

Level 4

RETAIL MANAGER APPRENTICESHIP

Cultivate business management
and retail leadership skills



This apprenticeship is tailored for individuals in management-level retail roles. Apprentices focus on managing staff, optimising sales, and leading and developing a team to achieve business objectives.

Retail managers are responsible for delivering sales targets and a positive experience to customers that will encourage repeat custom and loyalty to the brand and business. It is a diverse role that includes leading and developing a team to achieve business objectives and working with a wide range of people, requiring excellent communication skills.

Maximising income and minimising wastage are essential to the job and therefore individuals must develop a sound understanding of business and people management principles to support the achievement of the vision and objectives of the business. Retail managers champion the way for personal development, training and continuous improvement, encouraging their team to develop their own skills and abilities to enhance business performance and productivity.



Entry requirements

Employers will set their own entry requirements in order to start this apprenticeship, but typically requires five GCSEs at Grade 4 or higher.



Course duration

15 months + EPA



Progression

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



Cost/funding

Levy Payers	£5,000
Non Levy Payers	£300



Functional skills

To complete the apprenticeship, the apprentice must pass level 2 English and maths (or have the appropriate exemption certificate) before undertaking their end-point assessment.



End-point assessment

The end-point assessment (EPA) includes:

- ▶ Written examination
- ▶ Retail business project
- ▶ Professional discussion



Professional support

HIT Training assigns a designated Vocational Trainer to each apprentice. Alongside the apprentice, they will agree on a personal learning and development plan, setting a timetable of learning activities in preparation for the end-point assessment.

The HIT Vocational Trainer will meet with the apprentice regularly either online or face-to-face to complete and review assessments, provide further coaching where required and agree the next steps of learning.

APPRENTICESHIP JOURNEY

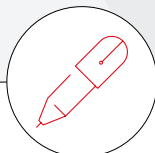
1 Introduction to Retail Manager	2 Leadership, Team Performance and Developing Self	3 Customer, Diversity and Communication	4 Finance
Module includes: ▶ End-point assessment methods and how to prepare for them ▶ Leaders and managers - explore a motivational tool and analyse your own areas of development using a self-analysis tool ▶ Business mission, values and objectives ▶ Quick guide to relevant legislation ▶ Personal development planning ▶ Kaizen ▶ Reflection ▶ Continual professional development (CPD) ▶ Emotional intelligence ▶ Personal learning style ▶ Training needs analysis	Module includes: ▶ Recruitment and selection, induction, best options to recruit, retain and develop team members ▶ Self-awareness ▶ Retention and staff engagement ▶ Characteristics of performance management ▶ Theories of performance management ▶ Motivate and inspire team members ▶ Passing on knowledge ▶ Personal and team development ▶ Leadership styles, interpret different leadership styles to inspire the team to do their best	Module includes: ▶ Communication and customers, identify values which embrace the benefits of working in a culturally diverse environment ▶ Customer journey, key drivers of customer journeys ▶ Being commercially aware ▶ Benchmarking ▶ Managing the customer experience ▶ Local demographics	Module includes: ▶ Financial terminology, analyse the purpose of key financial documentation ▶ Corporate governance ▶ The control process ▶ Methods of financial forecasting, budgets, difference between forecasting and budgeting ▶ Profitability drivers, key drivers and identify own business key drivers ▶ Principles of successful retailing ▶ Maximising profit margins ▶ Business strategy
5 Technology, Sales and Promotion and Marketing	6 Business, Legal and Governance	7 Stock and Merchandising	8 Brand Reputation, Business, Product and Service
Module includes: ▶ Manage technology to achieve effective and efficient service ▶ Emerging technology and its impact on business ▶ Marketing strategy and marketing plan, marketing strategies throughout the seasons ▶ Sales targets and enabling your team members ▶ Minimising risk	Module includes: ▶ What is governance? ▶ Retail legislation ▶ Corporate social responsibility (CSR) ▶ General data protection regulation (GDPR) ▶ Vision statements ▶ Competitive positioning	Module includes: ▶ Features of merchandising ▶ Evaluating the effectiveness of displays ▶ Seasonal peaks and troughs ▶ Managing stock control, principles of managing an effective stock control system, the legislative requirements related to stock e.g. food safety, health & safety	Module includes: ▶ The market in which the business operates ▶ Macro and micro environments ▶ Upholding brand reputation - specific threats to own brand ▶ The impact of media on the industry ▶ Analyse, interpret and share information ▶ Briefing stakeholders

INDEPENDENT END-POINT ASSESSMENT

The end-point assessment (EPA) will only commence once the employer, apprentice and HIT Vocational Trainer are confident that the apprentice has developed all the knowledge, skills and behaviours (KSBs) defined in the apprenticeship standard and clearly evidenced by the on-programme progression review meetings and records.

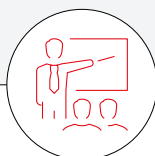
Summary of independent end-point assessment process

The apprentice will be assessed to the apprenticeship standard using the complementary assessment methods below. The assessment is synoptic, i.e. takes a view of the overall performance of the apprentice in their job. The assessment activities will be completed by the independent End-Point Assessment Organisation (EPAO).



Written

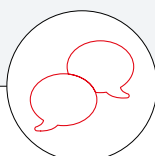
- ▶ 2 hour written exam with a combination of short and extended answer questions, some incorporating scenarios
- ▶ Externally set and marked by the assessment organisation
- ▶ Undertaken either on the employer's premises or off site.



Retail business project

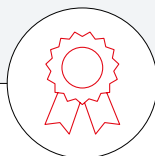
A project requiring the apprentice to look at a strategic challenge, opportunity or idea within their retail environment. This must look both internally at the organisation and externally to the local and wider retail markets and include financial

implications. As a guide, the manager will research and recommend strategies for up to three years including research, proposals and recommendations, including an implementation plan.



Professional discussion

- ▶ 1 hour structured meeting
- ▶ Focusing on how they have performed during the apprenticeship and their overall achievement of the knowledge, skills and behaviours in the standard.
- ▶ Led by the independent end assessor, involving the apprentice and employer (e.g. line manager)



Completion

Independent end assessor confirms that each assessment element has been completed. The grade is determined by the independent end assessor on the overall performance of the apprentice in each assessment activity: Pass / Distinction / Fail.