For people with drive and ambition qualifications in retail operations open up a world of exciting and rewarding employment opportunities in the field of fashion, general retail, fast food, hairdressing and beauty as well as in the horticultural and automotive sectors.

The retail industry has, in recent years shown excellent growth. It is also the biggest industry employer in Western Australia and while there are many large retail companies, small businesses employ over half of the State’s labour force where attractive career prospects are on offer.

Retail qualifications are structured to provide you with skills such as communicating with clients and customers, delivering effective customer service, operating equipment and developing product knowledge all of which are essential to advancing your career in the retail sector. They also provide a solid foundation for careers in business management.
The world of retail sales

Retail staff perform a diversity of tasks aimed at assisting in the sale of products and services.

- Providing customer service dealing with enquiries, providing advice, assisting with the selection of items as well as making recommendations with respect to the safe use, care or correct application of products.
- Merchandising products ensuring they are displayed, presented and labelled in an appealing and eye-catching manner to maximise customer interest. It also involves informing staff of store requirements, promotions and special events and providing feedback to management with regard to improvement of store marketing and promotional activities.
- Operating the point of sale equipment, applying store policies and procedures to a range of transactions, dealing appropriately with the customer and packing or wrapping the item for transportation.
- Communicating effectively with customers and other staff in the workplace including establishing contact with customers, processing information, working in a team and maintaining personal presentation.

Notable for their commitment to mentoring and nurturing students, lecturers in the Faculty are able to provide quality training to students seeking to realise their potential and will assist you in developing or enhancing the fundamental skills and attributes that you will require to be successful in the retail industry.

Students who have been out of the workforce may find this an exciting pathway to re-enter the contemporary labour market and a qualification in retail operations may even be the start of a rewarding and fulfilling career.

Personal attributes that will enhance your chances of success in this career include:

- a desire to work with people
- good personal presentation
- ability to work within a team environment
- good communication skills

What retail qualifications offer you

Through the **Certificate I in Retail Operations** you will gain introductory skills to work in a retail environment, learn how to communicate effectively and work in teams. You will also become competent to follow safety procedures, understand the basics of operating retail equipment and undertake housekeeping duties. As part of this qualification you will undertake a supervised work placement where you will be able to apply the skills and knowledge you have learned.

The **Certificate II in Retail Operations** will provide you with the practical skills and knowledge to sell goods to customers in retail and wholesale establishments. You will learn about controlling and maintaining stock, product knowledge, and theft prevention. You will also learn skills in selling products and services, customer service, point of sale systems, balancing the register, effective communication, and team work. As part of this qualification you will undertake a supervised work placement where you will be able to apply the skills and knowledge you have learned.

The **Certificate III in Retail Operations** will provide you with the practical skills and knowledge to present and coordinate in-store visual merchandising display for a small business in a retail environment. You will learn about building relationships with customers and maintaining store safety and security. You will also learn skills that enable you to profile a retail market, maintain and order stock and develop ideas for workplace innovation.

Employment opportunities

Successful completion of this qualification provides you with the opportunity to become a retail sales assistant.

Entry requirements

**Certificate II in Retail Operations**

- Communication skills

**Certificate III in Retail Operations**

Successful completion in qualification listed below:

- Certificate II in Retail Operations or
- A relevant superseded qualification that equates to one above

Further study options

Certificate III in Retail Supervision

Further information

For further information contact our Information and Career Advisory Officers on 1800 621 445 or 9780 7070

Email: courseinfo@bunbury.training.wa.gov.au
Website: www.swrc.wa.edu.au