

# RETAIL

In this fiercely competitive arena, the customer's decision of where to go for new clothes, a sandwich or coffee can be clinched by expectation of an all-round great experience.

## Opportunities

The main requirements of a retailer are to maximise sales and assist customers when they purchase products and services.

Retail staff can work in a variety of shops and other retail establishments: small boutiques, large high street chains, supermarkets and well-known department stores are just some examples. More specialist retailers include funeral services, garden centres, delicatessens and people who work in remote environments for example in telephone, online and mail order retail.

Retail advisors/brand ambassadors tend to work part-time and earn between £11,000 and £14,000, however with experience this can go up to £20,000 and you could become a retail manager or department manager. You could also specialise in customer services or buying merchandise. Salaries for retail merchandiser start from £16,000; with experience this can go up to £25,000. The starting salary for a retail manager is usually between £20,000 and £30,000; with experience this can go up to £45,000. Highly experienced retail manager could earn between £50,000 and £70,000. The larger salaries are usually offered by the largest stores.



## Requirements

No formal qualifications are required. Employers will expect you to be passionate about delivering a quality service that always aims to exceed customers' expectations. Other essential skills include good communication skills, self-motivation and you should enjoy direct contact with a wide range of people.

## Apprenticeships



**Retail Apprenticeship**



**Retail Team Leader Apprenticeship**



**Retail Manager Apprenticeship**

**Career Progression**

Retail Apprentice

Retail Supervisor/  
First Line Manager

Junior Retail  
Manager

Retail Store Manager/  
Senior Retail Manager/Area Manager