

Introduction to Retailing



Learner Name:		Reg. No. / ULN:	
Assessment Start Date:			
Training Centre / College:			

Completed:					
Learner Name:		Learner Signature:		Date:	
Assessor Name:		Assessor Signature:		Date:	
IQA Name (if sampled):		IQA Signature:		Date:	
EQA Name (if sampled):		EQA Signature:		Date:	

Task 1: Different types of retailers

a) Identify different types of retailers in your local high street or retail park in the block diagram below. Add rows to the diagram as necessary:

Left-hand side of the street.		Right-hand side of the street.
For example:		
<i>Post office</i>		
<i>Fish and chip shop</i>		

b) Give examples of the products and/or services that the retailers provide.

Retailer Name	Product/Services Provided

Retailer Name	Product/Services Provided

Task 2: Retail job roles

2a) Match different functions in a retail store to what they each do by drawing an arrow to the correct response on the right-hand side of the table.

Retail store functions	What the function does
Shelf stocker	<ul style="list-style-type: none"> takes payments for products.
Cashier	<ul style="list-style-type: none"> checks the stock levels throughout the store and restocks products.
Refunds and returns	<ul style="list-style-type: none"> responsible for the flow of products to the store from warehouse.
Security	<ul style="list-style-type: none"> management of the different functions/employees, customer services, ensuring that shelves/racks are adequately stocked across the store.
Store operations	<ul style="list-style-type: none"> prevent thefts or damage to stock or property.
Merchandisers	<ul style="list-style-type: none"> allow customers to make product returns and exchanges.
Item check out	<ul style="list-style-type: none"> work out which products to promote or advertise; provide customers with loyalty coupons.
Stock management	<ul style="list-style-type: none"> display products to maximise sales.
Marketing/promotions	<ul style="list-style-type: none"> manage the opening and closing of check-out lanes to ensure that customers are not queuing for too long.

2b) Identify two different entry level job roles that interest you ; what they are responsible for and the skills required in that job role.

Entry level job role	Responsibilities	Skills required in the job role
1.		
2.		

I confirm that this is the work of (*student's name*)

Tutor Signature:

Date:

Learner Completion Confirmation

Learning Outcome	Delivery Content	Tick if achieved	Comments
1. Know about different types of retailers.	1.1. Identify different types of retailers.	<input type="checkbox"/>	
	1.2. Give examples of the products and/or services that retailers provide.	<input type="checkbox"/>	
2. Know about retail job roles.	2.1. Identify different functions in retail stores.	<input type="checkbox"/>	
	2.2. Identify the entry-level job roles available in retail stores and what they are responsible for.	<input type="checkbox"/>	
	2.3. List the skills required for a typical entry-level retail job role.	<input type="checkbox"/>	