

<b>Title</b>	<b>Demonstrate knowledge of the retail sector in New Zealand</b>		
<b>Level</b>	<b>2</b>	<b>Credits</b>	<b>2</b>

<b>Purpose</b>	<p>This theory-based unit standard is for people who are training to work in a retail environment.</p> <p>People credited with this unit standard are able to: demonstrate knowledge of the structure of retailing in New Zealand; and describe the structure of a retail organisation in line with its business direction.</p>
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<b>Classification</b>	Retail, Distribution, and Sales > Retail and Distribution Core Skills
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<b>Available grade</b>	Achieved
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**Guidance Information**

**Definitions**

*Retail environment* – workplaces where the primary focus is on customers purchasing goods or services.

*Retail organisation* may include small, medium or large enterprise.

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**Outcomes and performance criteria**

**Outcome 1**

Demonstrate knowledge of the structure of retailing in New Zealand.

**Performance criteria**

- 1.1 Retailing is described in terms of process and purpose.
- 1.2 Retail outlets are classified in terms of sales volume, product lines, method of operation, and provision of goods and/or services.
- 1.3 Physical shopping locations are described in terms of type, and current and future trends.

**Range** shopping locations may include but are not limited to – shopping centres/malls, suburban shopping, central business districts shopping, strip shopping, supermarkets, mega-centres, markets; evidence of five is required

1.4 Distance retailing methods are described in terms of type and current developments.

Range methods may include but are not limited to – direct selling, mail order, party plan, telemarketing, direct marketing, vending machines, online shopping, internet trading platforms; evidence of five is required.

1.5 Types of ownership of retail outlets are described.

Range types of ownership may include but are not limited to – sole proprietor, private company, public company, co-operatives, franchise stores; evidence of three is required.

1.6 Distribution processes are described in terms of their relationship to retailing.

Range distribution processes may include but are not limited to – inwards goods, storage, processing orders, outwards goods, delivery; evidence of three is required.

**Outcome 2**

Describe the structure of a retail organisation in line with its business direction.

**Performance criteria**

2.1 A retail organisation is described in terms of its structure.

Range structure includes but is not limited to – mission, vision, image, culture, brand, lines of authority, roles and responsibilities of personnel, business objectives.

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<b>Planned review date</b>	31 December 2027
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**Status information and last date for assessment for superseded versions**

Process	Version	Date	Last Date for Assessment
Registration	1	17 June 1993	31 December 2013
Review	2	26 November 2003	31 December 2013
Rollover and Revision	3	17 October 2008	31 December 2013
Review	4	15 April 2011	31 December 2016
Review	5	21 May 2015	31 December 2024
Review	6	8 December 2016	31 December 2024
Review	7	2 March 2023	31 December 2025
Revision	8	25 July 2024	N/A

**Consent and Moderation Requirements (CMR) reference**

0112

This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

**Comments on this unit standard**

Please contact the Ringa Hora Services Workforce Development Council [qualifications@ringahora.nz](mailto:qualifications@ringahora.nz) if you wish to suggest changes to the content of this unit standard.