



Effective managers transform the performance of their store. It is essential that they can manage priorities for themselves and others around them as they take responsibility for maintaining customer service excellence and continuing to drive sales. They are able to lead and train a frontline team, maintain workplace safety, employee security, monitor financials and train frontline tasks.

This qualification is for people who may already be working as supervisors or coordinators and desire to build their management capabilities in areas such as planning, implementing, controlling and monitoring.

Managing in Retail

SIR40316 - Certificate IV in Retail Management

A total of eleven (11) units must be completed.

- SIRRTF002 Monitor retail store financials (C)
- BSBCUS401 Coordinate implementation of customer service strategies (E)
- SIRXSLS003 Achieve sales results (C)
- SIRXCEG004 Create a customer centric culture (C)
- SIRXTAD001 Train others in frontline tasks (E)

- SIRXWHS002 Contribute to workplace health and safety (E)
- SIRXWHS003 Maintain workplace safety (C)
- SIRXRSK002 Maintain store security (C)
- SIRXHRM002 Maintain employee relations (C)
- SIRXMGT002 Lead a frontline team (C)
- SIRXTAD002 Develop the retail frontline (E)

(C) Denotes core subjects (E) Denotes an elective unit.
The above course outline is an example developed to meet industry standards.

Participants must have achieved a Certificate III in Retail or have Industry experience equal to the core units of Certificate III in Retail.



A day in the life of....

As an electrical goods store manager, Tim is responsible for the daily operational needs of his store, for input into the long-term store plans and for maintaining contact with his Regional Manager.

Tim liaises with and delegates to his assistant manager and also monitors the completion of store tasks on a daily and weekly basis. He is accountable for maintaining the store consistent with company standards and within legislative requirements, and for developing and implementing appropriate contingency plans to manage any situations that arise.

Tim has to be very self-directed, as he is not closely supervised in his role, and he is further refining his retail management skills.

