

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 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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Explanatory notes

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 evidence requirements

Outcome 1

Demonstrate knowledge of the structure of retailing in New Zealand.

Evidence requirements

- 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 Shopping locations are described in terms of type, and current and future trends.

Range shopping locations include but are not limited to – shopping centres, malls, suburban shopping, central business districts shopping, strip shopping, highway outlets, supermarkets, mega-centres, markets.

- 1.4 Non-store retailing methods are described in terms of type and current developments.
- Range methods include but are not limited to – direct selling, mail order, party plan, telemarketing, direct marketing, vending machines, internet shopping.
- 1.5 Retail outlets are described in terms of ownership.
- Range ownership includes but is not limited to – sole proprietor, private company, public company, co-operatives, franchise stores.
- 1.6 Distribution processes are described in terms of their relationship to retailing.
- Range distribution processes include but are not limited to – inwards goods, storage, processing orders, outwards goods, delivery.

Outcome 2

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

Evidence requirements

- 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 2021
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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	N/A
Review	6	8 December 2016	N/A

Consent and Moderation Requirements (CMR) reference	0225
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This CMR can be accessed at <http://www.nzqa.govt.nz/framework/search/index.do>.

Please note

Providers must be granted consent to assess against standards (accredited) by NZQA, before they can report credits from assessment against unit standards or deliver courses of study leading to that assessment.

Industry Training Organisations must be granted consent to assess against standards by NZQA before they can register credits from assessment against unit standards.

Providers and Industry Training Organisations, which have been granted consent and which are assessing against unit standards must engage with the moderation system that applies to those standards.

Requirements for consent to assess and an outline of the moderation system that applies to this standard are outlined in the Consent and Moderation Requirements (CMR). The CMR also includes useful information about special requirements for organisations wishing to develop education and training programmes, such as minimum qualifications for tutors and assessors, and special resource requirements.

Comments on this unit standard

Please contact ServicelQ qualifications@ServicelQ.org.nz if you wish to suggest changes to the content of this unit standard.