RETAIL

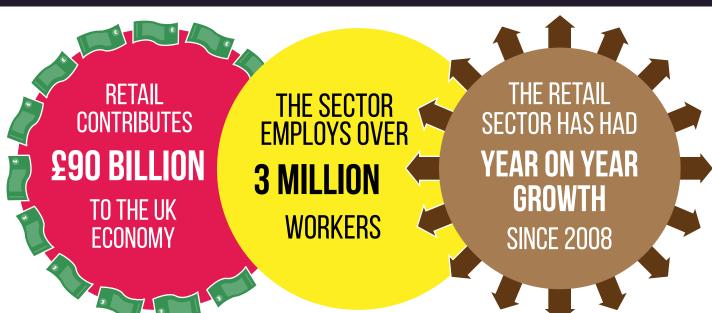


THE RETAIL SECTOR

RETAIL INCLUDES THE SALE OF:



WHY IS RETAIL IMPORTANT?



CURRENT AND FUTURE CHALLENGES

TRAINING

OF EMPLOYERS TRAIN



HALF OF THESE PROVIDE TRAINING ON **NEW TECHNOLOGY**

UNDER-USE

OF EMPLOYERS UNDER-**USE STAFF SKILLS**

17% OF STAFF ARE **OVER-QUALIFIED**

AND OVER- SKILLED

18%

SKILLS GAPS

OF ESTABLISHMENTS REPORTED SKILLS GAPS

CAUSES: 60% - staff new in role or

motivation

incomplete training **40%** - perceived lack of

40% - insufficient improvement after training **KEY SKILLS INCLUDE:**

KEY SKILLS

SERVICE

CUSTOMER



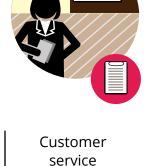
THE REPORT FOCUSES ON FIVE KEY OCCUPATIONS:

OCCUPATIONS IN THE REPORT



service and sales assistants

Customer

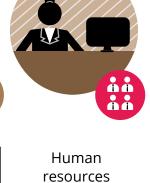


manager



professional

associate



manager

SME owner or manager

CUSTOMER SERVICE OR SALES ASSISTANT

FUTURE SKILLS ISSUES

PROVIDING EXCELLENT SERVICE TO INFORMED



COMMUNICATION. **NEGOTIATION AND**

PERSUASION SKILLS

CUSTOMERS



TECHNOLOGY **DETAILED PRODUCT**

UNDERSTANDING OF

(IN STORE AND ONLINE)

ABILITY TO ADAPT

TO AND USE NEW



CUSTOMER SERVICE MANAGER

EXCELLENT INTERPERSONAL

SKILLS TO RESPOND TO



MANAGEMENT SKILLS



PROACTIVE APPROACH TO STAFF DEVELOPMENT

DIFFERENT SALES CHANNELS







GOOD RESEARCH

SKILLS

INFORM CAMPAIGNS



MATHEMATICAL SKILLS

UNDERSTANDING

RETAIL TRENDS

CURRENT AND FUTURE



HUMAN RESOURCES MANAGER

STRATEGIC



ABILITY TO "SELL"

RETAIL SECTOR TO

MANAGEMENT SKILLS



FROM OTHER SECTORS FOR THESE PROFESSIONALS

STRONG COMPETITION





RESPOND TO **COMPETITION**



FINANCIAL MANAGEMENT

USE OF NEW



£

LOOKING TO THE FUTURE

recruitment and training

INVEST IN THEIR

OWN TRAINING

- Improve sector image to attract future workers • Increase productivity, flag high potential and
- provide routes for progression Incorporate "soft" skills and attitude into
- Improve internal skills-matching of employees to jobs
- **Increase** marketing and uptake of flexible training for owner-managers, combining management,

strategy and multi-channel retailing skills

