



first impressions resources  
the australian retail college



The Retail industry is Australia's largest employer. This qualification is ideal to equip people entering our dynamic industry with the skills and knowledge to work in retail sales. Suited to people who have little or no experience in a retail environment, this qualification provides the fundamentals for those commencing a career in retail. It is typically undertaken by those who are still at school or those who are starting their first retail position.

To achieve the Certificate II in Retail a total of fourteen (14) units must be completed.

### Cluster 1: Develop Core Standards

- Work effectively in a retail environment \*
- Organise and maintain work area \*
- Communicate in the workplace \*
- Apply safe working practices \*

### Cluster 2: Care for Customers and Stock

- Apply point-of-sale handling procedures \*
- Interact with customers \*
- Operate retail technology \*
- Minimise theft \*
- Perform stock control procedures \*

### Cluster 3: General Selling Stream

- Sell products and services
- Develop product knowledge
- Create a display
- Advise on products and services
- Merchandise products



\* Denotes core subjects

The above course outline is an example developed to meet industry standards. Other electives are also available.

### A Day in the life of....

Sarah has been working as a sales person in a retail store for several months. She has learned many valuable skills during this time and knows a lot about store operations.

Sarah recently commenced her Certificate II in Retail qualification which has assisted her in performing a range of duties at work. She sometimes works unsupervised when her manager sets her a task and she is left to complete it. She regularly uses the terminal to transact customer sales, performs stock counts on fast or slow selling stock and she unpacks and checks the stock deliveries.

As part of her Certificate II in Retail qualification, Sarah has learned to assist customers with their product selections, prevent customer theft and to maintain and display merchandise so it appeals to customers. Each day involves something different for Sarah, and she enjoys the challenges of being busy, working within a team and selling to customers. Sarah hopes to be promoted to a supervisor's role in the future.





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### Cluster 1: Develop Core Standards

- Work effectively in a retail environment \*
- Organise and maintain work area \*
- Communicate in the workplace \*
- Apply safe working practices \*

### Cluster 2: Care for Customers and Stock

- Apply point-of-sale handling procedures \*
- Interact with customers \*
- Operate retail technology \*
- Minimise theft \*
- Perform stock control procedures \*

### Cluster 3 : Food Stream

- Apply retail food safety practices
- Sell products and services
- Develop product knowledge
- Advise on food products and services AND
- Merchandise food products

OR

- Advise on fast food products AND
- Prepare and display fast food items



The above course outline is an example developed to meet industry standards. Other electives are also available.

\* Denotes core subjects

### A Day in the life of....

Jason works in a busy, fast food restaurant for a few days each week. His role involves serving customers, preparing food and keeping the work area clean and tidy. He is enrolled in a Certificate II in Retail qualification which is helping him to develop the knowledge and skills needed to be a fully productive staff member.

He has learned how to store the stock, recommend items to customers and use the register terminal to transact sales. Jason has also learned a lot about food safety so he can prepare and serve food hygienically. His communication skills have improved since starting his qualification, and Jason is now more confident when dealing with customer queries and also when prioritizing tasks to manage his own work load.

All of the training relates to Jason’s current role so he feels that it is worthwhile. He also likes the fact that he is gaining a national qualification that is recognized by industry and that he is now in a better position to be promoted to a supervisory role in the restaurant.

