



**MANAGING THE STARTING OF A NEW
RETAIL/WHOLESALE OPERATION
NQF 5**

UNIT STANDARD NUMBER: RW/C/ENTR/5

FACILITATOR'S MANUAL

Facilitator Instructions

Dear Facilitator

The “Managing the Starting of a New Retail/Wholesale Operation” learning programme has the objective of transferring relevant knowledge to be integrated with any existing knowledge already obtained by learners concerning actions aimed at starting a new business operation.

The integration of the knowledge must then be demonstrated through the development and application of the required skills that will make “Managing the starting of a new retail/wholesale Operation” an integral part of the behaviour of learners when dealing with the starting of a new business operation.

The learning programme is built around the Unit standard “Managing the Starting of a New Retail/Wholesale Operation”, Unit Standard No RW/C/ENTR/5, developed by the Retail and Wholesale Seta.

The Unit standard requires learners to competently demonstrate 2 specific outcomes namely:

1. Developing business plans for new business opportunities and determining the viability of such opportunities
2. Planning and implementing effectively the opening of a new retail/wholesale business with both internal and external support functions

Your efforts during the workshop should be to use the learning material together with the work activities included in the workbook, to assist the learners to integrate the knowledge, re-enforce it with their own practical experiences and develop the ability to further apply the acquired knowledge in their place of work to continuously demonstrate excellent customer service.

FACILITATORS GUIDE

Module Name	Activities/Contents	Resources	Assessment Criteria
<p style="text-align: center;">Module 1</p> <p style="text-align: center;">Conducting a Feasibility Study</p>	<ul style="list-style-type: none"> • Distinguish between a feasibility study and a business plan • Conduct a market survey to establish demand for a product • Conduct a product quality survey • Determine and calculate the size and value of a market for a product • Estimate the potential market share for a product • Conduct a competitor analysis using the SWOT technique • Calculate star-up costs for a business. • Estimate operating costs for a business. • Calculate a break-even point for a business • Calculate profit from income and expenses 	<ul style="list-style-type: none"> • Learner Workbook • Learning Programme Transparencies • Flip Chart • Overhead Projector • Case Study together with • Worksheet 1 • Worksheet 2 • Worksheet 3 • Worksheet 4 • Worksheet 5 • Worksheet 6 • Worksheet 7 • Worksheet 8 • Worksheet 9 • Worksheet 10 • Worksheet 11 • Worksheet 12 • Worksheet 13 • Worksheet 14 	<p>To be certified as competent in this outcome the learner must be able to:</p> <ul style="list-style-type: none"> • Formulate a vision, mission and objectives for a new business • Gather information from the relevant industry in order to identify the potential target market(s) of the business. • Evaluate identified target markets in order to identify possible separate market segments for the products or services. • Prepare questionnaires to obtain information from the target market(s) concerning customer needs, product quality and competitor status. • Plan and execute an appropriate strategy to obtain the information required. • Use information obtained to estimate potential market size, sales potential and possible market share. • Forecast and calculate potential

	<ul style="list-style-type: none"> • Draft a cash flow analysis table • Identify health, safety and hygiene requirements for business • Establish relationships with suppliers • Understand the legal aspects of setting up a business • Manage a production and quality assurance of products • Develop a marketing strategy for a business • Implement various types of business records 		<p>sales, costs and profits.</p> <ul style="list-style-type: none"> • Prepare a start up cost budget for a new business. • Estimate day-to-day operational costs for a new business • Identify and select a suitable location and premises for business. • Prepare budget of costs to ensure suitability of premises • Identify equipment, machinery, furniture and fittings required by business and provide cost estimate. • Evaluate applicable legislation for business facilities and establishment and provide cost estimate • Prepare a cash flow estimate for a business. • Calculate a break even point for a business in terms of quantity costs and income. • Evaluate administrative systems and procedures required by a new business and provide a cost estimate
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<p style="text-align: center;">Module 2</p> <p>Preparing a Business Plan for a New Business Outlet</p>	<ul style="list-style-type: none"> • Draft a business plan according to generally accepted business plan structures • Identify all aspects for opening a new retail/wholesale outlet. • Plan for all aspects of opening a new retail/wholesale outlet. • Prepare a project schedule • Draft a PERT Network Diagram 	<ul style="list-style-type: none"> • Learner Workbook • Learning Programme Transparencies • Flip Chart • Overhead Projector • Case study together with • Worksheet 15 • Worksheet 16 • Worksheet 17 	<p>To be certified as competent in this outcome the learner must be able to:</p> <ul style="list-style-type: none"> • Extract information from a feasibility study for a new business for use to prepare a business plan. • Draft a business plan according to an acceptable structure and format. • Present an business plan using visual techniques such as graphs, charts, diagrams and suitable language to describe information. • Identify all activities required to open a new business and have it operational when opening. • Identify for each activity it priority, time frame, supplier and cost. • Assign responsibilities for each activity. • Consolidate all information concerning the execution of the activities in a suitable project plan format. • Draft a PERT Network to use with project plan in order to ensure completion of project on target date and within budget.
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