



#### Mode of Delivery:

Blended mode of delivery which includes contact and/or distance learning supported by Webinar transmissions.

#### Training Centres:

- Cape Town
- Durban
- Johannesburg
- On-Site

#### 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 AQP (Assessment Quality Partner), which is the W&RSETA, to do the Summative Assessment after which the AQP will issue the Occupational Certificate to successful candidates.

#### Added Value for 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.

#### Course Fees:

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# EDUTEL

**OCCUPATIONAL CERTIFICATE:  
RETAIL MANAGER: RETAIL  
STORE MANAGER  
SAQA ID 91789  
NQF 06 (507 credits)**



**QCTO**  
Quality Council for Trades & Occupations





#### Purpose:

The purpose of this qualification is to prepare a learner to manage the functions of a sustainable retail establishment to achieve the objectives of the business while addressing the expectations of the stakeholders.

#### A qualified learner will be able to:

- Manage employees in a retail business.
- Manage services and service standards and relations with stakeholders of a retail business.
- Manage the stock, supply chain and logistics of a retail business.
- Manage the marketing activities of a retail business.
- Manage the financial activities of a retail business.
- Manage assets and control risks and losses in a retail business.

Retail Managers (Retail Store Managers) are facing an increasingly complex operating environment and have to manage a very diverse set of factors. These include increased legislative and regulatory requirements, higher standards, increasingly assertive customers, threats such as fraud, shrinkage and theft, health and safety issues, management of more complex supply chains and the usual complexities of managing people, processes and financial sustainability.

This qualification describes the knowledge, practical skills and exposure to retail store processes required to ensure that learners have a comprehensive and in-depth knowledge and understanding of the retail business.

This qualification is designed to enhance the professionalism and productivity of those who are responsible for managing a retail outlet. These managers have full responsibility for all aspects of the business including setting strategy and developing or revising policy. They may own the retail establishment or report directly to the owners or shareholders.

Such Retail Managers (Retail Store Managers) have a higher level of responsibility than Chain Store Managers who manage retail operations within a defined corporate environment and implement pre-determined strategy and policy. Retail establishments vary from fuel filling stations to independent supermarkets, hardware stores and furniture stores, and could be situated in urban or in rural areas.

Typical learners would be graduates with Retail Management Diplomas from Universities or Universities of Technology who are entering the industry and will be employed as interns, or school leavers who have been employed as learner managers.

The learning pathway includes, at the lowest level, qualifications for Shop Keepers, then Chain Store Managers and finally Retail Managers (Retail Store Managers).

The qualification defines and structures what has previously been largely an informal process. This ensures that qualifying learners will have undergone learning which is broad enough to encompass all critical aspects of retailing while at the same time being fit-for-purpose. Customers will enjoy higher levels of customer service, health, safety and security.

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

##### Recognition of Prior Learning (RPL):

RPL for access to the integrated assessment: Accredited providers and approved workplaces must apply the internal assessment criteria specified in the related curriculum document to establish and confirm prior learning. Prior learning must be acknowledged by appropriate proof of evidence.

RPL for access to the qualification: Accredited providers and approved workplaces may recognise prior learning against the relevant access requirements.

#### Admission to the Qualification:

A NQF Level 4 qualification which may be obtained through a process of RPL.

#### Accreditation Status:

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

#### This qualification consists of the following standards:

##### Knowledge Standards:

- Retailing, NQF 6, (20 Cr)
- Customer Service in Retail, NQF 6, (15 Cr)
- Asset and Risk Management in Retail, NQF 6, (15 Cr)
- Retail Marketing, NQF 6, (15 Cr)
- Retail Management, NQF 6, (15 Cr)
- Retail Financial Management, NQF 6, (15 Cr)
- Communication in Retail, NQF 5, (5 Cr)
- Human Resource Management in Retail, NQF 6, (20 Cr)
- Logistics and the Supply Chain in Retail, NQF 6, (15 Cr)

##### Practical Standards:

- Manage People and Relationships, NQF 5, (8 Cr)
- Manage Operational Processes, NQF 5, (6 Cr)
- Manage Workforce Planning Processes, NQF 5, (10 Cr)
- Manage Employee Performance, NQF 6, (12 Cr)
- Plan and Control Service Standards, NQF 6, (10 Cr)

- Build Stakeholder Relationships, NQF 6, (10 Cr)
- Plan and Manage Stock, NQF 6, (9 Cr)
- Price, Merchandise and Store Stock, NQF 6, (7 Cr)
- Manage Supplier Performance and Relationships, NQF 6, (8 Cr)
- Optimise Stock Performance, NQF 6, (8 Cr)
- Develop Marketing and Sales Plans, NQF 6, (18 Cr)
- Develop and Interpret Financial Documents, NQF 6, (7 Cr)
- Manage Cash Flow, NQF 6, (5 Cr)
- Work with Financial Accounts and Business Plans, NQF 6, (12 Cr)
- Manage and Mitigate Risk, NQF 6, (20 Cr)
- Manage Assets, NQF 6, (8 Cr)

#### Work Experience Standards:

- Operational Planning and Implementation, NQF 6, (20 Cr)
- Human Resources Management, NQF 6, (20 Cr)
- Industrial Relations, NQF 6, (12 Cr)
- Management of Customer Shopping Experience, NQF 6, (20 Cr)
- Stakeholder Engagement, NQF 6, (16 Cr)
- Stock Management, NQF 5, (12 Cr)
- Supply Chain Management, NQF 6, (12 Cr)
- Sales Management, NQF 6, (16 Cr)
- Marketing Management, NQF 6, (16 Cr)
- Cash Management, NQF 6, (16 Cr)
- Financial Management, NQF 6, (20 Cr)
- Financial Control, NQF 6, (20 Cr)
- Risk Management, NQF 6, (16 Cr)
- Asset Management, NQF 6, (10 Cr)

#### Course Structure:

##### Year 1

- Introduction to Retail Management
- Planning the Retail Business
- Marketing Management
- Managing Retail Sales
- Managing Finance in a Retail Business

##### Year 2

- Managing Risk in a Retail Business
- Stock Management
- Operations Management
- Managing Service Standards in a Retail Business
- Asset Management

##### Year 3

- Workplace Planning
- Employee Performance Management
- Managing Relationships in the Retail Environment