

Retail Manager ST0325/V1.1



Level 4



12-18 Months



4 Months

Assessment Methods



Written Test



Retail Business Project



Professional Discussion

Gateway Requirements

- Level 2 English and Mathematics
- Retail Business Project Synopsis and Declaration
- Gateway Declaration Form
- Site Health & Safety and Risk Assessment Form

Occupational Profile

Retail managers are responsible for delivering sales targets and a positive experience to customers that will encourage repeat custom and loyalty to the brand / business. It is a diverse role that includes leading and developing a team to achieve business objectives and work with a wide range of people, requiring excellent communication skills. Maximising income and minimising wastage are essential to the job and therefore individuals must develop a sound understanding of business and people management principles to support the achievement of the vision and objectives of the business.

Grading

The standard is graded overall: Fail, Pass or Distinction

End Point Assessment

Written Test

A 2-hour written exam with a combination of short and extended answer questions.

Retail Business Project (with presentation and Q&A)

This is a project requiring the apprentice to look at a strategic challenge, opportunity, or idea within their retail environment. The project report will typically be 3,500 – 4,500 words in length followed by a presentation with Q&A. The time for the assessment is 30 minutes in total, therefore it is recommended that you prepare the presentation to last 20 minutes to allow 10 minutes for questioning.

Professional Discussion

A 1-hour structured discussion involving the apprentice and employer (e.g., line manager) and led by the Independent Assessor. Focusing on how they have performed during the apprenticeship and their overall achievement of the knowledge, skills, and behaviours in the standard.

[Click here to view the Retail Manager assessment plan](#)