



STORE MANAGER

JOB DESCRIPTION

Store managers run the day-to-day business activities of a retail store. In this role, you lead and inspire a team of sales assistants, manage staff recruitment, organize pricing, displays, promotions, and special events, and deal with customer queries. You analyze sales data to forecast future stock requirements, and are also responsible for the health and safety of customers and staff in the store.



SALARY

Sales assistant ★★★★★
Head office manager ★★★★★

INDUSTRY PROFILE

Vast range of potential employers • Recent decline in business for some retail stores • Many retailers also sell online, with store managers overseeing e-commerce facilities

RELATED CAREERS

- ▶ **SALES EXECUTIVE** *see pp. 60–61*
- ▶ **BUYER** *see pp. 64–65*
- ▶ **INTERNET MARKETING MANAGER** Develops Internet-based strategies to raise public awareness of an organization's activities.
- ▶ **MERCHANDISE MANAGER** Decides which goods to stock, sets prices, predicts future demand, and monitors supply levels.
- ▶ **SALES ASSISTANT** Works on the sales floor, replenishing stock, pricing and ticketing, using checkout facilities, and serving customers.



In 2012,
Switzerland had
the highest retail
sales per member
of population in the
world, at \$6,545.

AT A GLANCE



YOUR INTERESTS Business studies • Marketing • Dealing with people • Economics • Mathematics • Psychology • Information Technology (IT) • Sales



ENTRY QUALIFICATIONS A good general education is sufficient, but a degree in business or retail management will hasten promotion.



LIFESTYLE Shift and weekend work is normal at most stores. Overtime is to be expected in busy periods, such as during seasonal sales.



LOCATION Work is split between an office in the store and the sales floor. Some travel for training and to meetings with management is required.



THE REALITIES Store management is competitive and fast-paced. Long hours on the sales floor and pressure to meet sales targets can be tiring and stressful.

CAREER PATHS

There are two main ways to become a store manager: by joining a company as a sales assistant and gaining promotion through merit, or joining a retailer's training program, which may be open to part-time students or graduates. The prospects for progression are good, with vacancies at retailers of all sizes and specializations.

TRAINEE You can join a retailer as a sales assistant and work your way up, or enroll in the company's management training program.

GRADUATE A degree in any discipline will enable you to join a graduate training program, but employers favor subjects such as business studies, retail management, and marketing.



STORE MANAGER After gaining experience, you can seek promotion to work in a larger branch, or in one of the business areas of retailing, such as buying, human resources, or marketing.



OPERATIONS MANAGER

Works with store managers and regional managers to help a business to increase its profits through methods such as marketing, more efficient stock control, or improved customer service.



RETAIL IT MANAGER

Responsible for a store's technology systems—such as point-of-sale, stock ordering, and cash accounting—IT managers install updates and resolve computer problems as and when they occur.



HUMAN RESOURCES (HR) MANAGER

Deals with staffing issues for a large store or for a number of stores, organizing recruitment, training, payroll, and staff rotations.



REGIONAL MANAGER Takes responsibility for the retail activities and profitability of a number of stores in a certain area, and liaises with senior management.



SKILLS GUIDE



The ability to communicate well with customers and staff while maintaining a calm disposition.



Excellent team-working skills for motivating staff to achieve a store's sales targets.



Creativity and innovation in sales techniques and product display to increase store revenues.



Strong leadership skills to inspire staff to reach their potential and deliver excellent service.



Business-management skills, commercial awareness, and the ability to spot future trends.