

Title	Demonstrate knowledge of the retail sector in New Zealand		
Level	2	Credits	2

Purpose	<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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Classification	Retail, Distribution, and Sales > Retail and Distribution Core Skills
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Available grade	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.

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.

Planned review date	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	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 if you wish to suggest changes to the content of this unit standard.