

Retailer Apprenticeship Standard Specification

1.1 Occupational profile

The main purpose of a retailer is to assist customers when they purchase products and services, which requires a good understanding of the stock being sold, the variety of ways customers can shop and the ability to process payments, for example, using a till. Retailers must be passionate about delivering a quality service that always aims to exceed customers' expectations. Therefore, retailers enjoy direct contact with a wide range of people and are motivated by completing a sale and knowing a customer is happy with their purchase.

They can work in a variety of shops and other retail establishments: small boutiques, large high street chains, supermarkets and well-known department stores are just some examples. More specialist retailers include funeral services, garden centres, delicatessens and people who work in remote environments for example in telephone, on-line and mail order retail. Regardless of the type of products and services being sold, a wide representation of employers from across the retail industry have defined this standard and agreed that the knowledge, skills and behaviours that apprentices must have to do their job are the same.

1.2 Purpose

This apprenticeship has been designed by retail employers to ensure that both new entrants and those interested in progressing a career in the sector have an opportunity to develop the right skills, knowledge and behaviours. This apprenticeship is a fantastic way of developing these skills whilst learning and gaining experience at work.

At the end of the programme apprentices will be able to:

- deliver a retail service to meet customers' needs
- market and promote products and services to customers
- understand the business and financial background to retailing
- ensure stock is available to meet customer demand
- comply with relevant legislation
- ensure products meet customer requirements
- be an effective communicator who can work well with colleagues and customers.

1.3 Entry requirements

There are no formal entry requirements for apprentices selecting this apprenticeship standard. Employers and training providers must ensure that learners have the potential and opportunity to achieve the apprenticeship standard successfully.

1.4 Gateway requirements

Gateway requirements are stipulated by the apprenticeship standard's assessment plan and End-point Assessment Organisation's must ensure that all apprentices have completed and achieved the requirements.

Retailer apprentices must have exceeded the 12month Government minimum duration and completed a programme of learning as set by their employer, supported by the appointed training provider. The programme will develop the skills, knowledge and behaviours detailed in the standard.

Apprentices are required to achieve the following mandated qualifications for this standard:

- Level 1 English
- Level 1 Mathematics
- results from the Level 2 English test
- results from the Level 2 mathematics test

Evidence of these qualifications must be submitted to OAL along with a declaration that the apprentice has met the gateway requirements. Qualification certificates can be submitted at any point once the apprentice has been registered on our Portal. OAL will accept qualification certificates from any awarding organisation.

Apprentices, who have previously achieved their English and/or mathematics as specified above, must submit their qualification certificates to Occupational Awards Limited as evidence of achievement and exemption.

In the main OAL expects evidence to be in the form of the qualification certificate. Where the certificate is not available then a formal transcript or notification of results. Where either a certificate or formal notification of results is not available, but the apprentice has other evidence that may be acceptable, you should contact us directly so we can offer advice on the verification of the evidence.

Apprentices and their employer/training provider should refer to the OAL English and Mathematics Policy for end-point assessment gateway evidence available at <https://www.oawards.co.uk/about-us/> for evidence requirements of English and mathematics achievement.

1.5 Readiness for end-point assessment

End-point assessment should only commence once the employer is confident that the apprentice has developed all the knowledge, skills and behaviours defined in the apprenticeship standard. Once the employer (supported by the on-programme assessor) is satisfied that the apprentice has achieved full competence they can book end-point assessment for the apprentice.

1.6 End-point Assessment (EPA)

End-point assessment for this standard includes a:

- [Knowledge test](#)

The test will be 30 minutes under controlled examination conditions and marked by the end-point assessment organisation. It can take place in the workplace or at an assessment centre. The test will comprise of 20 multiple-choice questions.

- [Practical observation](#)

The practical observation takes place over 2 hours. The observation will cover the knowledge, skills and behaviours for the Customer, Business, Communication and Brand Reputation outcomes of the standard. The observation will be carefully planned with the employer and apprentice to ensure that opportunities are maximised to cover as many of the other standard outcomes as appropriate.

- [Professional discussion](#)

The professional discussion is a structured discussion between the apprentice and the independent assessor. The employer will be present at the discussion to provide further examples and support the apprentice. The discussion will last no longer than an hour.

End-point assessment will take place at the end of the programme and is designed to test apprentices' skills, knowledge and behaviours independently of learning and qualifications. The apprentice will not be allowed to take the end-point assessment without evidencing completion of these.

Apprentices will be given access to the OAL Apprentice End-point Assessment Handbook once they have been enrolled onto the standard. The EPA Handbook sets out the assessment requirements of EPA and the criteria on which the apprentice will be graded.

1.7 Assessment personnel

An Independent Assessor appointed by OAL must invigilate and assess all components of the end-point assessment.

1.8 Apprenticeship grading

The apprenticeship is graded: Fail, Pass or Distinction. Apprentices must achieve a minimum of a pass in each of the 3 components.

Results are subject to moderation and will be issued every 10 working days to the named training provider. OAL will send results to the Education and Skills Funding Agency in line with guidelines for certification.

An apprentice can retake a component of their EPA if they fail. In this instance the apprentice cannot be awarded an overall grade of distinction the final grade will be capped at Merit. It is expected that a period of further learning will need to be undertaken if the apprentice has to re-take any part of the end-point assessment. OAL can make exemptions to this ruling should reasons for the fail are deemed to be outside the control of the apprentice.

1.9 EPA fees

OAL typically charges 15-20% of the total funding for this standard. However fees are worked out on an individual basis to ensure that employers and apprentices get the best value for money. For approved centres our fees can be found in the online Portal. Non-approved centres should contact us directly for a bespoke quote.

At OAL there are no hidden fees. Our fees are inclusive of all support, documentation and materials. This includes access to our team of experts to support the induction of apprentices, preparation for EPA, handbooks and assessment specifications and materials.

1.10 Standard KSB criteria

Key for 1.10:

MCQ – Multiple-choice questions

O Practical observation

PD Professional discussion

Knowledge and Understanding (Know it)		Assessed by
Customer	Know the customer profile of the business, appropriate methods for communicating with customers e.g. face to face and remotely, what customers' purchasing habits are, how to support and increase sales, encourage customer loyalty and achieve repeat business	PD
Business	Know the vision, objectives and brand standards of the business and how to contribute towards their success	PD
Financial	Understand the principles of operating commercially and supporting the overall financial performance of the business for example by aiming to exceed targeted sales and reduce wastage and returns	MCQ
Marketing	Know how the business positions itself in order to increase its market share and compete against its main competitors for example its unique selling points, its straplines, promotions and advertising campaigns	MCQ
Communication	Know how to identify and determine individuals' situation and needs and how to respond in the most appropriate way in line with the business culture (for example the difference in how a branded goods retailer would communicate to their customers would be very different from an individual that retails a funeral service, or someone that needs to convey highly technical product information)	-

Knowledge and Understanding (Know it)		Assessed by
Sales and Promotion	Understand the sales opportunities that exist across the year within the business and industry and the need to know customers' buying habits during these periods, seasonal product / service knowledge, and stock requirements at different times of the year	PD
Product and service	Know information on the brands, products and services as required by the business (for example in large retailers a general knowledge of a range of products and services may be needed, but in specialist outlets a detailed knowledge on the technical specification of a product and the aftercare service may be necessary)	O PD
Brand reputation	Know and understand the importance of brand and business reputation and what can affect it	MCQ
Merchandising	Understand how increase sales through product placement by utilising 'hot spots' and recognising the relationship between sales and space	MCQ
Stock	Know how to maintain appropriate levels of the right stock to meet customer demand, taking into account planned marketing activities and expected seasonal variations and the conditions they must be stored in	MCQ O PD
Technical	Know how to operate technology such as customer payments and understand how changing technology, for example social media, digital and multichannel tools, support the sale of products and facilitates an effective and efficient service to customers	MCQ O
Team	Know how to support and influence the team positively, recognising how all colleagues and teams are dependent on each other to meet business objectives	PD

Knowledge and Understanding (Know it)		Assessed by
Performance	Understand how personal performance contributes to the success of the business for example the sale of products and services, increasing sales and achieving customer loyalty	PD
Legal and governance	Recognise and understand legislative responsibilities relating to the business and the products and/or services being sold (for example the importance of food safety for food retailers), the importance of protecting peoples' health, safety and security, and the consequences of not following legal guidelines	MCQ
Diversity	Understand how to work with people from a wide range of backgrounds and cultures and recognise how local demographics can impact on the product range of the business	PD
Environment	Know how to take responsible decisions to minimise negative effects on the environment in all work activities	MCQ
Skills (Show it)		Assessed by
Customer	Positively interact with customers, using business relevant methods for example face to face or on-line, to support and increase sales by providing useful information and service	O
Business	Establish a good rapport with customers, serve them in line with brand standards and promote the values of the business in all work activities	O
Financial	Deliver a sales service that meets customers' needs and balances the financial performance of the business for example working towards sales targets, following procedures relating to packing of goods and dealing with returned products	O PD

Skills (Show it)		Assessed by
Marketing	Influence customers' purchasing decisions by providing accurate guidance on product and price comparisons and sharing knowledge on local offers and variances	O PD
Communication	Use effective methods of communication that achieve the desired result, according to the purchasing process e.g. face to face, via the telephone or on-line	O MCQ
Sales and Promotion	Use a variety of sales techniques when providing customers with information that are appropriate to the business and actively sell the benefits of seasonal offers for example, through in-store or on-line promotions	O PD
Product and service	Help match products and services to customers' needs and increase the amount they spend for example through the sale of associated products and services	O PD
Brand reputation	Respond to situations that threaten brand and business reputation in line with company policy and alert the relevant person if a threat is identified	PD
Merchandising	Actively use techniques to optimise sales through effective product placement, ensuring product displays remain attractive, appealing and safe to customers	O PD
Stock	Maintain appropriate levels of the right stock to meet customer demand, ensure it is kept in the correct condition (for example correct temperature, environment, packaging), and minimise stock loss through accurate administration, minimising wastage and theft	MCQ O PD
Technical	Use technology appropriately and efficiently in line with company policy, to support sales and service ensuring that maintenance issues are dealt with promptly	O PD

Skills (Show it)		Assessed by
Team	Support team members to ensure that the services provided are of a high quality, delivered on time and as required	O
Performance	Challenge personal methods of working and actively implement improvements	PD
Legal and governance	Comply with legal requirements to minimise risk and inspire customer confidence; minimising disruption to the business and maintaining the safety and security of people at all times	O PD
Diversity	Put people at ease in all matters helping them to feel welcome and supported and provide them with information that is relevant to their needs	O PD
Environment	Minimise the effect of work activities on the environment through managing wastage and loss according to business procedures	MCQ

Behaviours (Live it)		Assessed by
Customer	Adopt an approachable and friendly manner, interacting with customers in line with the style of the business, showing a genuine interest in meeting their needs and actively seeking feedback to improve own quality of service provision	O
Business	Demonstrate personal drive and a positive regard for the reputation and aim of the business	PD
Financial	Act credibly and with integrity on all matters that affect financial performance	-
Marketing	Take an interest in the position of the business within the wider industry	PD
Communication	Take a positive interest in customers, actively listening or taking due care to understand written or on-line communications and respond appropriately	O
Sales and Promotion	Pro-actively seek ways of enhancing sales whilst being sensitive to the needs of the customer and encourage team members to do the same	PD
Product and service	Confidently demonstrate a belief in the products and services the business offers	O PD
Brand reputation	Uphold and personally demonstrate a positive brand and business reputation at all times	O
Merchandising	Make recommendations for merchandising as necessary to enhance sales and customer satisfaction	O
Stock	Take ownership and responsibility to identify stock issues and take action to address them	PD

Behaviours (Live it)		Assessed by
Technical	Embrace the use of technology, use it responsibly and take an interest in new developments, for example in social media, that could support the business	-
Team	Demonstrate pride in own role through a consistently positive and professional approach, and be aware of the impact of personal behaviour within the team	PD
Performance	Take responsibility for own performance, learning and development, striving to accomplish the best results and take a flexible and adaptable approach to work	PD
Legal and governance	Work with integrity in an honest and trustworthy manner putting personal safety and that of others first	O PD
Diversity	Operate in an empathic, fair and professional manner	O PD
Environment	Demonstrate personal commitment to minimising the effect of work activities on the environment and make recommendations for improvement if identified	PD