



## Retail

### Course Overview

- ◆ This apprenticeship programme includes learning about how retail staff assist customers when they purchase products and services, requiring a good understanding of the stock being sold.
- ◆ The apprentice will learn of the various ways customers can shop and have the ability to process payments. Retail staff must deliver a quality service that exceeds customer expectations, as they are in direct contact with a wide range of people.
- ◆ They will develop their skills by being motivated to complete a sale, ensuring the customer is happy with their purchase. Retail staff can work in a variety of shops and establishments such as: small boutiques, large high street stores, supermarkets, and large department stores, however this can also include specialist retailers such as garden centres and home improvement.
- ◆ Students will gain valuable knowledge and skills that can be used across the retail sector, as the behaviours within the role transfer across many different retail environments.
- ◆ Some of the core competencies the apprentice will learn include: understanding the customer profile of the business, knowing the vision and objectives of the brand, understanding the principles of operating commercially, knowing how the business positions itself against competitors, knowing how to determine and identify customer needs, understanding sales opportunities that take place throughout the year, understand the importance of brand reputation, and know how to maintain appropriate levels of stock to meet customer demand.

## Who is it aimed at?

It's open to all ages - not just school or college leavers, employed adults are eligible too. The course is for anyone interested in the following job roles:

- ◆ Customer Service Assistant
- ◆ Retail Assistant
- ◆ Store Assistant
- ◆ Retail Customer Advisor
- ◆ Sales Advisor
- ◆ Sales Assistant

## Duration

- ◆ This apprenticeship takes approximately 12 months for the apprentice to fully complete.

## How is this apprenticeship delivered?

- ◆ As part of this apprenticeship programme, the apprentice will learn and work on the employer premises, completing tasks for portfolio building and practical role-related projects.

## Entry requirements

- ◆ Employers set their own entry specification but the apprentice will complete Maths and English functional skills if they did not achieve GCSE grade 4 or above.

## Off-the-job funding rule

- ◆ The funding rules state that 20% of the apprentice's time must be spent completing off-the-job training, this may include different activities and is measured over the course of the apprenticeship.
- ◆ Apprentices will be required to undertake the equivalent of a day's training to meet this funding rule. This could be either attending BCoT, shadowing another department/role, online learning, or manufacturer training and will be fully documented in their portfolio.

## Progression opportunities

- ◆ Upon completion of the apprenticeship, with the transferable skills gained, the apprentice can progress further within retail roles across many sectors.
- ◆ The apprentice may also progress their training further and work towards other relevant qualifications related to their role in the workplace.

## Did you know?

- ◆ An apprentice can be a new or existing employee.
- ◆ Apprenticeships are open to anyone living in England over the age of 16 and not in full-time education.
- ◆ Apprenticeship programmes can go up to degree level.
- ◆ BCoT is one of the largest providers of apprenticeships in the region. We work with large and small employers across all industry sectors.
- ◆ BCoT is in the top 30% of colleges nationally for timely achievement of apprenticeships for all ages and levels - National Achievement Rate Tables 2017/18.

## Get in touch

01256 306237 | [business@bcot.ac.uk](mailto:business@bcot.ac.uk)  
[www.bcot.ac.uk/apprenticeships](http://www.bcot.ac.uk/apprenticeships)

 @AspiralLearning  
 AspiralLearning

Aspiral Learning  
Basingstoke College of Technology  
Worting Road  
Basingstoke  
Hampshire  
RG21 8TN

