



first impressions resources  
the australian retail college



**Effective managers transform the performance of their store. This qualification is for people who may already be working as supervisors or coordinators and desire to build their management capabilities in areas such as planning, implementing, controlling and monitoring. The knowledge and skills gained will enhance their leadership capacity to support their teams to excel and achieve a competitive advantage.**

**To achieve the Certificate IV in Retail Management a total of ten (10) units must be completed.**

### Core Units

- Lead and manage people \*
- Provide a safe working environment \*
- Manage merchandise and store presentation \*

### Elective Units

- Develop work priorities
- Recruit and select personnel
- Administer HR policy
- Control store security
- Implement continuous improvement
- Coordinate implementation of customer service
- Coach others in job skills ^

### Alternative Elective Units

- Control inventory
- Implement product recalls
- Manage financial resources

<sup>^</sup> Denotes imported unit

The above course outline is an example developed to meet industry standards.



### A day in the life of....

As an electrical store manager, Tim is responsible for the daily operational needs of his store, for input into the long-term store plans and for maintaining contact with his Regional Manager.

Tim liaises with and delegates to his assistant manager and also monitors the completion of store tasks on a daily and weekly basis. He is accountable for maintaining the store consistent with company standards and within legislative requirements and for developing and implementing appropriate contingency plans to manage any situations that develop.

Tim has to be very self-directed, as he is not closely supervised in his role, and he is further refining his retail management skills.



*Building retail capability across Australia & beyond*

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