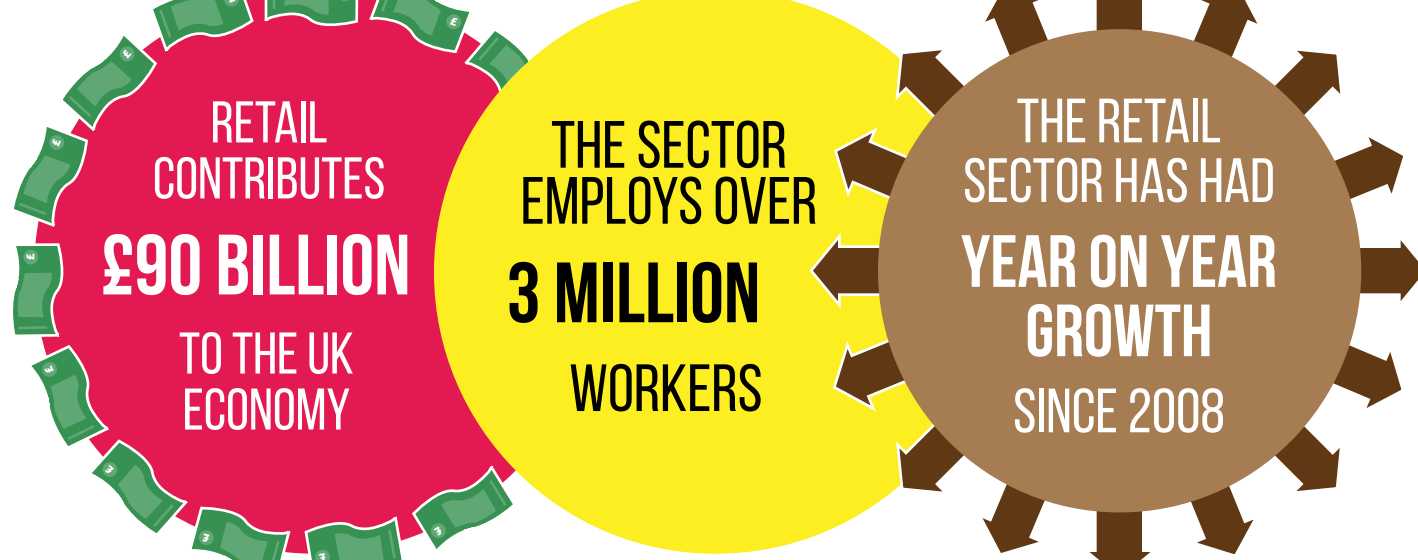


THE RETAIL SECTOR

RETAIL INCLUDES THE SALE OF:



WHY IS RETAIL IMPORTANT?



CURRENT AND FUTURE CHALLENGES

TRAINING	UNDER-USE	SKILLS GAPS	KEY SKILLS
<p>60% OF EMPLOYERS TRAIN</p> <p>HALF OF THESE PROVIDE TRAINING ON NEW TECHNOLOGY</p>	<p>50% OF EMPLOYERS UNDER-USE STAFF SKILLS</p> <p>17% OF STAFF ARE OVER-QUALIFIED AND OVER-SKILLED</p>	<p>18% OF ESTABLISHMENTS REPORTED SKILLS GAPS</p> <p>CAUSES:</p> <ul style="list-style-type: none"> 60% - staff new in role or incomplete training 40% - perceived lack of motivation 40% - insufficient improvement after training 	<p>KEY SKILLS INCLUDE:</p> <ul style="list-style-type: none"> CUSTOMER SERVICE USING NEW TECHNOLOGY

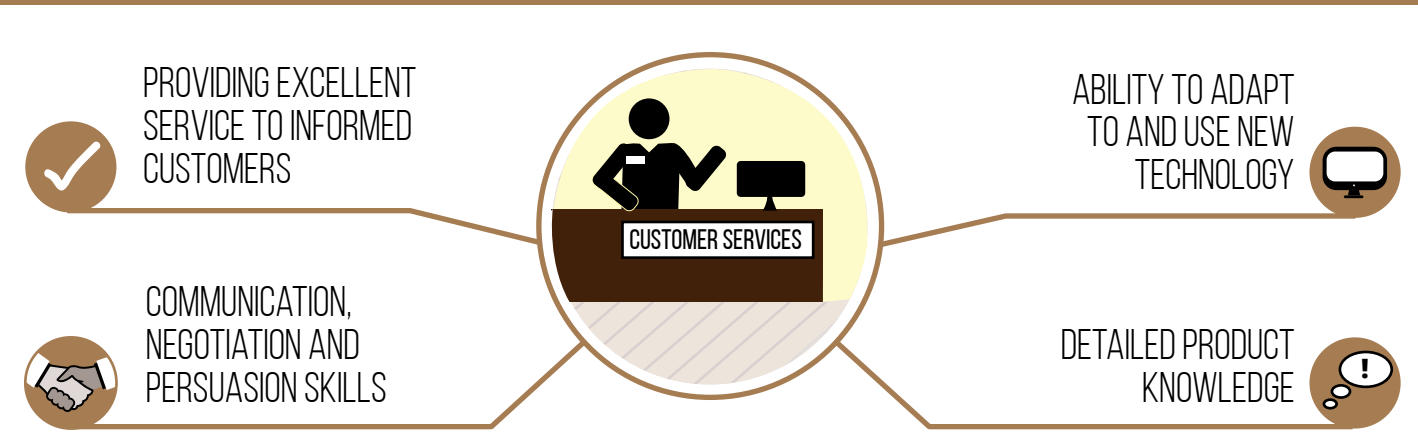
OCCUPATIONS IN THE REPORT

THE REPORT FOCUSES ON FIVE KEY OCCUPATIONS:



FUTURE SKILLS ISSUES

CUSTOMER SERVICE OR SALES ASSISTANT



CUSTOMER SERVICE MANAGER



MARKETING ASSOCIATE PROFESSIONAL



HUMAN RESOURCES MANAGER



SMALL - MEDIUM BUSINESS OWNERS AND MANAGERS



LOOKING TO THE FUTURE

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

