



#### Mode of Delivery

Blended mode of delivery which includes contact and/or distance learning supported by online Zoom sessions.

#### Training Centres

- Cape Town
- Durban
- Johannesburg

#### Assessment

EduTel as provider is responsible for the practical and knowledge standards of this qualification. After learners have completed the knowledge and practical standards, EduTel will issue a Certificate of Readiness. Workplaces will be responsible for the workplace standards and will issue a Certificate of Readiness once learners have completed the workplace standards.

Learners will then be able to apply to the AOP (Assessment Quality Partner), which is the W&RSETA, to do the Summative Assessment after which the AOP will issue the Occupational Certificate to successful candidates.

#### Added Value to Workplaces

EduTel has already developed the appropriate logbooks and instruments that workplaces need to use to mentor and assess learners, in order to be able to issue a Certificate of Readiness to the learner for Summative Assessment. These will be made available to the workplaces of the learners who register with EduTel for this Occupational Certificate.

EduTel can also assist with the assessment of the workplace standards should companies require this service from EduTel.

#### Learner and Workplace Support

EduTel will support learners and workplaces throughout the learning process to ensure that learners and workplaces are successful with regard to their roles and responsibilities in completing this qualification.

#### Facilitators

EduTel's facilitators are all subject matter experts with years of experience and appropriate qualifications.

#### Duration

The duration for this qualification is 1 year.

#### Course Fees:

Please contact us:

Tel: 011-760-4251/2

Fax: 086 274 9992

Email: [edutel@iafrica.com](mailto:edutel@iafrica.com)

## CONTACT DETAILS

DURBAN  
Mansion House, 5th Floor  
12 Joe Slovo Street  
Durban

Tel. No: +27 (31) 305-2850

CAPE TOWN  
1st Floor, Nobel Park  
Old Paarl Road  
Bellville  
Cape Town

Tel No: +27 (21) 945-4830

HEAD OFFICE  
ABSA Building, 1st Floor  
Cnr. Ontdekkers Road & Crane Avenue  
Horizon  
Roodepoort

Tel. No: +27 (11) 760-4251  
Fax No: +27(86) 274-9992  
E-mail: [edutel@iafrica.com](mailto:edutel@iafrica.com)  
Website: [www.edutel.ac.za](http://www.edutel.ac.za)

# EDUTEL

## OCCUPATIONAL CERTIFICATE

### RETAIL CHAIN STORE MANAGER

### SAQA ID 103150

### NQF 05 (106 credits)





### Purpose

The purpose of this qualification is to equip a learner with the knowledge, skills and competencies to perform duties as a Retail Chain Store Manager.

A Retail Chain Store Manager manages the functions of a branch of a retail chain organisation.

The industry feels that the qualification will serve to equip qualifying learners with the fundamental skills and attitude necessary to:

- Manage retail chain store operational processes.
- Maintain retail chain store stakeholder relations.
- Implement plans to improve sales in a retail chain store.
- Manage risk and maintain assets in a retail chain store.

### A qualified learner will be able to

- Lead teams to achieve retail chain store operational objectives.
- Manage service standards of a retail chain store.
- Manage stock control in a retail chain store.
- Improve the financial performance of a retail chain store.

Feedback from the Wholesale and Retail sector have identified the positions of Retail Chain Store Manager to be a scarce skill. It is also identified as a national scarce skill.

The industry cannot find qualified people to fill these roles and most of the major retail chains have their own Trainee Manager programmes running over 12, 18 or 21 months.

There is however no consistency as each organisation is doing just enough to produce managers to manage their stores and the need for a national qualification that sets a national standard allowing people to move between organisations is paramount.

The qualification developed by the Wholesale and Retail sector at level 6 and titled Retail Store Manager was developed for the manager/owner of a retail business that has to run her/his own business without the help of a Head Office.

There are many positions opening up each year through the opening of new stores by the many national chains, through promotion and through people leaving the industry.

These managers control anything from 3 staff to 20 or 30 staff and have many millions of Rands of assets under their control.

Unless properly trained they could cost their organisations many millions in losses.

Typical learners would include unemployed persons with grade 12 attending Universities or Technical and Vocational Education and Training colleges, employed learners moving from a supervisory position into store management.

### Entrance requirements and/or learning assumed to be in place:

Recognition of Prior Learning (RPL):

RPL for access to the External Integrated Summative Assessment:

Accredited providers and approved workplaces must apply the internal assessment criteria specified in the related curriculum document to establish and confirm prior learning. Accredited providers and workplaces must confirm prior learning by issuing a statement of result or certifying a work experience record.

RPL for access to the qualification:

Accredited providers and approved workplaces may recognise prior learning against the relevant access requirements.

### Entry Requirements

- National Senior Certificate (NSC).
- Or
- National Vocational (Certificate) (NC (V)) at Level 4.

### Accreditation Status

Edutel is accredited with the QCTO as a provider and has scope to offer this Occupational Qualification.

### This qualification consists of the following standards:

#### Knowledge Standards

- Concept and principles of retail operations management, NQF 5 (4 Credits)
- Concept and principles of communication in retail, NQF 4 (4 Credits)
- Concepts and principles of leading teams in a retail chain store environment, NQF 5 (7 Credits)
- Concept and principles of managing service standards of a retail chain store, NQF 5 (2 Credits)
- Concepts and principles of stock control in a retail chain store, NQF 5 (3 Credits)
- Concept and principles of implementing promotional activities in a retail chain store, NQF 5 (3 Credits)
- Concept and principles of improving the financial performance of a retail chain store, NQF 5 (3 Credits)

#### Practical Standards

- Manage retail chain store employee performance, NQF 5 (3 Credits)
- Manage retail chain store operational processes, NQF 5 (2 Credits)
- Manage retail chain store service standards, NQF 5 (2 Credits)

- Manage effective retail chain store stakeholder relations, NQF 5 (2 Credits)
- Manage stock control in a retail chain store, NQF 5 (3 Credits)
- Propose improvements to a retail chain store's range and layout, NQF 5 (2 Credits)
- Implement plans to improve sales in a retail chain store, NQF 5 (2 Credits)
- Implement plans to improve a retail chain store's financial performance, NQF 5 (2 Credits)
- Manage risk and maintain assets in a retail chain store, NQF 5 (3 Credits)

### Work Experience Standards

- Processes and procedures for planning and implementing retail chain store operations, NQF 5 (9 Credits)
- Processes and procedures for leading teams in a retail chain store environment, NQF 4 (8 Credits)
- Processes and procedures for managing retail chain store service standards, NQF 5 (8 Credits)
- Processes and procedures for maintaining effective retail chain store stakeholder relations, NQF 5 (4 Credits)
- Processes and procedures for managing stock levels and influencing store range and layout, NQF 5 (8 Credits)
- Processes and procedures for managing sales and promotional activities, NQF 5 (6 Credits)
- Processes and procedures for managing risk and maintaining assets in a retail chain store, NQF 5 (8 Credits)

### Exit Level Outcomes

1. Maintain or improve customer service standards in a retail chain store.
2. Manage stock levels.
3. Manage retail chain store operations.
4. Minimise shrinkage and losses in a retail chain store.
5. Plan to improve the bottom line contribution of a retail chain store.

### Course Structure

- Managing chain store operations
- Managing employees
- Controlling stock in the chain store
- Service standards in the retail store
- Improving the store's range and layout
- Managing relations with stakeholders
- Improving chain store sales
- Improving the store's financial performance
- Risk and asset management