

# Certificate IV in Retail Management SIR40212



NATIONALLY RECOGNISED  
TRAINING  
National Training Provider 31983



# Certificate IV in Retail Management

## Qualification description

This qualification provides the skills and knowledge for an individual to be competent in the first line management skills of those working in the retail and/or wholesale industries. It applies to those who are managing a small retail outlet, a section or department within a larger retail store, a small wholesale outlet, or a section or department within a larger wholesale business. The qualification is suitable for an Australian apprenticeship pathway.

Individuals with this qualification are able to perform roles such as a person managing a small to medium retail store group or franchise outlet; managing an independent retail store; managing a wholesale outlet; departmental/section management in a retail or wholesale business; functional management roles, such as merchandise management and management of an inside or outside sales team in a wholesale business.

## Training requirements

To achieve the SIR40212 Certificate IV in Retail Management, 10 units must be completed. This is made up of all 3 Core units, plus a total of 7 Elective units. These elective units can be chosen when consulting one of the Brisbane Business & Hospitality staff who can offer you guidance and assistance to choose the right stream for you. All elective units are additional to those already counted towards in a lower level qualification. See entry requirements below.

## Entry requirements

To undertake this qualification, individuals will have previous retail supervisory experience in roles such as:

- customer service
- supervising work teams and employee relations
- sales performance
- store safety and security.

### Examples of evidence of retail management experience may include:

- job descriptions and references from current or past employers
- an entry interview to determine retail management experience.

## Location

Brisbane Business & Hospitality Training can deliver this training throughout Metropolitan and Regional Queensland.

## Course duration

Brisbane Business & Hospitality Training has a rolling intake. Continuous enrolments allow students to commence training at any time. Enrolments for traineeships involve a consultant visiting your workplace to complete paperwork and answer questions call Brisbane Business & Hospitality Training on 07 31179722 or 0409890298 or email [info@bbht.com.au](mailto:info@bbht.com.au) for details. Students who wish to enrol in Brisbane Business & Hospitality Training programs are required to obtain a copy of the Student Handbook before making a final decision on training. This is available on our website ([www.bbht.com.au](http://www.bbht.com.au)).

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## Delivery modes

This course may be delivered through a combination of class, workplace, self-paced and distance learning.

## Course fees

Please phone Brisbane Business & Hospitality Training to discuss fee details for this course. Possible Government Incentives may be available. Please contact your local Australian Apprenticeship Centre for details



## Mandatory CORE UNITS

Manage store presentation and pricing  
Lead and manage people  
Provide a safe working environment

## Plus Followed By 7 Elective Units

### Suggested elective units

#### Client and Customer Service

Coordinate the implementation of customer service  
Develop business to business relationships  
Provide customer service for high value and complex sales  
Build retail relationships and sustain customer loyalty

#### Cleaning and Maintenance

Manage store facilities

#### Communication

Analyse and present research information

#### Computer Operations and ICT Management

Adopt mobile commerce applications to improve sales and service

#### E-business

Acquire and retain online customers  
Manage retail brands online  
Manage and promote business to business e-commerce solutions  
Select an e-business model

#### Finance

Report on financial activity  
Plan small business finances  
Manage small business finances  
Manage financial resources

#### Food Safety

Monitor food safety program

#### Governance and Legal Compliance

Establish legal and risk management requirements of small business  
Monitor compliance with legal and legislative requirements impacting business operations

#### Human Resources Management

Administer human resources policy  
Recruit and select personnel

#### Inventory

Plan purchasing  
Negotiate contracts  
Conduct international purchasing  
Plan inventory levels  
Control inventory  
Manage retail merchandise  
Manage suppliers

#### Merchandising

Produce visual merchandising signs  
Design, construct and maintain props  
Design merchandisers  
Coordinate merchandise presentation  
Present products  
Monitor in-store visual merchandising displays  
Plan and build visual presentations for a range of merchandise categories

#### Marketing and Public Relations

Build client relationships and business networks  
Interpret market trends and developments  
Profile a retail market  
Market products  
Seize a business opportunity

#### Product Management

Maximise sales of branded products  
Implement product recalls

#### Quality and Innovation

Lead a team to foster innovation  
Create an innovative work environment  
Set up systems that support innovation  
Maintain operational quality and productivity

#### Risk Management and Security

Control store security

#### Sales

Train sales representatives team members  
Coordinate a retail operation during economic downturns  
Manage sales and service delivery  
Lead a sales representatives team

#### Training and Education

Contribute to assessment  
Plan assessment activities and processes  
Plan, organise and deliver group-based learning  
Plan, organise and facilitate learning in the workplace



## Other Quality Training Programs offered by BBHT

- Certificate II in Hospitality
- Certificate III in Hospitality
- Certificate IV in Hospitality
- Diploma of Hospitality
- Certificate II in Retail
- Certificate III in Retail
- Certificate IV in Retail
- Certificate IV in Training and Assessment
- Certificate II in Security

## Short Courses Programs on offer include

- Responsible Service of Alcohol
- Responsible Gambling Services
- Responsible Management of Licensed Venues
- Customer Liaison Officer Training Program
- Food Safety
- Food Safety Supervisor
- Coffee Making (Barista)
- Introduction to Bar Operations
- Introduction to Gaming Operations
- Introduction to Accommodation Housekeeping
- Custom Made Programs
- First Aid Course

