

RETAIL IS YOUR FUTURE



SPECIALTY STORES

OVERVIEW

The 'specialty retailing' sector includes outlets that offer a combination of products and services. Examples include hairdressing, beauty products and services; laundry and dry-cleaning; photographic goods and services; pets, pet supplies, accessories and grooming; car accessories & tyres; and various repair and maintenance supplies. Other specialities include health products; hobby supplies; antique and used goods; toys and games; baby equipment and products; and party supplies.

One-quarter of all retail businesses and one-tenth of all retail employees are in this sector – although two-thirds of businesses turnover less than \$200,000. Average of three staff per business – are slightly more mature in age than the retail average and two-thirds are female. The sector has the highest level of technical and trade staff (about four times the industry average) and more support staff, but less management and sales roles.

AVAILABLE JOBS

- Sales assistant
- Cashier
- Store manager
- Photographic laboratory operator
- Beauty advisor
- Dry cleaning / laundry assistant
- Spare parts advisor
- Tyre fitter / salesperson
- Animal attendant / Dog groomer
- Trainee buyer
- Visual merchandiser
- Team supervisor
- Assistant manager
- Manager
- Small business owner

Where stores are part of a large chain, there are opportunities to move into specialist executive roles such as distribution, human resources, or marketing.



HOW DO I START?

Qualifications in retail services can help you when you are applying for a position as a sales assistant.

- Entry level Casual/part time positions are available for busy, weekend and holiday periods.
- School based traineeships in retail **SIR20216 Certificate II in Retail Services**.
- **SIR20216 Certificate II in Retail Services** or **SIR30216 Certificate III in Retail** shows your interest in the retail industry.
- If you are looking to further your career within retail you can work your way up, apply for promotions or further study **SIR40316 Certificate IV in Retail Management**, **SIR50116 Diploma of Retail Management**.
- A **Certificate II** in specialty areas such as animal studies, auto parts interpreting, retail cosmetic services, or a short course in photography shows your interest in the store's business.

TASKS AND WORKING CONDITIONS

Tasks will vary depending on the type of specialty store, but customer service skills, housekeeping, merchandising and stock replacement will be common to all. Salespeople in photographic stores may learn to operate a processing laboratory. Those working in toys and games stores will have considerable contact with children as well as adult customers. Car accessory salespeople need to develop technical skills to interpret customers' needs and may develop basic installation skills, while tyre salespeople may need to fit tyres or mag wheels. Pet store salespeople may handle and feed animals or clean cages.

WHAT TRAINING IS AVAILABLE?

Speciality stores may have in-house training that is specific to their product range, however training packages are available in a variety of areas, hairdressing, beauty and nail technology, automotive aftermarket. Qualifications can be achieved through a nationally accredited training course or an apprenticeship.

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