**Retail WSQ Competency Map**

<table>
<thead>
<tr>
<th>Industry Key Purpose</th>
<th>Industry sectors covered</th>
<th>Typical Job Titles</th>
<th>Qualification Titles</th>
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</thead>
<tbody>
<tr>
<td>To meet customer needs and expectations for excellent product and service delivery through a vibrant, competitive, efficient and effective retail sector supported by a well-trained, motivated and committed workforce</td>
<td>M: Department stores</td>
<td>MANAGERIAL LEVEL</td>
<td>Specialist Diploma in Retail Management</td>
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<td></td>
<td>M: Supermarket</td>
<td>Operations Manager, Merchandising Manager, Chain Store Manager, Area Manager, Territory Manager, District Manager, Commercial Manager, Category Manager</td>
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<tr>
<td></td>
<td>M: Clock &amp; Watch</td>
<td>Manager, Buyer, Department Manager, Outlet Manager, Store Manager</td>
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<td>M: Petroleum Retail</td>
<td>SUPERVISORY LEVEL</td>
<td>Diploma in Retail Management</td>
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<td>M: Furniture</td>
<td>OPERATIONS LEVEL</td>
<td>Advanced Certificate in Retail Supervision</td>
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<td>M: Jewelry</td>
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<td>Certificate in Retail Operations</td>
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<td></td>
<td>M: Apparel</td>
<td></td>
<td>COMPETENCY CATEGORY</td>
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**Support Services**

- **Support Services**
  - 1. Evaluate technologies to improve organisational performance (28hrs / 3CV) (RE-SS-502E-2)
  - 1. Review financial analysis of the business unit (30hrs / 3CV) (BM-FM-407E-1)
  - 1. Maximise utilisation of retail space (32hrs / 3CV) (RE-VM-401E-1)
  - 1. Contribute to the buying of merchandise (24hrs / 2CV) (RE-MM-406E-2)
  - 1. Direct and manage work teams (40hrs / 4CV) (RE-SS-4010E-1)
  - 1. Manage quality assurance operations (24hrs / 2CV) (RE-SS-407C-1)
  - 1. Manage operational human resources policies (32hrs / 3CV) (RE-SS-415C-1)
  - 1. Manage an online business (32hrs / 3CV) (RE-SS-406E-1)
  - 1. Provide fashion styling with brand alignment (24hrs / 2CV) (RE-VM-301E-1)
  - 1. Supervise store layout and planning using design software (32hrs / 3CV) (RE-VM-302E-1)
  - 1. Co-ordinate interaction with customers (24hrs / 2CV) (RE-SS-302E-1)
  - 1. Conduct skin care consultation and provide advice on the use of skin care products (32hrs / 3CV) (RE-SS-318E-1)
  - 1. Manage housekeeping standards (8hrs / 1CV) (RE-SS-308E-1)
  - 1. Manage staff training and assessment (24hrs / 2CV) (RE-SS-405E-2)
  - 1. 1 Elective (Generic Skills)
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<tr>
<th>ECONOMY</th>
<th>ELECTIVE</th>
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| 1. 1 Elective (Generic Skills) | 2. Handle merchandise display (24hrs / 2CV) (RE-MM-101E-2)
| 2. 1 Elective (Generic Skills) | 3. Handle product storage operations – fresh produce (24hrs / 2CV) (RE-SS-106E-1)
| 3. 1 Elective (Generic Skills) | 4. Handle product storage operations – fresh meat (24hrs / 2CV) (RE-SS-107E-1)
| 4. 1 Elective (Generic Skills) | 5. Handle product storage operations – seafood (24hrs / 2CV) (RE-SS-108E-1)
| 5. 1 Elective (Generic Skills) | 6. Respond to petroleum retail station emergencies (16hrs / 2CV) (RE-SS-109E-2)
| 6. 1 Elective (Generic Skills) | 7. Perform petroleum retail station duties (24hrs / 2CV) (RE-SS-104E-1)
| 7. 1 Elective (Generic Skills) | 8. Perform stock control operations (16hrs / 2CV) (RE-SS-102E-1)

**Support Services**

- 1. Work effectively in the retail environment (12hrs / 2CV) (RE-SS-102E-1)
- 2. 1 Elective (Generic Skills)
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- 15. 1 Elective (Generic Skills)
- 16. 1 Elective (Generic Skills)

**Notes**

1. Recognition of prior level attainment. Trainees at the Diploma level may use up to 1 core / elective / generic skills unit from another Advanced Certificate or Specialist Diploma level as contributing to the Diploma qualification. It must also be noted that trainees at Certificate level may use up to 1 core / elective / generic skills unit from another Advanced Certificate level as contributing to the Certificate qualification. Similarly trainees at Advanced Certificate or Specialist Diploma level may use up to 1 core / elective / generic skills unit from either Diploma or Specialist Diploma unit to the stated qualification.