



RETAIL MANAGER LEVEL 4



ABOUT

A Retail Manager will build skills and knowledge such as:

- Understand key drivers of customer journeys and how managing positive customer experiences increases sales, customer spend and loyalty, and the resulting financial impact on the business.
- Lead the team to achieve and exceed business objectives through forward planning, analysis, and evaluation of own business area. Use sales and customer data to make sound and effective decisions which improve business performance.
- Manage the overall performance of the team to achieve financial targets considering the retail calendar year. Analyse reports to identify and determine key actions and recommendations. Produce and report on financial plans as required by the business and identify and implement opportunities to increase profit and reduce waste.
- Provide clear direction and leadership to the team, giving open and honest feedback. Apply and adapt own leadership style to different retail situations and people to achieve the desired outcome.

ENTRY REQUIREMENTS

Employers will set their own entry requirements, but it is expected that the individual would have worked within a supervisory role to start on this apprenticeship standard.

TYPICAL JOB ROLES

- Retail Manager
- Store Manager



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DURATION: 18 MONTHS

For apprentice to complete.

EPA REQUIREMENTS

At the end of an apprenticeship, learners are required to carry out End-Point Assessment.

The EPA components for this standard are:

Written Exam • Retail Business Project • Professional Discussion

HOW IT WORKS



1. SCOPING SESSION

We provide an initial scoping session, which includes everything from mapping the Job Role to the correct Level Apprenticeship, agreeing delivery programmes and helping employers understand the apprenticeship funding process.



2. ENROLMENT

We enrol/induct the learners and explain how a bespoke delivery plan, based on the requirements of the business, will work in practical terms.



3. DELIVERY

Over the duration of the training we support the learners in the workplace with face to face and remote sessions. We also support the apprentices' mentor and/or line manager's involvement in overseeing the Apprenticeship training.



4. ASSESSMENT

We arrange all relevant End-Point Assessment and prepare the learner on what to expect during End-Point Assessment.



5. CERTIFICATION

Following the successful completion of the training the learner receives their certification.



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