


Occupational Qualification Document				
Occupational Code	Qualification Title	NQF Level		
142103	National Occupational Certificate: Small Retail Business Owner	4		
	Name	Email	Phone	Logo
Development Quality Partner	W&RSETA	nmunsaur@wrseta.org.za	0126229631	
Assessment Quality Partner	W&RSETA	nmunsaur@wrseta.org.za	0126229631	

## **QUALIFICATION DETAILS**

Qualification Title: National Occupational Certificate: Small Retail Business Owner

Occupational Code: 142103

Quality Assuring Body: Quality Council for Trades and Occupations (QCTO)

Sub Framework: Occupational Qualifications Sub-Framework

Field: Field 11 - Services

Subfield: Wholesale and Retail

NQF Level: 4

Credits: 143

Originator/Development Quality Partner (DQP): W&RSETA

Originating Provider/Assessment Quality Partner (AQP): W&RSETA

Qualification Type: National Occupational Certificate

Registered qualifications and or learning programmes to be replaced:

- SAQA ID: 58308, National Certificate: Informal Small Business Practice, NQF Level 3, 120 Credits

## **RATIONALE**

The rationale for this qualification is underpinned by the need for a National Occupational Certificate for Small Retail Businesses as opposed to the currently registered unit standard based National Certificate: Informal Small Business Practice.

Entrepreneurship and the starting of a small business remains one of the few income generation options for a large percentage of South Africans given the high unemployed figures that have prevailed in the country over the years.

The lack of skills is one of the main causes of the high failure rate of small business which necessitated the realignment of the existing unit standard based qualification in which skills gaps were identified.

To succeed, small business owners need exceptional skills in finding and retaining customers, marketing and selling goods, financial management, record keeping, procurement of goods, stock control and basic human resource skills, all of which are included in the National Occupational Certificate: Small Retail Business Owner.

It is envisaged that this qualification will adequately capacitate small retail business owners to increase their chances of success and result in reduced failure rate.

A similar qualification called National Certificate: Small Business Financial Management is registered in the same field as the Small Retail Business Owner qualification. The qualification is pitched at NQF Level 4. Differences between the two is that the focus of a Small Business Financial Management Certificate is on empowering small business owner-managers with essential skills and knowledge required to perform the key financial tasks involved in operating a small business. On the other hand, the Small Retail Business Owner qualification is aimed at empowering people with knowledge and skills to establish, operate, grow, and sustain a small business in the retail sector.

On the other hand, a unit standard based Further Education and Training Certificate: New Venture Creation qualification is registered within the OQSF. Although this legacy qualification is also aimed at small businesses, its focus is on start-ups and does not adequately address the skills needed to successfully run a small business.

The qualification is targeted at potential and existing entrepreneurs. These could be currently employed people confronted with the prospects of job losses, school leavers, unemployed people, current small business owners, or any other individuals who wish to run their own businesses.

The qualification allows for career mobility in careers such Retail General Manager, Retail Store Manager, Sales Representative, Small Business Advisor, Training and Development Facilitator for Small Businesses, Marketing Advisor for Small Businesses, to name but a few, which can be practiced in any economic sector.

This qualification will present opportunities to start and grow sustainable businesses that form part of the mainstream economy.

It is well acknowledged that successful small businesses make a significant contribution towards the creation of employment opportunities, and this is especially the case in the retail sector which is predominately made up of small businesses.

Society will benefit from this qualification through employment opportunities that will be created in the retail sector by the small businesses operated by qualified learners.

The introduction of this qualification will provide a much-needed formalised training intervention for the small and medium sized businesses in the retail sector. The availability of qualified learners will translate into professional, ethical and reliable small businesses in the sector.

There is no professional body that regulates this profession. Therefore, registration with a professional body is not a requirement.

## **PURPOSE**

The purpose of this qualification is to prepare a learner to function as a Small Retail Business Owner.

A Small Retail Business Owner runs a small sustainable retail business in accordance with applicable industry legislative requirements.

A competent learner shall demonstrate among others the following attributes: honesty, integrity, punctuality, self-motivated, responsibility, accountability, interpersonal relations, ethical behaviour, well organised, self-confidence, confidentiality, etc.

A qualified learner will be able to:

- Maintain customer service in a small retail business environment.
- Market and sell products and /or services to customers.
- Manage, control and record small retail business financials.
- Procure goods and manage stock levels.
- Perform basic human resources functions within the scope of a small retail business.

## **RULES OF COMBINATION**

This qualification is made up of compulsory Knowledge, Practical Skills and Work Experience Modules:

### **Knowledge Modules**

Total number of credits for Knowledge Modules: 30

## **Practical Skills Modules**

Total number of credits for Practical Skills Modules: 51

## **Work Experience Modules**

Total number of credits for Work Experience Modules: 62

## **ENTRY REQUIREMENTS**

NQF Level 3.

## **EXIT LEVEL OUTCOMES AND ASSOCIATED ASSESSMENT CRITERIA**

### **Exit Level Outcome 1**

Coordinate activities that are aimed at maintaining customer service in a small retail business environment.

#### **Associated Assessment Criteria**

- Customer service and standards that are aimed at attracting and retaining customers are explained.
- The different communication skills to be applied to attract new customers and engage and interact with existing customers to maintain relationships, are listed and explained in terms of their effectiveness.
- Various procedures to handle and resolve customers' complaints and queries are explained.
- Ways in which negotiation and conflict resolution skills can be applied to resolve customers' complaints and queries are explained, making use of case scenarios or examples.
- Practices that are regarded as unethical within the scope of a small retail business are identified and explained in terms of their impact on the small retail business.
- The importance of rejecting unethical conduct or request from an internal or external customer is explained and a recommended alternative acceptable conduct is described.

### **Exit Level Outcome 2**

Market and sell products and /or services to customers.

#### **Associated Assessment Criteria**

- The target market and potential customers are identified and explained in line with the product offering.
- Opportunities and threats are determined and explained in relation to the target market.
- Competitors are identified in terms of the small retail business owner's competitive advantage.

- The most appropriate marketing/ promotion methods and materials are identified and explained, based on target market, cost and other relevant factors.
- The most effective advertising platform to use, including visual merchandising/ displays are identified and explained.
- External factors that may impact on the successful running of the business are identified and strategies to minimise their impact on the small retail business are explained.
- The pricing of goods is determined using appropriate costing and pricing models.
- The most appropriate customer payment methods are discussed as per customer needs.
- The most suitable payment terms are discussed as per customer needs.
- The appropriate packaging material to use is identified for a variety of products.
- The different ways of selling goods are described.
- The sale is closed, transaction document is issued and the transaction is recorded.
- After sale customer service is rendered.

### **Exit Level Outcome 3**

Manage, control and record small retail business financials.

#### **Associated Assessment Criteria**

- The small retail business expense items are identified and listed.
- Costs are assigned to each expense item.
- The appropriate budget template is used to draw the budget.
- The budget is drawn with projections.
- The importance of monitoring and controlling the business income and expenditure in accordance with the budget is explained.
- Variances are identified and corrective action to be taken is explained.
- The importance of analysing the small retail business cash component of income and expenditure is explained.
- The importance of honoring payments of all fixed and variable costs is explained.
- Reasons for managing debtors book are given.
- Calculations are performed to determine the break-even point of the business.
- A Cash Flow Statement and Income Statement are drawn up.
- A Balance Sheet is developed.

#### **Exit Level Outcome 4**

Procure goods and manage stock levels in accordance with the specific small retail business requirements.

##### **Associated Assessment Criteria**

- The supplier identification process is explained in terms of various factors to be considered.
- The importance and benefits of negotiating prices, payment terms and delivery options with suppliers is explained.
- The importance of verifying quality and quantity of procured goods on delivery is discussed.
- Reasons for stock taking are outlined.
- Appropriate storage facilities for a variety of delivered goods are identified.
- The process of storing and recording delivered goods is described.
- The importance of monitoring stock levels and expiry date, replenishing shelves and updating and maintaining stock inventory and records is explained.
- An explanation is provided on how to determine stock turnaround time.
- Activities that are aimed at minimising shrinkage and losses are identified and listed.

#### **Exit Level Outcome 5**

Perform basic human resources functions within the scope of a small retail business.

##### **Associated Assessment Criteria**

- The process of developing job profiles in a small retail business is explained.
- Advertising, selection and recruitment processes are undertaken to fill identified positions.
- The manner in which new staff members are hired and orientated is explained.
- The importance and reasons of monitoring staff members performance is explained.

- Staff members' performance is monitored and the necessary skills development interventions are implemented to improve performance.
- Human resources related administrative functions are performed to deal with non-performance, misconduct and leaves.

## **INTERNATIONAL COMPARABILITY**

International comparability has been done against qualifications offered in New Zealand and Scotland. The choice of two countries was based on their formalised programmes on Small Business Management.

### **New Zealand:**

Two qualifications registered on the New Zealand qualifications framework, namely, New Zealand Certificate in Business (Introduction to Small Business) (Level 3), Number 2454 and New Zealand Certificate in Business (Small Business) (Level 4), Number 2457, were found to have covered content that is covered in the South African Small Retail Business Owner occupational qualification. The two qualifications are offered by a number of training providers with Crown Institute of Studies Limited and Universal College of Learning Limited (UCOL) being some of them. The qualifications are pitched at level 3 and 4 respectively, each with 60 credits.

The New Zealand Certificate in Business (Introduction to Small Business) (Level 3), is aimed at people who run and manage own business or aspire to own a business. The qualification provides learners with knowledge and skills that will enable them to explore and assess business opportunities and understand requirements for establishing a small business, in accordance with New Zealand legislative requirements. Entry into the qualification is open to anyone who wish to attain a formal qualification in small business management.

This qualification covers four standards which are listed below:

- Identify and evaluate a business opportunity(ies) that are relevant in terms of own abilities, interests, and preferences, (5 credits)
- Develop an establishment a plan that assesses the feasibility and viability of a small business opportunity, (30 credits)
- Identify technology needs to effectively operate a small business, (10 credits)
- Assess the importance of business relationships with stakeholders for a small business, (10 credits)
- Behave professionally and ethically and in a socially and culturally responsible manner, and apply personal and interpersonal skills to contribute to the assessment of small business opportunities, (5 credits)

Upon completion, learners will be able to apply the acquired knowledge and skills to identify a need or an opportunity, in the community, which can be addressed by the provision of a product or rendering a service. Once identified, learners will be in a better position to start a small business or expand their business offerings to meet the identified need or opportunity.

On the other hand, the New Zealand Certificate in Business (Small Business) (Level 4) is aimed at providing people who have completed the New Zealand Certificate in Business (Introduction to Small Business) (Level 3) with knowledge and skills that will enable them to establish, operate, grow, and sustain a small business.



Qualified learners will be able to apply business skills and knowledge to a small business, in accordance with the New Zealand legislation. In addition to this, learners will be able to:

- Develop a business plan for a small business, which is suitable for external stakeholders, and which addresses management of finances, Human Resources (HR), marketing, technology; relationships with stakeholders, sources of information and support.
- Operate and manage a small business to improve business performance and meet stakeholder requirements.
- Behave professionally and ethically and in a socially and culturally responsible manner and apply personal and interpersonal skills to manage a small business.

### **Similarities:**

Similarities have been noted with content covered, the level at which the New Zealand Level 4 qualification is pitched at and the target learners, who are either running own small businesses or wish to own a small business.

### **Differences:**

The first fundamental difference between the South African Small Retail Business Owner occupational qualification and the New Zealand qualifications is that the former is specifically aimed at the retail sector whilst latter are open to everyone across different sectors.

Furthermore, the South African Small Retail Business Owner occupational qualification has a higher credit value than the sum of credits of both the New Zealand Certificate in Business (Introduction to Small Business) (Level 3), and New Zealand Certificate in Business (Small Business) (Level 4).

The credit-value difference between the South African Small Retail Business Owner occupational qualification and the two New Zealand qualifications is resulting from the fact that customer relationship management and procurement have been covered broadly in the South African occupational qualification.

Additional difference has also been noted with entry into these qualifications. Whilst entry into the South African Small Retail Business Owner occupational qualification is a level 3 qualification, entry into each of the two New Zealand qualifications is open to anyone who wish to attain a formal qualification in small business management.

Lastly, the South African Small Retail Business Owner qualification is made up of knowledge modules, practical skills modules, and work experience modules which are compulsory, whilst the New Zealand qualifications are comprised of standards.

### **Scotland:**

The South African Small Retail Business Owner occupational certificate was compared with the Advanced Certificate in Business (GM8A 47), level 5 that is registered on the Scottish Qualifications Authority (SQA). The qualification is aimed at learners who wish to be self-employed and require a broad grounding in business or those in employment and wish to enhance their career prospects. This qualification is awarded by the SQA Awarding Body.

Entry into the qualification is proof of completion of the relevant National Qualifications or National Qualification Group Awards at SCQF levels 5 or 6.

The qualification is comprised of mandatory units, from which 80 credits should be earned, and optional units from which learners are provided with an array of units to choose from, in order to earn 16 credits.

Below is a list of mandatory units:

Managing People and Organisations, code J4DK 47\* 7, credits 16

Marketing: An Introduction, code HP6N 47, credits 8

Economic Issues: An Introduction, code J461 47\*, credits 8

Business Accounting, code HP7K 47, credits 16

Communication: Business Communication, code HP75 47, credits 8

IT in Business: Spreadsheets, code HP78 47, credits 8

IT: Applications Software 1, code HP6L 47, credits 8

Business Graded Unit 1, code HR2V 47, credits 8

Some of the optional units are listed below:

Business Culture and Strategy, code HP6R 48, credits 16

Behavioural Skills for Business, code J1E5 48\* 8, credits 8

Customer Care, code HR3D 46, credits 8

Creating a Culture of Customer Care, code HP73 47, credits 8

Preparing a Formal Business Plan, code HR19 47, credits 16

Preparing To Start a Business, code HR3E 47, credits 8

Personal Enterprise Skills, code HR0X 47 7 8 1

Developing Entrepreneurial Skills, code HR1A 47, credits 8

Personal Financial Services, code HP17 47, credits 16

General Insurance Business, code HR2X 46, credits 8

Financial Services Regulatory Framework, code J01Y 48\*, credits 8

Recruitment, Selection and Induction, code J2FF 47\* 7, credits 8

Human Resource Management Practice, code HP7E 48, credits 16

Grievance and Discipline Handling, code HP7F 48, credits 8

### **Similarities:**

Similarities have been noted with course content and learners' profile.

## **Differences**

The main difference has been noted with credits assigned to each qualification. The South African Small Retail Business Owner occupational qualification has a higher credit value than the Scottish Advanced Certificate in Business. This can be attributed to the fact that some of the main competencies such as customer care, entrepreneurial skills, developing a business plan, to name but a few, which are deemed core to a Small Retail Business Owner within the South African context, have been classified as elective units in the SQA Advanced Certificate in Business.

Notably, differences are also in the levels at which the qualifications are pitched at. The South African Small Retail Business Owner occupational qualification is pitched at Level 4 whilst the SQA Advanced Certificate in Business is pitched at level 5.

Differences have also been noted with entry into the qualifications. Whilst entry into the South African Small Retail Business Owner occupational qualification is a qualification that is at a level lower, learners who wish to enrol against the SQA Advanced Certificate in Business must have completed the relevant National Qualifications or National Qualification Group Awards at SCQF levels 5 or 6.

Differences have been found with the structure and composition of the South African qualification. The South African Small Retail Business Owner qualification is made up of knowledge modules, practical skills modules and work experience modules, which are compulsory, whilst the SQA Advanced Certificate in Business comprises both mandatory and optional units.

## **Conclusion**

The South African Small Retail Business Owner qualification compares favourably with qualifications offered in other countries in terms of scope and area of practice.

## **INTEGRATED ASSESSMENT**

### **Integrated formative assessment.**

The skills development provider will use the curriculum to guide them on the stipulated internal assessment criteria and weighting. They will also apply the scope of practical skills and applied knowledge as stipulated by the internal assessment criteria. This formative assessment together with work experience leads to entrance in the integrated external summative assessment.

### **Qualifying for external assessment**

In order to qualify for an external assessment, learners must provide proof of completion of all required modules by means of a statement of results and statement of work experience as well as proof of successful completion of the following subjects and modules or alternative programmes where applicable including Foundational Learning Competence.

### **Integrated summative assessment:**

An external integrated summative assessment, conducted through the relevant QCTO Assessment Quality Partner is required for the issuing of this qualification. The external integrated summative assessment will focus on the exit level outcomes and associated assessment criteria.

The external assessment will consist of a combination of a written assessment (paper or on-line) and the assessment of evidence produced during the workplace experience. The evidence produced during the workplace experience will be assessed at an approved assessment site. The written assessment will be conducted over a period of 3 hours at an approved assessment site.

## **RECOGNITION OF PRIOR LEARNING (RPL)**

### **RPL for Access to the External Integrated Summative Assessment**

- a) Learners will gain access to the qualification through RPL for Access as provided for in the QCTO RPL Policy. RPL for access is conducted by accredited education institution, skills development provider or workplace accredited to offer that specific qualification/part qualification.
- b) Learners who have acquired competencies of the modules of a qualification or part qualification will be credited for modules through RPL.
- c) RPL for access to the external integrated summative assessment: Accredited providers and approved workplaces must apply the internal assessment criteria specified in the related curriculum document to establish and confirm prior learning. Accredited providers and workplaces must confirm prior learning by issuing a statement of result.

## **ARTICULATION**

### **Horizontal:**

This qualification articulates horizontally with the following qualifications:

- Further Education and Training Certificate: New Venture Creation, NQF Level 4.
- National Certificate: Small Business Financial Management, NQF Level 4.

### **Vertical:**

This qualification articulates vertically with the following qualification:

- Diploma: Business Management, NQF Level 5.

## **NOTES**

### **Additional Legal or Physical Entry Requirements:**

- None

### **Criteria for the Accreditation of Providers**

Accreditation of providers will be done against the criteria as reflected in the relevant curriculum on the QCTO website.

The curriculum title and code is: National Occupational Certificate: Small Retail Business Owner: 142103-001-00-00

### **Encompassed Trades**

This qualification encompasses the following trades as recorded on the NLRD:

- This is not a trade qualification.

### **Assessment Quality Partner**

### **W&RSETA**

### **MODULES**

<b>COMPONENT</b>	<b>ID</b>	<b>MODULE TITLE</b>	<b>LEVEL</b>	<b>CREDITS</b>
Knowledge	142103-001-00-KM-01	Fundamentals of running a small business within the retail sector.	4	5
Knowledge	142103-001-00-KM-02	Fundamentals of communication as they apply to a Small Retail Business Owner.	4	7
Knowledge	142103-001-00-KM-03	Fundamentals of customer service applicable to a Small Retail Business Owner.	4	8
Knowledge	142103-001-00-KM-04	Basic financial management in a small retail business.	4	5
Knowledge	142103-001-00-KM-05	Procurement and stock control in a small retail business.	4	5
Practical	142103-001-00-PM-01	Maintain and maintain customer service in a small retail business environment	4	8
Practical	142103-001-00-PM-02	Market and sell products and /or services to	4	10

		customers.		
Practical	142103-001-00-PM-03	Manage, control and record small retail business financials.	4	15
Practical	142103-001-00-PM-04	Procure goods and manage stock levels.	4	8
Practical	142103-001-00-PM-05	Perform basic human resources functions within the scope of a small retail business.	4	10
Work Experience	142103-001-00-WM-01	Customer service maintenance in a small retail business environment.	4	15
Work Experience	142103-001-00-WM-02	Marketing and selling products and /or services to customers.	4	15
Work Experience	142103-001-00-WM-03	Processes related to the management, controlling and recording of small retail business financials.	4	10
Work Experience	142103-001-00-WM-04	Goods procurement and stock level management.	4	10
Work Experience	142103-001-00-WM-05	Basic human resources functions within the scope of a small retail business.	4	12

**THERE ARE NO PART QUALIFICATIONS**