

This qualification provides skills and knowledge required by those who hold or wish to hold higher management positions. It applies to those who are providing support to senior management in a larger retail or wholesale outlet or being responsible for the management of a retail store or wholesale outlet.

Career opportunities: Individuals with this qualification are able to perform roles, such as a key management role management in a large retail or wholesale business, managing a small to medium retail group store or franchise outlet, managing an independent retail store, managing a wholesale outlet. Possible job titles include store manager, merchandise manager, buyer, sales manager.

Pre-requisites:

There are no pre-requisites for this course.

Entry Requirements: There are two alternative pathways for entry into the Diploma of Retail Management. The candidate must either:

1. Be recognised as competent, through a recognised training program or recognition process, against the following units of competency:

- SIRXCOM001A Communicate in the workplace
- SIRXIND001A Work effectively in a retail environment

Plus one of the following:

- SIRXCCS003A Coordinate interaction with customers

or

- SIRXSLS004A Build relationships with customers

OR

2. Have sufficient relevant wholesale or retail employment experience. A current or previous job role that involves or has involved the application of the above competencies would be a satisfactory indicator for entry. A determination need not involve a formal process of measuring, evaluating or recording performance against the units of competency. Examples of evidence to support a determination could include:

- Job descriptions and references from current or past employers.
- An entry interview to determine what competencies have been applied in the wholesale or retail environment in a paid or voluntary capacity.

## SIRXFIN005A\* Manage operations to budget

This unit describes the performance outcomes, skills and knowledge required to control cost expenditure while managing the overall activities of a wholesale or retail operational area to budget.

## SIRXMGT005A\* Set strategic plans

This unit describes the performance outcomes, skills and knowledge required to develop strategic plans.

## SIRXGLC002A Establish compliance with legal and legislative requirements

This unit describes the performance outcomes, skills and knowledge required to identify and understand the salient features of the legal environment as they affect businesses, and to establish compliance with legal and legislative requirements.

## SIRXINV004A Buy merchandise

This unit describes the performance outcomes, skills and knowledge required to buy merchandise in a retail environment. It involves analysing the market, planning the product range, establishing supplier relationships, negotiating supply of goods, introducing the product range, maximising profit and rationalising stock.

## SIRXPRO003A Review product or service performance

This unit describes the performance outcomes, skills and knowledge required to review the performance of retail or wholesale products or services as part of continuous improvement.

## SIRXPRO006A Forecast product performance

This unit describes the performance outcomes, skills and knowledge requires to forecast and review trends and developments that may affect operational and sales performance.

## SIRXQUA006A Benchmark and continuously improve operational quality

This unit describes the performance outcomes, skills and knowledge required to benchmark, audit and monitor the continuous improvement of wholesale processes and service systems to attain best practice in service quality.

## SIRXSLS008A Develop a sales strategy

This unit describes the performance outcomes, skills and knowledge required to develop a sales strategy to underpin the attainment of targets within a marketing plan.

## SIRXSLS009A Manage sales teams

This unit describes the performance outcomes, skills and knowledge required to manage a number of teams to achieve business objectives and optimal customer satisfaction with service and sales coverage.

\* CORE UNITS