



RETAIL IS YOUR FUTURE



DISCOUNT AND VARIETY STORE

OVERVIEW

Discount and variety stores sell goods such as stationery; clothing; health and beauty products; confectionery; some food products; gifts; hardware; household goods; pet accessories; holiday decorations; smaller electrical appliances; novelty toys – and much more. These stores are usually self-service through a checkout system similar to supermarkets, with the option of buying products at a lower price than similar products sold in department stores.

This is a growing sector with little accurate statistical data. Enterprises tend to be medium sized, with higher management requirements. Discount and variety stores used to only sell 'seconds' or discontinued lines, but product ranges have changed and now they focus on buying in everyday items at lower prices. Most operate in chains so they can buy in bulk to get cheaper wholesale prices. This means there are also career opportunities in the business functions that work together to support these stores – such as distribution centres; marketing; human resources; finance and information technology.

HOW DO I START?

- Apply for casual work leading up to busy periods.
- Ask about doing a school-based Traineeship in **Retail SIR20216 Certificate II in Retail Services**.
- Show your interest in specific support departments such as distribution or human resources.
- If a career in management interests you, you can work your way up, apply for promotions or further study **SIR40316 Certificate IV in Retail Management** and **SIR50116 Diploma of Retail Management**.

AVAILABLE JOBS

- Sales assistant
- Visual merchandiser
- Receiving or despatch coordinator
- Clerical or administrative worker
- Shop fitting and maintenance worker
- Store manager



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TASKS AND WORKING CONDITIONS

Sales assistants usually work in all areas of the store in customer service; merchandising stock; housekeeping; and using cash registers – so there is plenty of variety throughout the shift. Good customer service is important, while work 'behind the scenes' could be clerical or helping to unload supplier trucks or despatching goods to other stores. Managers and supervisors will also work across the whole store, so team members are expected to go on with their tasks without direct supervision. Larger chains have structured training programs available to help staff move along career pathways – and most store managers started their careers as hourly-paid staff.

WHAT TRAINING IS AVAILABLE?

Stores may have in-house training that is specific to their product range; however, training packages are available in a variety of areas including retail, wholesale and business. Qualifications can be achieved through a nationally accredited training course or an apprenticeship or traineeship.

RETAIL QUALIFICATIONS

- Certificate II in Retail
- Certificate III in Retail
- Certificate IV in Retail Management
- Diploma of Retail Management
- Diploma of Visual Merchandising

To find out more about accredited retail qualifications, please contact the National Retail Association call 1800 RETAIL (738 245), nra.net.au