

RETAIL IS YOUR FUTURE



DEPARTMENT STORE

OVERVIEW

Department stores are mostly located in the centre of cities and major shopping centres. They offer a wide variety of goods, but with specific product ranges grouped together in one 'space' with its own manager, buyer, stock, budget and sales targets. There are two distinct styles in department stores – those that offer exclusive or upmarket brands and products; and those that focus on offering lower prices.

The stores have very flat management structures, with more than two-thirds of staff working in sales. There is significant youth employment opportunities, with one-third of employees 19 years or younger. More than one-third of department store sales are clothing and footwear, which is three times higher than the next largest product range, of electronics and household appliances. Other major products include furniture and fabrics; cosmetics and beauty products; toys, games and sporting products; books, greeting cards and stationery; and china, glass and cutlery. These products are also sold in specialty outlets, but department stores provide the convenience of one-stop-shopping.

AVAILABLE JOBS

- Sales assistant
- Visual merchandiser
- Trainee buyer
- Fashion coordinator
- Beauty advisor
- Information desk officer
- Theft prevention officer
- OH&S coordinator
- Staff training coordinator
- Receiving / dispatch coordinator
- Clerical or administrative worker
- Marketing, promotions and advertising
- Department buyer
- Department/ Floor manager
- Display manager
- Assistant store manager
- Store manager



HOW DO I START?

- Apply to join a Christmas casual program (can run from August to January)
- Ask about doing a school-based apprenticeship in retail. **SIR20216 Certificate II in Retail Services**
- Show your interest in specific departments such as fashion or cosmetics
- A **SIR20216 Certificate II in Retail Services** or **SIR30216 Certificate III in Retail** shows your interest in the retail industry.
- If a career in management interests you, you can work your way up, apply for promotions or further study **SIR40316 Certificate IV in Retail Management** and **SIR50116 Diploma of Retail Management**.

TASKS AND WORKING CONDITIONS

Sales assistants need to discuss individual brands or product types with customers, so they work mostly in one department and receive on-site training to develop product knowledge. Presenting products well is essential, so all team members are involved in 'visual merchandising' – although there may be some specialist support. 'Behind the scenes' entry level work could be clerical or helping to unload supplier trucks or dispatching goods to other stores. There are good opportunities to develop career pathways in areas such as buying, merchandising, advertising, marketing, accounting, financial control and human resources management. There are twice as many part-time jobs as full-time positions.

WHAT TRAINING IS AVAILABLE?

Stores may have in-house training that is specific to their product range; however, training packages are available in a variety of areas including retail, wholesale and logistics. Qualifications can be achieved through a nationally accredited training course or an apprenticeship or traineeship.

RETAIL QUALIFICATIONS

- Certificate II in Retail
- Certificate III in Retail
- Certificate IV in Retail Management
- Diploma of Retail Management
- Diploma of Visual Merchandising

To find out more about accredited retail qualifications, please contact the National Retail Association call 1800 RETAIL (738 245), nra.net.au