



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 a supervisor or coordinator and desire to build their management capabilities to achieve a competitive advantage for their store. You will learn practical skills and develop management tools to give you the confidence and knowledge to perform in your job and to support your team to excel in their role.**

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

### Cluster 1: Manage Core Standards

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

### Cluster 3: Lead Staff

- Lead and manage people \*
- Coordinate implementation of customer service strategies
- Coach others in job skills
- Develop work priorities

### Cluster 2: Monitor Financials and Assets

- Manage financial resources
- Control store loss/security
- Manage sales and service delivery
- Manage store facilities

### Cluster 4: Monitor People

- Administer human resources policy
- Recruit and select personnel
- Manage projects
- Implement continuous improvement



NATIONALLY RECOGNISED  
TRAINING

*\* 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....

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.

