

## LEVEL 4

# RETAIL MANAGER

### WHAT DOES A RETAIL MANAGER DO?

Retail managers are responsible for delivering sales targets and a positive experience to customers that will encourage repeat custom and loyalty to the brand or 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. Retail managers champion the way for personal development, training and continuous improvement, encouraging their team to develop their own skills and abilities to enhance business performance and productivity.



#### DURATION

**18 months**



#### SKILLS ENGLAND STANDARD & ASSESSMENT PLAN

**L4 RM Standard**



#### FUNDING

**£5,000**

### WHAT NEEDS TO BE COMPLETED PRIOR TO END-POINT ASSESSMENT?

Before entering Gateway, the apprentice must complete the following on-programme assessment requirements:

- Level 2 English and maths (if applicable)
- Prepare a Business Project Proposal. Ready for submission at Gateway

### WHAT ARE THE GATEWAY REQUIREMENTS?

The employer, training provider and apprentice make the decision to take the apprentice through Gateway. The apprentice must achieve all the required on-programme elements before they enter Gateway and are ready for End-Point Assessment.

## END-POINT ASSESSMENT

There are three parts to this End-Point Assessment, which must be completed in the order set out below.

### 1 WRITTEN EXAM

The test will be in the form of short-answer questions (SAQs) that align with the standard's knowledge requirements. The written exam is graded as Fail, Pass or Distinction.

### 2 RETAIL BUSINESS PROJECT INCLUDING A PRESENTATION WITH QUESTIONING

- **Proposal:** The project Proposal must be submitted at Gateway for review and approval by the EFI Awards assessor.
- **Report:** the project must be completed during Gateway – unaided – and a written report submitted.
- **Presentation:** The apprentice will present their project report to the EFI Awards assessor, which will also include questioning.

### 3 PROFESSIONAL DISCUSSION

This is a one-hour discussion between the EFI Awards assessor and the apprentice, which covers how the apprentice has performed during their apprenticeship, and therefore their overall achievement of the knowledge, skills and behaviours. This component is graded as Fail, Pass or Distinction

## GRADING



### DISTINCTION

Distinction in all assessment methods



### PASS

Pass in all assessment methods



### FAIL

Fail within any of the assessment methods

## COMPLETION AND CERTIFICATION

We'll activate certification once the apprentice has successfully completed all EPAs, and the IEPA/IQA has verified this. Working with the apprenticeship certificate issuing authority, we'll ensure the apprentice receives their certificate.

## NEXT STEPS

Apprenticeships are funded up to and including Level 6, and there are plenty to choose from. For a Level 4 Retail Manager, a Level 5 Operations Manager might be a natural progression. For more information, get in touch with the EFI Awards team to discuss your options: [info@efiawards.co.uk](mailto:info@efiawards.co.uk)