



	<b>External Assessment Specifications Document</b>			
<b>Curriculum Code</b>	<b>Qualification Title</b>	<b>NQF Level</b>	<b>logo</b>	
142103001	<b>Occupational Certificate: Retail Manager - General (Retail Chain Store Manager)</b>	5		
	<b>Name</b>	<b>Email</b>	<b>Phone</b>	<b>Logo</b>
<b>Assessment Quality Partner</b>	<b>Wholesale &amp; Retail SETA</b>	imarrian@wrseta.org.za	012 622 9500	

## Table of contents

1 ASSESSMENT STRATEGY .....	3
1.1 Assessment Model .....	3
1.2 Qualification Purpose .....	3
1.3 Assessment Standards .....	3
1.3.1 Assessment Standards for the Qualification .....	3
1.3.2 Assessment Standards for Phases .....	4
1.3.3 Assessment Standards for Part Qualifications .....	4
2 ASSIGNMENTS TO BE EVALUATED EXTERNALLY .....	5
3 CRITICAL ASPECTS OF THE INTERNAL ASSESSMENTS TO BE ASSESSED EXTERNALLY .....	5
4 CRITERIA FOR THE REGISTRATION OF ASSESSORS .....	5
5 FOUNDATIONAL LEARNING .....	5
6 ELIGIBILITY REQUIREMENTS FOR THE EXTERNAL ASSESSMENT .....	6
6.1 Qualification .....	6
6.2 Phase 1 .....	8
6.3 Part Qualification .....	8

# 1 ASSESSMENT STRATEGY

## 1.1 Assessment Model

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 set of written responses (paper or on-line) which will test the learner's ability to communicate, solve problems and make decisions in relation to a set of typical situations and circumstances which are encountered when managing a retail chain store. The written assessment will be conducted over a period of one day at a QCTO accredited assessment centre

## 1.2 Qualification Purpose

The purpose of this qualification is to prepare a learner to operate as a Retail Chain Store Manager.

A Retail Chain Store Manager manages the functions of a branch of a retail chain organisation.

A qualified learner will be able to:

- Lead teams to achieve retail chain store operational objectives
- Manage service standards of a retail chain store
- Manage stock control in a retail chain store
- Improve the financial performance of a retail chain store

## 1.3 Assessment Standards

### 1.3.1 Assessment Standards for the Qualification

#### **Integrated Assessment Focus Area 1**

Maintain or improve customer service standards in a retail chain store. (15%)

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

- The customer service standards provided are evaluated and shortfalls in service delivery are identified according to scenario given
- Actions proposed to improve service delivery are practical and are within the organisations policies and procedures for maintaining and building customer relations
- Service standards meeting or exceeding customer service expectations are identified and proposed action to acknowledge staff performance is practical and within organisational policies and procedures and would encourage the staff members concerned

#### **Integrated Assessment Focus Area 2**

Manage stock levels. (20%)

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

- Reports on stock performance are evaluated and problem areas identified
- The quantities of stock ordered meet the expected sales of the store and take into account stock on hand and outstanding orders

- Stock shortages are identified and actions to obtain stock are practical and within the organisations policies and procedures
- Excess and obsolete stocks are identified and actions to reduce these stock levels are practical and within the organisations policies and procedures

### **Integrated Assessment Focus Area 3**

Manage retail chain store operations. (25%)

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

- Daily and weekly operational objectives are allocated according to their importance, frequency and the time it is expected for them to be completed
- The scheduling of staff takes into account experience of the staff, legal working hours and the time expected for the tasks to be completed and will result in all tasks being completed on time.
- Operational plans are updated according to unexpected additional tasks required and staff absenteeism and still ensure all tasks are completed on time.
- Unacceptable staff performance is identified and tasks rescheduled to ensure they are completed on time and within timeframes.

### **Integrated Assessment Focus Area 4**

Minimise shrinkage and losses in a retail chain store. (20%)

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

- Checklists developed will highlight all potential areas of loss in the store
- The use of the checklist highlights all areas of potential loss in the given scenario
- Action plans developed to minimise shrinkage and losses are practical, legal and within organisational policies and procedures and would have the desired effect of minimising the chances of losses occurring.

### **Integrated Assessment Focus Area 5**

Plan to improve the bottom line contribution of a retail chain store (20%)

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

- The store reports are analysed and key areas requiring action are identified and prioritised
- The proposed action plan to improve the Gross Profit of the store is practical for a chain store environment and would have the desired effect of improving the Gross Profit
- The proposed action plan to reduce identified expenses requiring action are practical for a chain store environment and would have the desired effect of reducing costs

### **1.3.2 Assessment Standards for Phases**

No Phase Tests applicable

### **1.3.3 Assessment Standards for Part Qualifications**

No Part Qualifications applicable

## **2 ASSIGNMENTS TO BE EVALUATED EXTERNALLY**

No assignments must be produced for external evaluation

## **3 CRITICAL ASPECTS OF THE INTERNAL ASSESSMENTS TO BE ASSESSED EXTERNALLY**

- No internal assessments to be re-assessed during external assessment

## **4 CRITERIA FOR THE REGISTRATION OF ASSESSORS**

- Qualified and registered assessor
- A retail chain store manager or higher with a minimum of 3 years' experience or a lecturer or trainer with at least 3 years' experience in all aspects of retail chain store management

## **5 FOUNDATIONAL LEARNING**

Foundational learning competence is NOT a pre-requisite for the award of this qualification

## 6 ELIGIBILITY REQUIREMENTS FOR THE EXTERNAL ASSESSMENT

In order to qualify for the external summative assessment learners must have a copy of a completed and signed Statement of Work Experience as well as proof of successful completion of the following subjects and modules or alternative programmes where applicable.

### 6.1 Qualification

	<i><b>Proof of Knowledge Modules</b></i>			<i><b>OR</b></i>			<i><b>Proof of Alternative Programmes</b></i>	
<i><b>Number</b></i>	<i><b>Title</b></i>	<i><b>NQF Level</b></i>	<i><b>Credits</b></i>		<i><b>Number</b></i>	<i><b>Title</b></i>	<i><b>NQF Level</b></i>	<i><b>Credits</b></i>
142103001-KM-01	Concept and principles of retail operations management	5	4					
142103001-KM-02	Concept and principles of communication in retail	4	4					
142103001-KM-03	Concepts and principles of leading teams in a retail chain store environment	5	7					
142103001-KM-04	Concept and principles of managing service standards of a retail chain store	5	2					
142103001-KM-05	Concepts and principles of stock control in a retail chain store	5	3					
142103001-KM-06	Concept and principles of implementing promotional activities in a retail chain store	5	3					

142103001-KM-07	Concept and principles of improving the financial performance of a retail chain store	5	3					
-----------------	---	---	---	--	--	--	--	--

	<b><i>Proof of Practical Skill Modules</i></b>			<b><i>OR</i></b>			<b><i>Proof of Alternative Programmes</i></b>	
<b><i>Number</i></b>	<b><i>Title</i></b>	<b><i>NQF Level</i></b>	<b><i>Credits</i></b>		<b><i>Number</i></b>	<b><i>Title</i></b>	<b><i>NQF Level</i></b>	<b><i>Credits</i></b>
142103001-PM-01	Manage retail chain store employee performance	5	3					
142103001-PM-02	Manage retail chain store operational processes	5	2					
142103001-PM-03	Manage retail chain store service standards	5	2					
142103001-PM-04	Maintain effective retail chain store stakeholder relations	5	2					
142103001-PM-05	Manage stock control in a retail chain store	5	3					
142103001-PM-06	Propose improvements to a retail chain store's range and layout	5	2					

142103001-PM-07	Implement plans to improve sales in a retail chain store	5	2					
142103001-PM-08	Implement plans to improve a retail chain store's financial performance	5	2					
142103001-PM-09	Manage risk and maintain assets in a retail chain store	5	3					

**And**

**Statement of Work experience**

**6.2 Phase 1**

No Phase Tests applicable

**6.3 Part Qualification**