



External Assessment Specifications Document				
Curriculum Code	Qualification Title	NQF Level		
142103-001-00-00	Small Retail Business Owner	4		
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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 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.

1.2 Qualification 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.

1.3 Assessment Standards

1.3.1 Assessment Standards for the Qualification

Integrated Assessment Focus Area 1(20%)

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.

Integrated Assessment Focus Area 2 (20%)

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.

Integrated Assessment Focus Area 3(20%)

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.

Integrated Assessment Focus Area 4 (20%)

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.

Integrated Assessment Focus Area 5 (20%)

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.

1.3.2 Assessment Standards for Phases

- None

1.3.3 Assessment Standards for Part Qualifications

- None

2 ASSIGNMENTS TO BE EVALUATED EXTERNALLY

- The evidence produced during the Workplace Experience must be submitted together with the Logbook for assessment by an AQP registered assessor as part of the external summative assessment.

3 CRITICAL ASPECTS OF THE INTERNAL ASSESSMENTS BE ASSESSED EXTERNALLY

- The evidence produced during the Workplace Experience must be submitted together with the Logbook for assessment by an AQP registered assessor as part of the external summative assessment.

4 CRITERIA FOR THE REGISTRATION OF ASSESSORS

Assessors must:

- have completed an accredited assessor course and be registered as assessor with the relevant AQP.

- hold retail related qualification with a minimum of 2 years of experience within the retail industry.

5 FOUNDATIONAL LEARNING

Foundational Learning competence is not a pre-requisite for the awarding 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>Proof of Knowledge Modules</i>			OR			<i>Proof of Alternative Programmes</i>	
<i>Number</i>	<i>Title</i>	<i>NQF Level</i>	<i>Credits</i>		<i>Number</i>	<i>Title</i>	<i>NQF Level</i>	<i>Credits</i>
142103-001-00-KM-01	Fundamentals of running a small business within the retail sector	4	5					
142103-001-00-KM-02	Fundamentals of communication as they apply to a Small Retail Business Owner.	4	7					
142103-001-00-KM-03	Fundamentals of customer service applicable to a Small Retail Business Owner.	4	8					
142103-001-00-KM-04	Basic financial management in a small retail business	4	5					
142103-001-00-KM-05	Procurement and stock control in a small retail	4	5					

	business							
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	<i>Proof of Practical Skill Modules</i>			<i>OR</i>			<i>Proof of Alternative Programmes</i>	
<i>Number</i>	<i>Title</i>	<i>NQF Level</i>	<i>Credits</i>		<i>Number</i>	<i>Title</i>	<i>NQF Level</i>	<i>Credits</i>
142103-001-00-PM-01	Maintain and maintain customer service in a small retail business environment	4	8					
142103-001-00-PM-02	Market and sell products and /or services to customers	4	10					
142103-001-00-PM-03	Manage, control and record small retail business financials.	4	15					
142103-001-00-PM-04	Procure goods and manage stock levels.	4	8					
142103-001-00-PM-05	Perform basic human resources functions within the scope of a small retail business.	4	10					

And

Statement of Work experience

6.2 Phase 1

- No Phase Tests applicable

6.3 Part Qualification

- None