

A CAREER IN RETAIL ...IS RETAIL FOR YOU?

WHAT QUALIFICATIONS DO I NEED FOR A JOB IN RETAILING?

1 YOU CAN... START ON THE GROUND FLOOR AND AIM HIGH

Retailing is one of the few industries in which you can still get jobs with little or no experience. You could start as a part-time employee and from there the sky's the limit. It's up to you. One student who started as a part-time employee in a sports store because he liked skiing is now the Chief Operating Officer of one of the most successful global golf equipment chains.

2 GET A HEAD START

You can get ahead faster if you get a business-related degree and then become a management trainee. Many retailers now take on graduates in this way—they have even been known to take graduates from other disciplines. You will receive training in all aspects of retailing then you could be fast tracked for promotion and on your way to the top.

3 IF YOU ARE ALREADY IN RETAILING... TAKE CHARGE OF YOUR CAREER

Employers are always looking to promote people with drive and positive thinking. Find a course that gives you the skills you need to get ahead. Some retail employers will reward your initiative by paying for all or part of the course—especially if you complete it successfully. It's a good way to get the attention of your bosses and let them know you are keen to get ahead.

GREAT JOBS — GREAT INCOME

MANAGEMENT

General Manager	\$100-250K
State Manager	\$60-90K
Area Manager	\$45-70K
Business Development Manager	\$60-75K
Retail Operations Manager	\$70-150K
Centre Management	\$60-120K
Store Manager – Large	\$55-100K
Assistant Store Manager – Large	\$40-64K
Store Manager – Medium	\$35-55K
Assistant Store Manager – Medium	\$32-50K
Store Manager – Small	\$28-32K
Assistant Store Manager – Small	\$25-28K
Customer Service Manager	\$45-55K
Retail Buyer	\$50-100K
Assistant Buyer	\$30-40K
Visual Merchandiser	\$60-100K
Assistant Merchandise Planner	\$40-50K
Retail Marketing Manager	\$57-120K

ADMINISTRATION

Experienced Staff	Up to \$34K
Management	Up to \$45K

HUMAN RESOURCES

Assistant HR Manager	\$35-50K
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RETAIL OPENS DOORS

A career in retailing equips people with various transferable skills and opens many doors.

If you...

- want to own your own business, consider retailing—the industry will give you the skills and experience required.
- are creative and want to display products in a store, consider being a store manager or visual merchandiser—these people are responsible for store layout and appearance and displaying goods.
- think you have the ability to manage people, aim to be a store manager.
- can recognise fashion trends and like travel, become a retail buyer.
- can write computer programs, design websites or fix computers, consider retailing—shops are heavily dependent on computers, whether at point of sale or using the internet as a sales tool.
- want to produce advertising materials such as posters and radio ads, then look at retailing, some of the biggest accounts are from the retail industry.
- want a career that provides lots of different career choices, think about retailing.



RETAIL CAREER PATHS MAY START ON THE SHOP FLOOR, AND FROM THERE THE OPPORTUNITIES ARE ENDLESS



WHAT IS RETAIL?

Retail is an exciting industry based on the sale of goods and services to customers. Retailers sell food, fashion, sporting goods, computers, electrical items, toys and furniture. The industry also includes specialist sectors such as hairdressing and beauty.

Retail is about sales and customer service. Retail is a key industry in Australia. The industry will continue to grow over the next five years. This means there will continue to be many jobs in this industry with long term career choices.

RETAIL COMES IN MANY DIFFERENT SHAPES AND SIZES...OR NO SHAPES AT ALL...

DEPARTMENT STORES like Myer and David Jones sell a wide variety of goods and are divided into different departments.

TV SHOPPING provided by services like *The Shopping Channel* allows a whole variety of smart retailers to sell their goods using television and telephone.

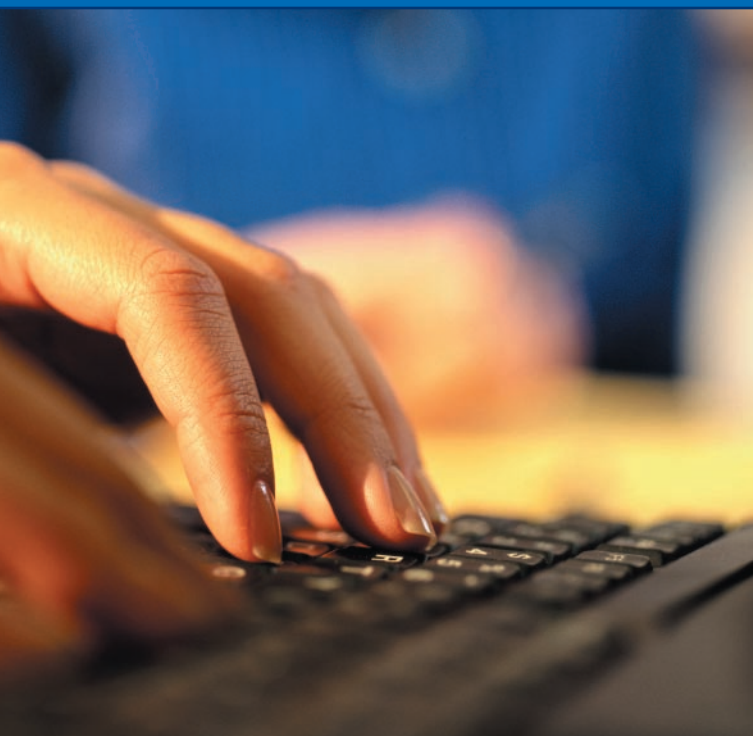
SPECIALTY STORES concentrate on one range of goods, and can be large chains like Toys R Us or Sportsgirl, or smaller chains like Goldmark, or even single site stores. Many people start their careers in small retail stores, which are an important part of the industry.

INTERNET SHOPPING gives customers with internet access the ability to purchase a range of products, books, music CDs and even clothing, just by using their computer.

MASS MERCHANDISE STORES sell all kinds of competitively priced goods and are usually self service like Big W or Target.

FACTORY OUTLET STORES sell clearance merchandise, excess stock, or seconds at very high discounts.

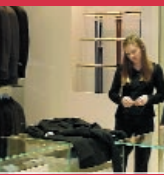
CATALOGUE SHOPPING allows customers to see pictures of merchandise, in particular specials, so that customers can place orders.



WHAT ARE TYPICAL RETAILING JOBS?



Retailing offers a more diverse range of occupations than most other industries. And there are many opportunities for long-term career advancement within the industry.



Skills learnt and developed within the small retailing environment are readily transferable to larger retailing environments. Retail background is an excellent pathway for people who want to run their own business or franchise. Many franchisees have progressed from starting as a sales assistant, to owning their own business within five years.



The main career opportunities in retailing are in buying and store management. Depending on whether you are a "people" person, creative, or good at identifying trends, there are many different opportunities available. They range from advertising to visual merchandising

and marketing, from information technology to finance, from training to human resources, to property, law and security. Essentially, retailing offers everything.

Smart and enthusiastic people are quickly identified and groomed for management. They are given the skills to manage people and often become responsible for millions of dollars of products. Imagine being under 25 and being a store manager. This is retailing.

The path to a career in retailing differs from other industries. Most large retailers have comprehensive trainee programs. Some programs centre around on-the-job training while others combine practical training and formal learning. A career usually starts on the shop floor but people can be promoted quickly. Some people choose areas such as merchandising, buying, human resources, finance and training.

WHAT EMPLOYERS ARE LOOKING FOR...

A recent survey of retailers asked retail employers what they look for when hiring and promoting employees. Here are some quotes.

"Attitude to customer service is important. It's how you deal with people – you need good communication skills."

"Hard work, sales ability and teamwork are the key to success."

"Product knowledge and customer cultivation are an important part of our performance reviews."

"The drive to succeed is vital. A degree is not a requirement but it does show that the person has the ability to think outside the square and they become a prime candidate for promotion."

ENTRY LEVEL MANAGEMENT TRACK

RETAIL MANAGEMENT TRAINEE:

This position is the "foot in the door" available throughout the retail industry. Candidates who are accepted in a program of this type are exposed to all facets of the business, including merchandising, finance, marketing, operations and human resources. Typically, trainees are selected for placement in a department where they excel. Promotion from entry-level positions generally occur after 9 months to 2 years on the job.

DEPARTMENT/SALES MANAGER:

Department/Sales Manager positions are the first customer contact jobs for management trainees as they develop experience and responsibility. This position includes supervision of the sales force as well as control over the sales floor inventory of merchandise. Promotion from this position typically occurs in 1-2 years.

BUYER:

Buyers are responsible for planning, sales, inventory and receipts, as well as the selection of merchandise, writing and pricing of orders. In this role you have opportunities to travel nationally and internationally to find the best quality products for the business and your customers. Generally, employees need 4-5 years of experience to become a buyer.

MERCHANDISE MANAGER:

Merchandise Managers are responsible for a number of merchandise products, as well as for merchandise buyers. These managers work to ensure the provision of consistent quality, value and price to their customers. A major responsibility of this position is to increase sales by designing window and in-store promotional displays. 3-5 years of retail merchandising experience is typically required to become a merchandise manager.



▶ EDUCATIONAL PATHWAYS

Work experience in retail can build the types of skills required for a successful career, including effective communication, problem solving, leadership skills, confidence, and a commitment to customer service.

The retail industry has an industry driven vocational education and training system. The pathway to a rewarding and challenging career in retail may involve on the job training coupled with a Retail Traineeship, or more formal education programs.

▶ RETAIL TRAINEESHIPS

The retail industry provides the opportunity to participate in job skills training programs. There are retail traineeships that cover a range of areas.

▶ FORMAL EDUCATION

You can combine retail experience with your formal courses in business, retail management, etc.



RETAIL AT A GLANCE – facts and figures

It's the biggest employer.

Retailing employs almost twenty percent of people in Australia. So, one in five Australians work in retail!

It's been one of the fastest growing industries

From 1993 to 2001 employment in retail increased by over 20%.

It will continue to be one of the fastest growing industries.

Projected growth of retail employment is 300 percent. That means, by 2005, over fifteen percent of all new jobs created will be in retailing!

WHERE TO GET MORE INFORMATION

AUSTRALIA

Australian Retailers Association www.ara.com.au

National Wholesale, Retail and Personal Service Industry Training Council www.natwraps.com.au

Australian Centre for Retail Studies www.buseco.monash.edu.au/Centres/ACRS/

Job Guide 2001 www.jobguide.thegoodguides.com.au

Victorian National Training Authority Training Package www.curriculum.edu.au/vetis/retail/about.htm

INTERNATIONAL

About Retail Industry www.retailindustry.about.com

Canadian Retail Institute www.canadianretail.org

National Retail Federation www.nrf.com



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