

Qualification Unit

This unit forms part of a regulated qualification.

Unit Title: Understanding the Business of Retail

Unit Reference Number: A/615/8562

Level: One (1)

Credit Value: Two (2)

Minimum Guided Learning Hours: 18

Learning Outcome (The Learner will):	Assessment Criterion (The Learner can):
1. Understand how retail outlets differ in size and type	1.1 List different retail channels and state the main features of each one
	1.2 Identify the sizes and types of retail outlets typically found in a variety of retail locations
	1.3 Outline the size of the retail sector using information such as: <ul style="list-style-type: none"> a) The number of people employed b) The number of retail businesses c) The amount of money spent by customers every year
2. Understand the range of retail occupations	2.1 Identify the usual entry points and progression opportunities for a variety of retail occupations
	2.2 Outline the skills, personal attributes and behaviours required for a range of retail occupations
3. Understand the retail supply chain	3.1 List the sources from which retailers obtain products
	3.2 Outline the key stages of a product's journey through the supply chain
4. Understand how customers' concerns influence the products and services offered by retailers	4.1 Outline environmental issues of concern to retail customers
	4.2 Outline ethical issues of concern to retail customers.

4.3 List the main advantages to retailers of being responsive to customers' environmental and ethical concerns.