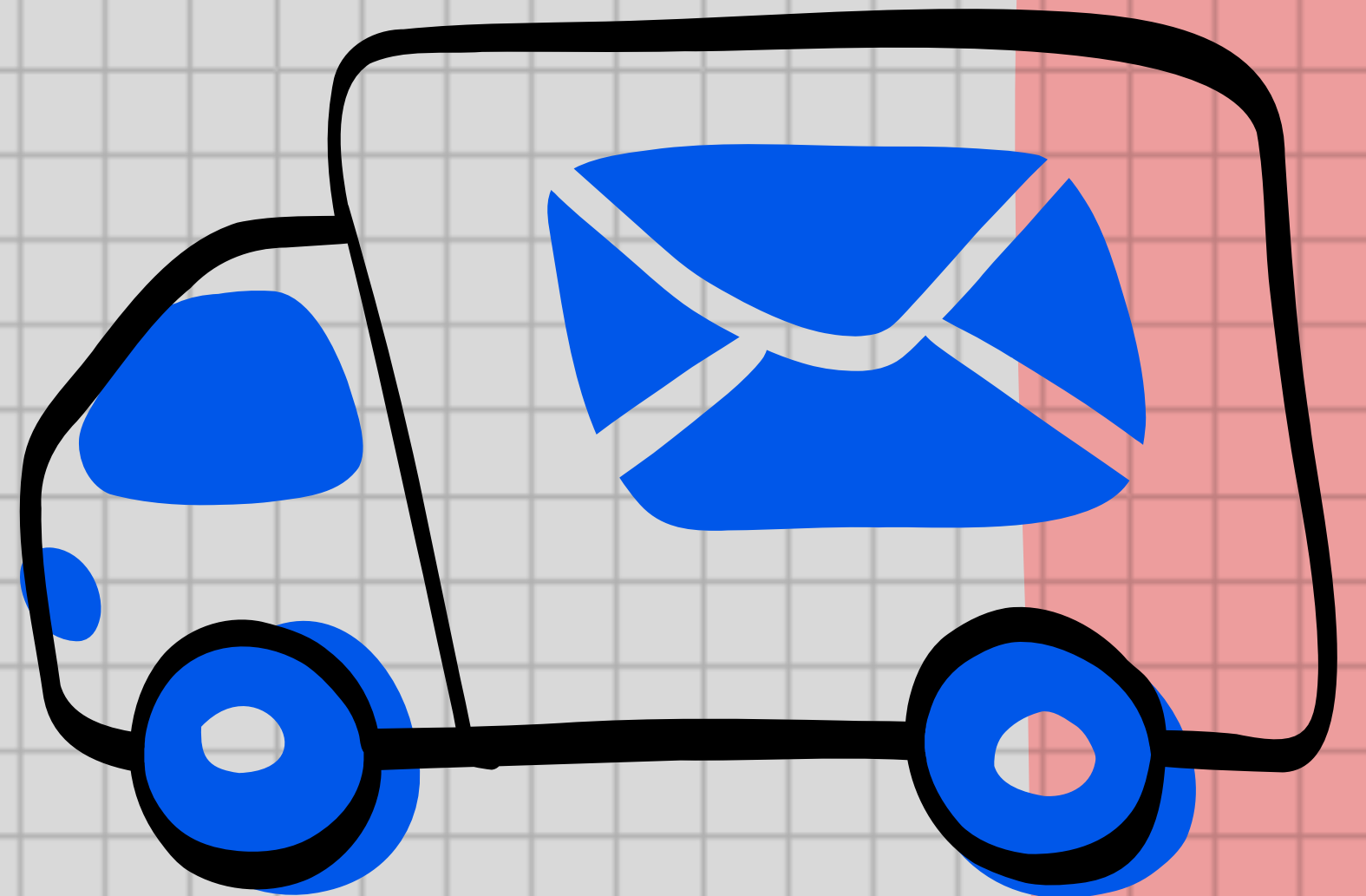


# SKILLS REQUIRED

- 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

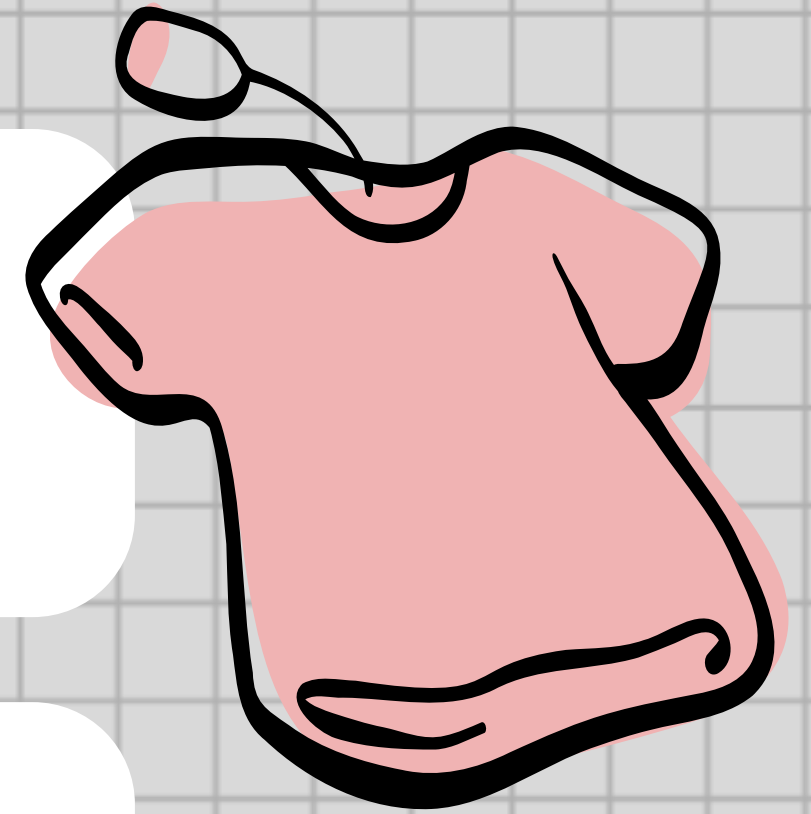
Retail  
buyer

Retail  
merchandiser

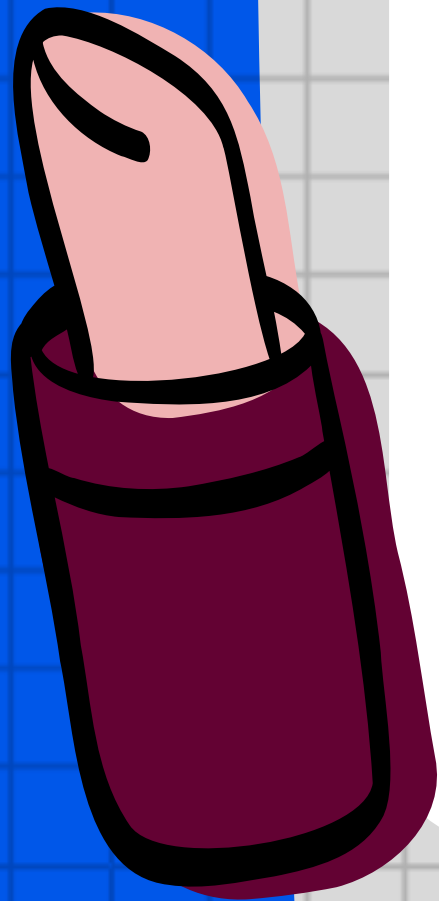
Store  
manager



# SHOP ASSISTANT



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





# CASHIER

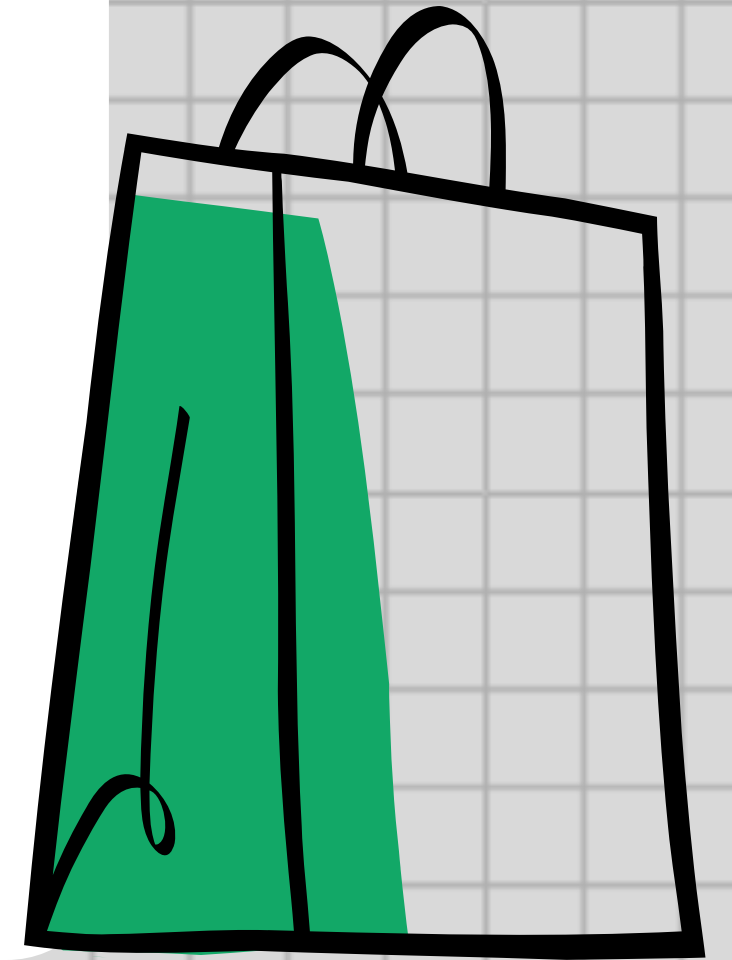
Cashiers process in-store payments, scan products, and provide customer service at the check out desk.





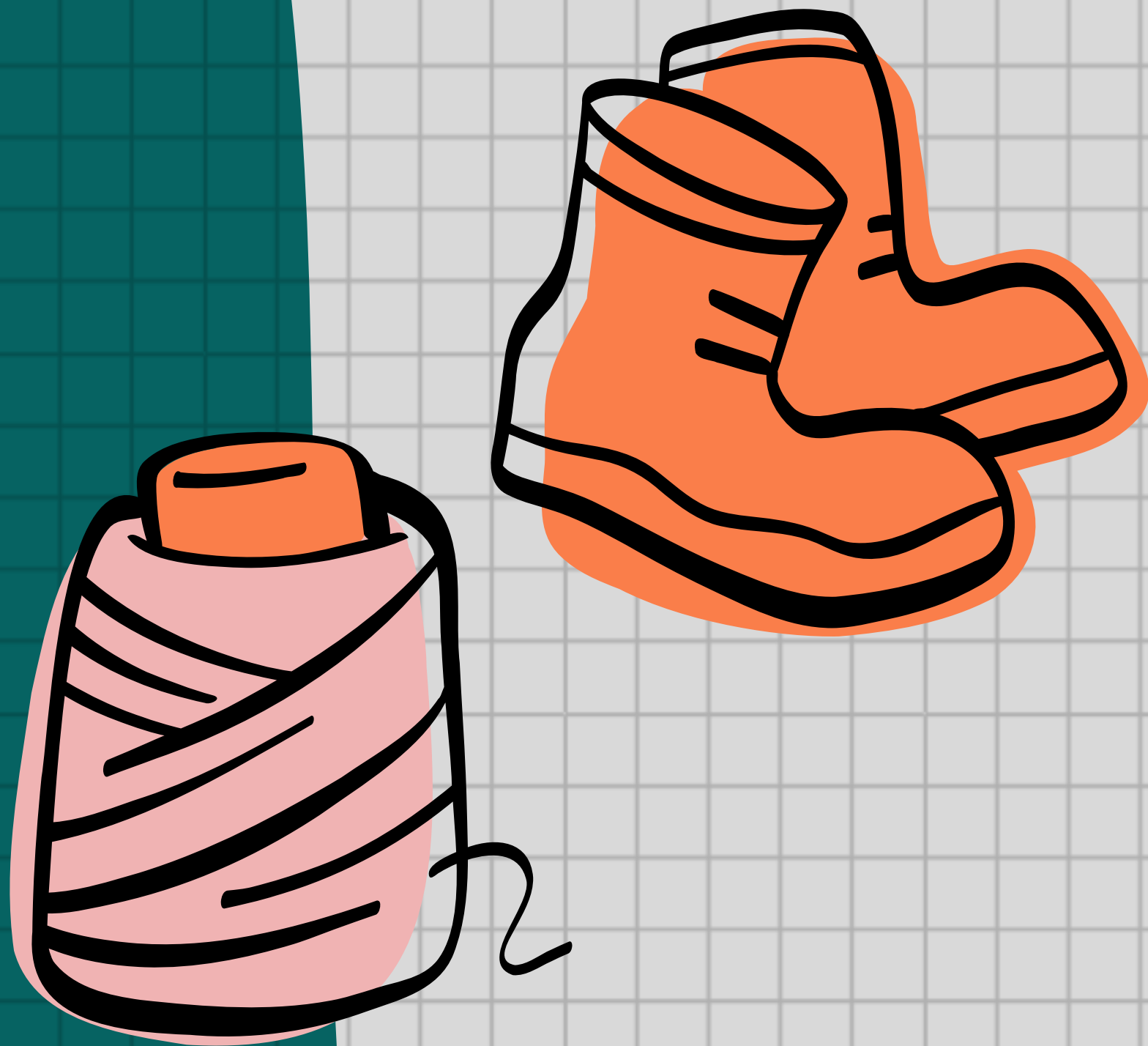
# RETAIL SUPERVISOR

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

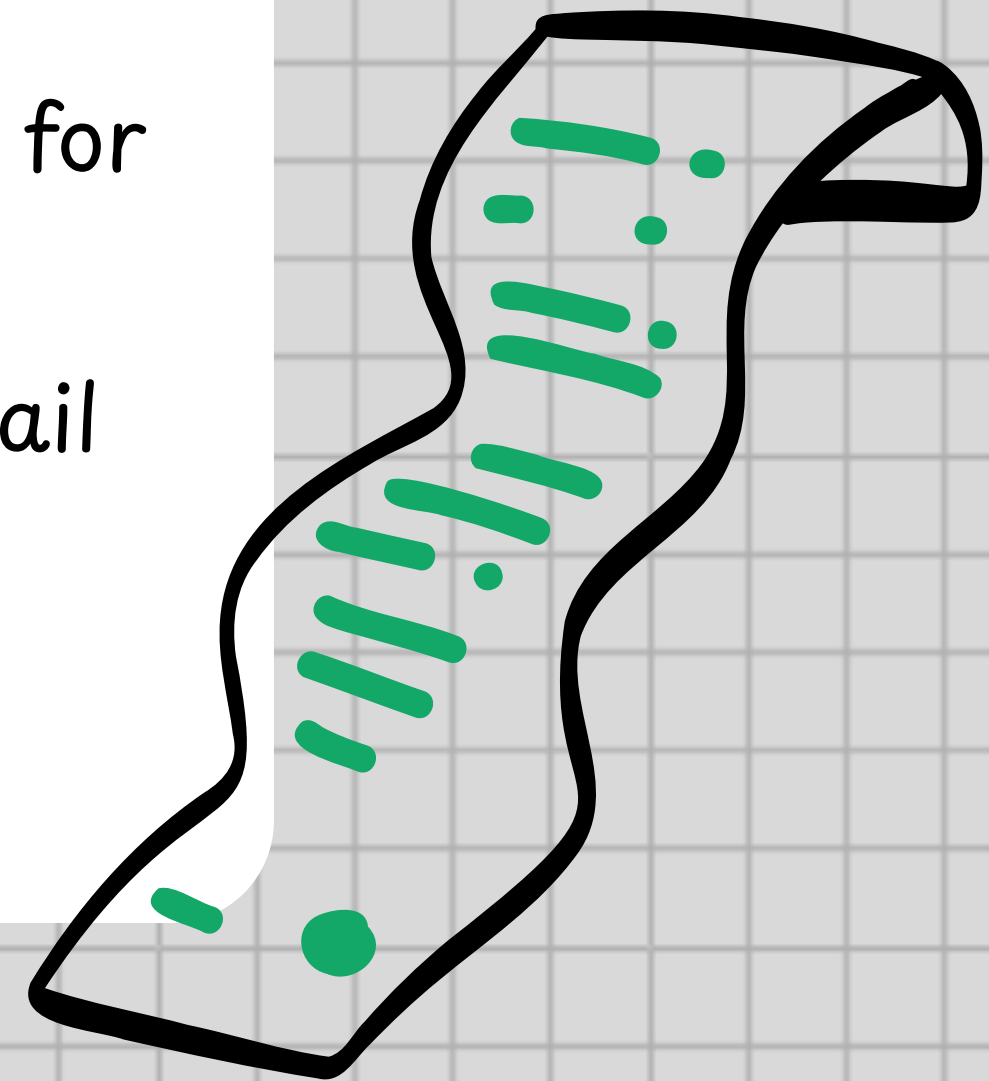
Visual merchandisers play a key role in creating attractive shop windows, displays and layouts to attract and optimize customers. By making the products look appealing, this increases sales and enhances the shopping experience.





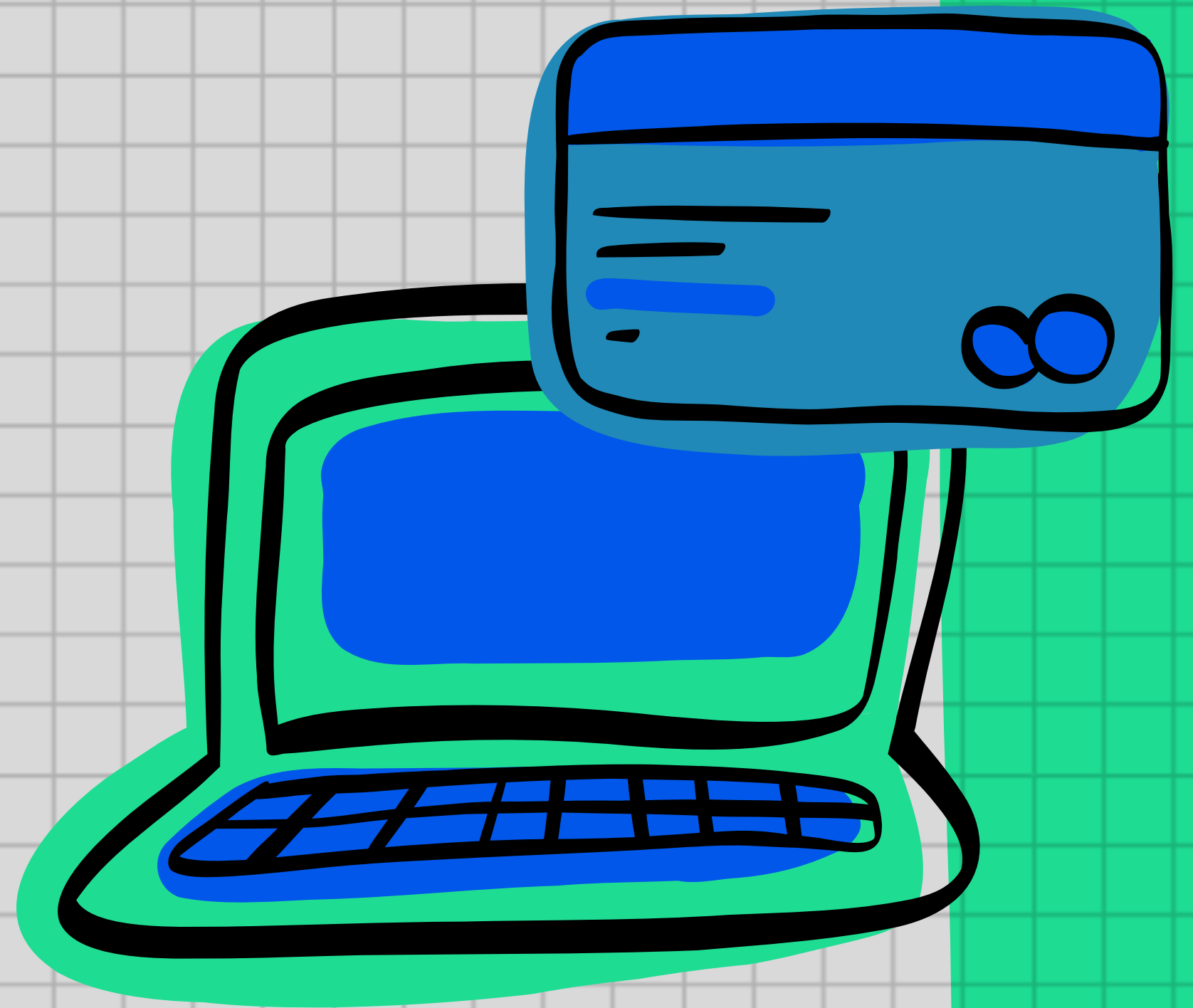
# RETAIL BUYER

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

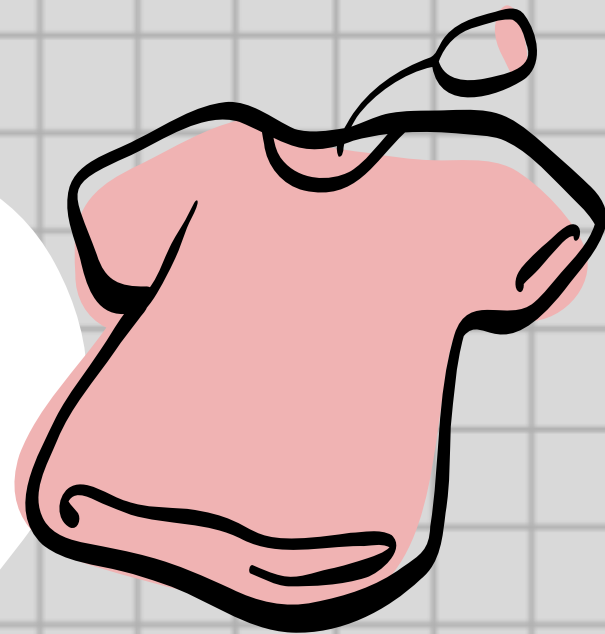
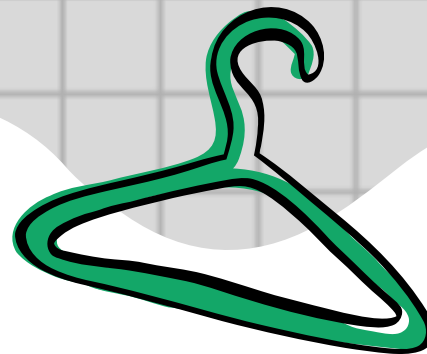
Retail merchandisers are responsible for ensuring stores have the right amount of stock and are promoting the products well. They can also coordinate buying teams and analyse sales.



A stylized illustration on the left side of the slide. It features a black-outlined shopping cart with three green wheels, containing a green cloud-like shape. Above the cart is a green price tag with a black outline, a black string, and a green percentage symbol (%). The background is a light gray grid with a green wavy shape on the far left.

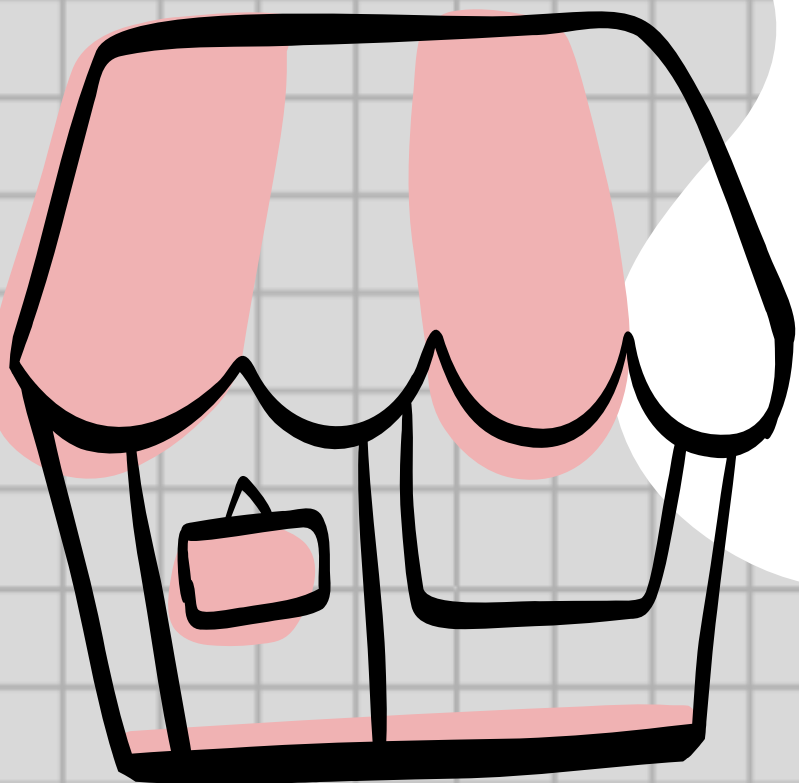
# STORE MANAGER

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

Use these elements in your presentation to keep it looking cohesive.  
Remember to delete this page before presenting! set:nAFZYWFdbng

