

Retail WSQ Competency Map

Industry Key Purpose	Industry sectors covered	Typical Job Titles				
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	<ul style="list-style-type: none"> Department stores Supermarket Clock & Watch Petroleum Retail 	<ul style="list-style-type: none"> Furniture Jewellery Fashion & Apparel 	MANAGERIAL LEVEL Operations Manager, Merchandising Manager, Chain Store Manager, Area Manager, Territory Manager, District Manager, Commercial Manager, Category Manager	MANAGERIAL LEVEL Shop Manager, Buyer, Department Manager, Outlet Manager, Store Manager	SUPERVISORY LEVEL Supervisor, Foreperson, Forecourt Captain, Team Leader, Senior Sales Assistant, Retail Supervisor	OPERATIONS LEVEL Cashier, Retail Sales Assistant, Retail Assistant, Sales Associate, Service /Pump Attendant, Sales Promoter

Qualification Titles	CORE	COMPETENCY CATEGORY	ELECTIVE	
Specialist Diploma in Retail Management	SPECIALIST DIPLOMA IN RETAIL MANAGEMENT 4 Core + 2 Electives (20CV) 1. Initiate sustainable productivity improvement plan through effective change management (48hrs / 5CV) (RE-SS-501C-1) 2. Develop personal effectiveness (40hrs / 4CV) LPM-PER-501C-0 3. Apply emotional competence to manage self and others in business context (24hrs / 2CV) (ES-PMD-403G-1) 4. Develop digital marketing campaign (30hrs / 3CV) (IT-DIG-501S-1)	Support Services	1. Evaluate technologies to improve organisational performance (28hrs / 3CV) (RE-SS-502E-2)	
Diploma in Retail Management		Generic Skills	1. Review financial analysis of the business unit (30hrs / 3CV) (BM-FIN-407E-1)	
Advanced Certificate in Retail Supervision	DIPLOMA IN RETAIL MANAGEMENT 7 Core + 2 Electives (26CV - 30CV) <i>with max 1 Elective from Generic Skills</i> 1. Retailing and the economy (24hrs / 2CV) (RE-MM-408C-1) 2. Manage marketing mix (32hrs / 3CV) (RE-MM-402C-3) 3. Manage merchandising presentation and visual display (32hrs / 3CV) (RE-MM-401C-2) 4. Manage finance for retail operations (48hrs / 5CV) (RE-SS-410C-2) 5. Lead and manage work teams (40hrs / 4CV) (RE-SO-410C-1) 6. Manage quality service operations (24hrs / 2CV) (RE-SCS-407C-1) 7. Manage operational human resources policies (32hrs / 3CV) (RE-SS-415C-1)	Visual Merchandising	1. Maximise utilisation of retail space (32hrs / 3CV) (RE-VM-401E-1) 2. Develop and implement creative concepts for visual merchandising (32hrs / 3CV) (RE-VM-402E-1)	3. Apply CAD for visual collaterals (32hrs / 3CV) (RE-VM-403E-1)
Certificate in Retail Operations		Merchandising & Marketing	1. Contribute to the buying of merchandise (24hrs / 2CV) (RE-MM-406E-2) 2. Buy merchandise (32hrs / 3CV) (RE-MM-403E-3) 3. Control inventory (32hrs / 3CV) (RE-MM-409E-1)	4. Manage promotional activities (32hrs / 3CV) (RE-MM-404E-2) 5. Manage marketing through social media (32hrs / 3CV) (RE-MM-410E-1)
Competency Category Descriptor		Visual Merchandising	Comprises of all the activities that focus on the presentation of products, environments and spaces into a stimulating and engaging display that encourage the sale of products or services.	
Visual Merchandising		Merchandising & Marketing	Consists of all the activities involved in acquiring, classifying, promoting and presenting appropriate quantities of goods and services at the right time, prices and places that enable retailers to attain their goals.	
Merchandising & Marketing		Sales & Customer Services	1. Manage an online business (32hrs / 3CV) (RE-SCS-406E-1)	2. Manage sales operations (40hrs / 4CV) (RE-SCS-405E-1)
Sales & Customer Services		Store Operations	1. Manage and maintain store facilities (32hrs / 3CV) (RE-SO-404E-1) 2. Set up a retail business (40hrs / 4CV) (RE-SO-408E-1) 3. Develop / Co-develop store security policies and procedures (16hrs / 2CV) (RE-SO-409E-1)	4. Manage compliance with food and beverage safety and hygiene policies and procedures (26hrs / 3CV) (FB-RM-403E-0) 5. Manage workplace safety and health systems (24hrs / 2CV) (ES-JS-401G-1)
Store Operations		Support Services	1. Manage retail administration (24hrs / 2CV) (RE-SS-411E-1) 2. Manage staff training and assessment (24hrs / 2CV) (RE-SS-405E-2)	3. Manage customer relationships (CRM) in a retail environment (32hrs / 3CV) (RE-SS-412E-1) 4. Manage retail productivity (30hrs / 3CV) (RE-SS-414E-1)
Support Services	Generic Skills max 1 Elective	1. Leadership and People Management WSQ 2. Service Excellence WSQ	3. Employability Skills WSQ	
Generic Skills	Visual Merchandising	1. Provide fashion styling with brand alignment (24hrs / 2CV) (RE-VM-301E-1) 2. Illustrate store layout and planogram using design software(32hrs / 3CV) (RE-VM-302E-1)	3. Draw planogram and store layout (32hrs / 3CV) (RE-VM-303E-1)	
LEGEND	Merchandising & Marketing	-----	-----	
MAP SUMMARY	Sales & Customer Services	1. Co-ordinate interaction with customers (24hrs / 2CV) (RE-SCS-302E-1) 2. Conduct skin care consultation and provide advice on the use of skin care products (32hrs / 3CV) (RE-SCS-317E-1) 3. Design and apply make-up (32hrs / 3CV) (RE-SCS-318E-1) 4. Identify and grade diamond (40hrs / 4CV) (RE-SCS-308E-0)	5. Identify gemstones (40hrs / 4CV) (RE-SCS-309E-1) 6. Identify jadeite (20hrs / 2CV) (RE-SCS-310E-0) 7. Assess value of jewellery (16hrs / 2CV) (RE-SCS-315E-1) 8. Design jewellery using hand-drawing techniques (40hrs / 4CV) (RE-SCS-316E-1)	
Core Units: 19	Store Operations	1. Supervise housekeeping standards (8hrs / 1CV) (RE-SO-308E-2) 2. Maintain store security (16hrs / 2CV) (RE-SO-317E-1) 3. Supervise petroleum retail operations (24hrs / 2CV) (RE-SO-312E-1)	4. Perform wet stock (fuel) inventory and tanker discharge duties (16hrs / 2CV) (RE-SO-316E-1) 5. Conduct food and beverage hygiene audit (26hrs / 3CV) (FB-RM-303E-0) 6. Maintain workplace safety and health policies and procedures (24hrs / 2CV) (ES-JS-301G-1)	
Elective Units: 80	Support Services	1. Comply with legal requirements at the workplace (40hrs / 4CV) (RE-SS-316E-1) 2. Lead and facilitate productivity improvement (24hrs / 2CV) (RE-SS-317E-1) 3. Conduct competency-based assessment (14hrs / 1CV) (TR-TEV-303C-1)	4. Prepare and conduct on-the-job training (21hrs / 2CV) (TR-TDL-303C-1) 5. Prepare and facilitate classroom training (21hrs / 2CV) (TR-TDL-304C-1)	
Total Units: 99 As at 24 June 2015	Generic Skills max 1 Elective	1. Leadership and People Management WSQ 2. Service Excellence WSQ	3. Employability Skills WSQ	
NOTE: In recognition of prior level attainment, trainees at the Diploma level may use up to 1 core / elective / generic skills unit from either 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 Advanced Certificate level as contributing to the Certificate qualification. Similarly trainees at Advanced Certificate may also use up to 1 core / elective / generic skills unit from either Diploma or Specialist Diploma unit to contribute to the stated qualification.	CERTIFICATE IN RETAIL OPERATIONS	Visual Merchandising	1. Handle merchandise display (24hrs / 2CV) (RE-MM-101E-2)	-----
	3 Core + 5 Electives (11CV - 17CV) <i>with max 1 Elective from Generic Skills</i>	Merchandising & Marketing	-----	-----
	1. Maintain professional image (12hrs / 1CV) (RE-SCS-101C-2) 2. Interact with customers (24hrs / 2CV) (RE-SCS-102C-1) 3. Sell products and services (32hrs / 3CV) (RE-SCS-103C-2)	Sales & Customer Services	1. Apply colour theory (8hrs / 1CV) (RE-SCS-109E-1) 2. Handle retail after-sales service (16hrs / 2CV) (RE-SCS-110E-1) 3. Perform point-of-sale operations (24hrs / 2CV) (RE-SCS-104E-1) 4. Perform product demonstration (24hrs / 2CV) (RE-SCS-111E-1) 5. Provide advice on furniture products (16hrs / 2CV) (RE-SCS-112E-1) 6. Provide advice on electrical and electronic products (16hrs / 2CV) (RE-SCS-114E-1) 7. Provide advice on fashion and apparels (16hrs / 2CV) (RE-SCS-115E-1) 8. Provide advice on lingerie (16hrs / 2CV) (RE-SCS-116E-1) 9. Provide advice on footwear (16hrs / 2CV) (RE-SCS-117E-1) 10. Provide advice on baby products (24hrs / 2CV) (RE-SCS-118E-1) 11. Provide advice on make-up products (16hrs / 2CV) (RE-SCS-119E-1) 12. Provide advice on skin care products (16hrs / 2CV) (RE-SCS-120E-1)	13. Provide advice on body care products (16hrs / 2CV) (RE-SCS-121E-1) 14. Provide advice on fragrance products (16hrs / 2CV) (RE-SCS-122E-1) 15. Provide advice on wines (16hrs / 2CV) (RE-SCS-123E-1) 16. Provide advice on deli products (8hrs / 1CV) (RE-SCS-124E-1) 17. Provide advice on dairy products (8hrs / 1CV) (RE-SCS-125E-1) 18. Provide advice on seafood products (8hrs / 1CV) (RE-SCS-126E-1) 19. Provide advice on meat products (8hrs / 1CV) (RE-SCS-127E-1) 20. Provide advice on clock and/or watch products (24hrs / 2CV) (RE-SCS-113E-2) 21. Provide advice on precious metals (16hrs / 2CV) (RE-SCS-128E-1) 22. Provide advice on diamond products (24hrs / 2CV) (RE-SCS-129E-1) 23. Provide advice on gemstone products (32hrs / 3CV) (RE-SCS-130E-2) 24. Provide advice on jadeite products (16hrs / 2CV) (RE-SCS-131E-1)
	LEGEND	Store Operations	1. Handle product storage operations – fresh produce (24hrs / 2CV) (RE-SO-106E-1) 2. Handle product storage operations – fresh meat (24hrs / 2CV) (RE-SO-105E-1) 3. Handle product storage operations – seafood (24hrs / 2CV) (RE-SO-107E-1) 4. Respond to petroleum retail station emergencies (16hrs / 2CV) (RE-SO-108E-2) 5. Perform petroleum retail station duties (24hrs / 2CV) (RE-SO-104E-1) 6. Perform stock control operations (16hrs / 2CV) (RE-SO-102E-1)	7. Apply security practices (16hrs / 2CV) (RE-SO-110E-1) 8. Follow food and beverage hygiene policies and procedures (7.5hrs / 1CV) (FB-RM-102C-1) 9. Comply with workplace safety and health policies and procedures (16hrs / 2CV) (ES-JS-101G-1) 10. Perform workplace first aid (26hrs / 3CV) (SE-SO-104E-2)
	MAP SUMMARY	Support Services	1. Work effectively in the retail environment (12hrs / 1CV) (RE-SS-102E-1)	2. Cultivate productivity and innovative mindset (16hrs / 2CV) (RE-SS-103E-1)
	Core Units: 19	Generic Skills max 1 Elective	1. Service Excellence WSQ	2. Employability Skills WSQ
	Elective Units: 80			
	Total Units: 99 As at 24 June 2015			