

Retail

In this fiercely competitive arena, the customer's decision of where to go for a sandwich or coffee can be clinched by expectation of an all-round great experience.

Opportunities

The main requirements of a retailer are to maximise sales and assist customers when they purchase products and services.

Retail advisors/brand ambassadors tend to work part-time and earn between £11,000 and £14,000, however with experience this can go up to £20,000 and you could become a retail manager or department manager. You could also specialise in customer services or buying merchandise. Salaries for a retail merchandiser start from £16,000; with experience this can go up to £25,000. The starting salary for a retail manager is usually between £20,000 and £30,000; with experience this can go up to £45,000. Highly experienced retail managers could earn between £50,000 and £70,000. The higher salaries are usually offered by the largest stores.



Requirements

No formal qualifications are required. Employers will expect you to be passionate about delivering a quality service that always aims to exceed customers' expectations. Other essential skills include good communication skills, self-motivation and you should enjoy direct contact with a wide range of people.

Apprenticeships



Retailer Apprenticeship



Retail Manager Apprenticeship



Retail Team Leader Apprenticeship



Career Progression

Retail Apprentice

Retail Supervisor/
First Line Manager

Junior Retail
Manager

Retail Store
Manager/Senior
Retail Manager

Area Manager