

Curriculum Document				
Curriculum Code		Curriculum Title		
142103-001-00-00		Small Retail Business Owner		
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Learner QDF Signature

16 May 2022

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16-05-2022

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16/05/2022

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## **SECTION 1: CURRICULUM SUMMARY**

### **1. Occupational Information**

#### **1.1 Associated Occupation**

#### **1.2 Occupation or Specialisation Addressed by this Curriculum.**

142103-001-00-00: Small Retail Business Owner

#### **1.3 Alternative Titles used by Industry.**

- Shop Manager
- Retail Store Manager

### **2. Curriculum Information**

#### **2.1 Curriculum Structure**

This qualification is made up of compulsory Knowledge and Practical Skill Modules:

Knowledge Modules:

List of Knowledge Modules for which Specifications are included.

- 142103-001-00-KM-01, Fundamentals of running a small business within the retail sector, NQF Level 4, Credits 5
- 142103-001-00-KM-02, Fundamentals of communication as they apply to a Small Retail Business Owner, NQF Level 4, Credits 7
- 142103-001-00-KM-03, Fundamentals of customer service applicable to a Small Retail Business Owner, NQF Level 4, Credits 8
- 142103-001-00-KM-04, Basic financial management in a small retail business, NQF Level 4, Credits 5
- 142103-001-00-KM-05, Procurement and stock control in a small retail business, NQF Level 4, Credits 5

Total number of credits for Knowledge Modules: 30

Practical Skill Modules:

- 142103-001-00-PM-01, Maintain and maintain customer service in a small retail business environment, NQF Level 4, Credits 8
- 142103-001-00-PM-02, Market and sell products and /or services to customers, NQF Level 4, Credits 10
- 142103-001-00-PM-03, Manage, control and record small retail business financials, NQF Level 4, Credits 15
- 142103-001-00-PM-04, Procure goods and manage stock levels, NQF Level 4, Credits 8

- 142103-001-00-PM-05, Perform basic human resources functions within the scope of a small retail business, NQF Level 4, Credits 10

Total number of credits for Practical Skill Modules: 51

This qualification also requires the following Work Experience Modules:

- 142103-001-00-WM-01, Customer service maintenance in a small retail business environment, NQF Level 4, Credits 15
- 142103-001-00-WM-02, Marketing and selling products and /or services to customers, NQF Level 4, Credits 15
- 142103-001-00-WM-03, Processes related to the management, controlling and recording of small retail business financials, NQF Level 4, Credits 10
- 142103-001-00-WM-04, Goods procurement and stock level management, NQF Level 4, Credits 10
- 142103-001-00-WM-05, Basic human resources functions within the scope of a small retail business, NQF Level 4, Credits 12

Total number of credits for Work Experience Modules: 62

## **2.2 Entry Requirements**

- NQF Level 3.

## **3. Assessment Quality Partner Information**

Name of body: W&RSETA

Address of body: Riverside Office Park, Hennops House, 1303 Heuwel Avenue  
Cnr Lenchen South and Heuwel Avenue, Centurion, Pretoria

Contact person name: Ms. N. Rafir-Munsaur

Contact person work telephone number: 012 622 9631.

## **4. Part Qualification Curriculum Structure**

## **SECTION 2: OCCUPATIONAL PROFILE**

### **1. Occupational Purpose**

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

### **2. Occupational Tasks**

- Maintain customer service in a small retail business environment, (NQF Level 4).
- Market and sell products and /or services to customers, (NQF Level 4).
- Manage, control and record small retail business financials, (NQF Level 4).
- Procure goods and manage stock levels, (NQF Level 4).
- Perform basic human resources functions within the scope of a small retail business, (NQF Level 4).

### **3. Occupational Task Details**

#### **3.1. Maintain customer service in a small retail business environment, (NQF Level 4).**

##### **Unique Product or Service:**

- Satisfied customers.

Or

- A healthy relationship between a small retail business and customers.

##### **Occupational Responsibilities:**

- Maintain customer service in a small retail business environment.

##### **Occupational Contexts:**

- Customer service maintenance in a small retail business environment.

#### **3.2. Market and sell products and /or services to customers, (NQF Level 4).**

##### **Unique Product or Service:**

- Secured market niche from which sales are generated.

##### **Occupational Responsibilities:**

- Market and sell products and /or services to customers.

##### **Occupational Contexts:**

- Marketing and selling products and /or services to customers.

#### **3.3. Manage, control and record small retail business financials, (NQF Level 4).**

##### **Unique Product or Service:**

- A healthy balance sheet.

**Occupational Responsibilities:**

- Manage, control and record small retail business financials.

**Occupational Contexts:**

- Processes related to the management, controlling and recording of small retail business financials.

**3.4. Procure goods and manage stock levels, NQF Level 4.**

**Unique Product or Service:**

Available and sufficient stock.

**Occupational Responsibilities:**

- Procure goods and manage stock levels.

**Occupational Contexts:**

- Goods procurement and stock level management.

**3.5. Perform basic human resources functions within the scope of a small retail business, (NQF Level 4).**

**Unique Product or Service:**

- Committed staff members

**Occupational Responsibilities:**

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

**Occupational Contexts:**

- Basic human resources functions within the scope of a small retail business.

## **1. 142103-001-00-KM-01, Fundamentals of running a small business within the retail sector NQF Level 4, Credits 5**

### **1.1 Purpose of the Knowledge Modules**

The main focus of the learning in this knowledge module is to build an understanding of key considerations, including applicable legislation, the role of a business plan and factors that may impact either positively or negatively on the successful running of a business.

The learning will enable learners to demonstrate an understanding of:

- KM-01-KT01: Legislative requirements (25%)
- KM-01-KT02: The Business Plan (25%)
- KM-01-KT03: Factors that affect the business (25%)
- KM-01-KT04: Basic Human Resource Management for small retail business (25%)

### **1.2 Guidelines for Topics**

#### **1.2.1. KM-01-KT01: Legislative requirements (25%)**

***Topic elements to be covered include:***

- KT0101 Knowledge and application of rules and regulations that govern the establishment and running of a business in South Africa.
- KT0102 Types of businesses and the business as a legal structure.
- KT0103 Registration of the business with the Companies and Intellectual Property Commission (CIPC).
- KT0104 Tax Laws which include the registration with the South African Revenue Services (SARS) as a tax payer (provisional tax payer), the meaning and purpose of the Income Tax Act, No. 58 of 1962, compliance with tax legislation such as the Value-Added Act, No. 89 of 1991.
- KT0105 SARS compliance requirements which may include but are not limited to UIF, PAYE, etc.
- KT0106 Compliance with Municipal By-Laws.
- KT0107 Key considerations for establishing and forming a business. These may include but are not limited to the nature and size of the business, cost of administration, security, finances, type of products or commodities, marketing and advertising, etc.
- KT0108 Legal requirements to be met. These may include but are not limited to :
  - The Company Act.
  - The Labour Relations Act.
  - The Basic Conditions of Employment Act.
  - The Occupational Health and Safety (OHS) Act.
  - The Protection of Personal Information (POPI) Act.



- The Consumer Protection Act.
- Skills Development Act.
- The Unemployment Insurance Fund Act (UIF Act)
- Compensation for Occupational Injuries and Diseases (COIDA) Act i.e., Compensation for occupational injuries.

***Internal Assessment Criteria and Weight***

- IAC0101 Identify and explain different types of businesses that can be established.
- IAC0102 Explain the importance of registering a business with the Companies and Intellectual Property Commission (CIPC).
- IAC0103 Identify and discuss important factors to be considered when establishing a business. These may include but are not limited to the nature and size of the business, cost of administration, security, finances, type of products or commodities, marketing and advertising, etc.
- IAC0104 Explain the importance of complying with Tax Laws and discuss the consequences on non-compliance with the SARS' requirements.
- IAC0105 Explain the importance of adhering to the Municipal By-Laws when running a business.
- IAC0106 Explain the purpose of each piece of legislation provided below and explain the impact of each on your business.
  - The Company Act.
  - The Labour Relations Act.
  - The Basic Conditions of Employment Act.
  - The Occupational Health and Safety (OHS) Act.
  - The Protection of Personal Information (POPI) Act.
  - The Consumer Protection Act.
  - Skills Development Act.
  - The Unemployment Insurance Fund Act (UIF Act)
  - Compensation for Occupational Injuries and Diseases (COIDA) Act i.e., Compensation for occupational injuries.

***(Weight 25%)***

**1.2.2. KM-01-KT02: The Business Plan (25%)**

***Topic elements to be covered include:***

- KT0201 The role of a business plan in a business.
- KT0202 Reason for a business plan.
- KT0203 Definition of a business plan.
- KT0204 The importance and value of the business plan.

- KT0205 Factors to consider when drawing up a business plan which may include but are not limited to content of the business plan, what should be covered in the business plan, how detailed should it be, what part of a business plan must be created first, how to develop a business plan with no financial aid, how and where to present a business plan.
- KT0206 Feasibility study.
- KT0207 Using the business plan to secure funding.
- KT0208 Using the business plan to evaluate or measure progress and success of the business.
- KT0209 The importance of record keeping. Examples of records to be kept may include but is not limited to: attendance register, overtime, pay slips, records related to leave – all types (holiday, sick and family responsibility).

### ***Internal Assessment Criteria and Weight***

- IAC0201 Define a business plan in terms of importance and meaning to your business.
- IAC0202 Explain the purpose of a business plan.
- IAC0203 Explain ways in which a business plan can be used to:
  - create an effective strategy for growth,
  - determine your future financial needs, and
  - to attract investors and lenders.
- IAC0204 Making use of key factors to consider when drawing up a business plan draw a basic Business Plan for your business.
- IAC0205 Indicate the importance of achieving short- and long-term objectives through the business plan.
- IAC0206 Explain the importance of record keeping in a business.
- IAC0207 Identify and explain different types of records that must be kept.

***(Weight 25%)***

### **1.2.3. KM-01-KT03: Factors that affect the business (25%)**

#### ***Topic elements to be covered include:***

- KT0301 Understanding factors that influence economic activities. Factors may include but are not limited to legislation, pandemics/ phenomenon, geographical location, unrest, market segmentation, etc.
- KT0302 Understanding the market mechanisms in the value chain.
- KT0303 Concepts of supply and demand.
- KT0304 Target market and finding the market niche.
- KT0305 Stakeholders and role-players in a business.
- KT0306 Competitors, suppliers and customers.

- KT0307 Marketing and advertising. Different types of marketing strategies such as webpage, emails, social media, cold calls, etc.
- KT0308 Drawing up contracts and Service Level Agreements.
- KT0309 Differences between a formal and informal contract.
- KT03110 Documents to complete for various transactions and safe keeping (record keeping). Transactions documents may include but are not limited to quotations, invoices, debit notes, credit notes, receipt book, etc.

#### ***Internal Assessment Criteria and Weight***

- IAC0301 Identify and explain the various factors that influence economic activities and explain how these will impact / affect your business.
- IAC0302 Explain the concepts 'supply and demand'.
- IAC0303 Explain ways in which the business target market can be identified and secured.
- IAC0304 Define the concept 'market niche'.
- IAC0305 Identify the different stakeholders and role-players that may have an influence on your business and explain the roles.
- IAC0306 Differentiate between competitors and suppliers.
- IAC0307 Explain how you will go about finding and attracting customers to your business.
- IAC0308 Explain the concepts 'Marketing and Advertising'.
- IAC0309 Explain the different marketing strategies you will use to market your business.
- IAC0310 Identify and discuss basic components, including legislative requirements, of a Service Level Agreement (SLA).
- IAC0311 Differentiate between a formal and informal contract.
- IAC0312 Explain the importance of enlisting services of a lawyer in drawing up a contract or Service Level Agreement.
- IAC0313 Explain the importance of entering into a formal Service Level Agreement with suppliers and customers.
- IAC0314 Given a basic SLA, review and identify key components that makes it legally binding.
- IAC0315 Identify and explain the different documents to complete and file when transacting. Transactions documents may include but are not limited to quotations, invoices, debit notes, credit notes, receipt book, etc.
- IAC0316 Explain the importance of record keeping.

***(Weight 25%)***

#### **1.2.4. KM-01-KT04: Basic Human Resource Management for small retail business (25%).**

##### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- KT0401 Identification of potential staff members with the required skills for various jobs within the small retail business.
- KT0402 Selection and hiring of staff members.
- KT0403 Orientation of newly appointed staff members.
- KT0404 Offering work related training to staff members to improve performance.
- KT0405 Monitoring staff performance and providing feedback and guidance.
- KT0406 Applying the relevant legislative requirements to handle misconduct.
- KT0407 Adhering to the relevant legislation when handling staff members information.

#### ***Internal Assessment Criteria and Weight***

- IAC0401 Explain ways in which potential staff members with the required skills for various jobs within the small retail business can be identified.
- IAC0402 Explain procedure to follow to select and hire staff members.
- IAC0403 Explain the importance orientating the newly appointed staff members.
- IAC0404 Offer work related training to staff members to improve performance.
- IAC0405 Discuss ways in which the performance of staff performance can be monitored and the how feedback and guidance can be provided.
- IAC0406 Explain the importance of applying the relevant legislative requirements to handle misconduct.
- IAC0407 Explain the importance of adhering to the relevant legislation when handling staff members information.

***(Weight 25%)***

### **1.3 Provider Programme Accreditation Criteria**

#### ***Physical Requirements:***

- Standard requirements for classroom training.
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### ***Human Resource Requirements:***

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject
- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject

*Legal Requirements:*

- Registration as a provider
- Compliance with the relevant Legislations.

**1.4 Exemptions**

- None.

## **2. 142103-001-00-KM-02, Fundamentals of communication as they apply to a Small Retail Business Owner, NQF Level 4, Credits 7**

### **2.1 Purpose of the Knowledge Modules**

The main focus of the learning in this knowledge module is to build an understanding of theories of customer service to be applied in the running of a small retail business. The application of these theories will enable learners to effectively communicate with various role-players and stakeholders, more importantly, customers, to build healthy long relationships with various role-players who might have an impact on the success of the business.

The learning will enable learners to demonstrate an understanding of:

- KM-02-KT01: Communication processes(100%)

### **2.2 Guidelines for Topics**

#### **2.2.1. KM-02-KT01: Communication processes (100%)**

***Topic elements to be covered include:***

- KT0101 Theory of communication.
- KT0102 Communication techniques and etiquette.
- KT0103 Communication modes and channels.
- KT0104 Listening skills.
- KT0105 Body language.
- KT0106 Oral (speaking) skills (presentation of reports etc.).
- KT0107 Writing skills as they apply to correspondences through business letters, e-mails, faxes, etc.
- KT0108 Barriers to communication.
- KT0109 Protocols for communication.
- KT0110 Types of business communication (work-based communication) including but not limited to social media, meetings through virtual platforms, teleconferences, telephone, face to face, etc.
- KT0112 Professionalism as it applies to business communication with respect to oral, written, reports and official documents.
- KT0113 People diversity such as language, race, gender, sexual orientation, religion, culture etc.

#### ***Internal Assessment Criteria and Weight***

- IAC0101 Explain the theory of communication.
- IAC0102 Identify and explain communication techniques and etiquette appropriate to the audience you are likely to interact with or address. Make use of examples to respond to this

question. Your response can be in the form of a table with one column referring to the type of audience and the other column referring to the communication technique.

- IAC0103 Identify and explain different types of communication modes and channels; and situations where each can be used.
- IAC0104 Identify and explain differences between listening and speaking skills.
- IAC0105 Explain ways or techniques that one can use to ensure effective listening skills.
- IAC0106 Identify and explain various gestures that people use as a form of non-verbal communication, i.e., body language.
- IAC0107 Explain the role that is played by one's tone of voice in oral communication (speaking) and presentation of reports etc.
- IAC0108 Explain how one's tone of voice can impact on the effectiveness of communication.
- IAC0109 Identify and discuss environments or circumstances or situations that require the use of written communication and identify the most appropriate communication channels to use for each situation.
- IAC0110 Explain key factors to consider when using emails, letters and faxes as communication channels.
- IAC0111 Identify and describe barriers to communication and show how to overcome these.
- IAC0112 Explain the protocols and procedures for business communication.
- IAC0113 Identify and explain various types of business communication (work-based communication) including but not limited to social media, meetings through virtual platforms, teleconferences, telephone, face to face, etc., making use of examples of situations or instances in which each can be applied.
- IAC0114 Explain the importance of adhering to the organisation's communication policies and procedures when using the various communication channels.
- IAC0115 Explain the impact of inappropriate use of social media to the organisation.
- IAC0116 Explain the importance of maintaining professionalism when communicating with customers orally, through written documents such as reports and official documents.
- IAC0117 Explain the importance of taking into consideration people diversity such as language, race, gender, sexual orientation, religion, culture etc., during communication interactions.

**(Weight 100%)**

### **2.3 Provider Programme Accreditation Criteria**

#### *Physical Requirements:*

- Standard requirements for classroom training.
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

*Human Resource Requirements:*

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject
- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject

*Legal Requirements:*

- Registration as a provider
- Compliance with the relevant Legislations.

**2.4 Exemptions**

- None.



### **3. 142103-001-00-KM-03, Fundamentals of customer service applicable to a Small Retail Business Owner, NQF Level 4, Credits 8**

#### **3.1 Purpose of the Knowledge Modules**

The main focus of the learning in this knowledge module is to build knowledge and understanding of the importance of providing your customers with a professional and impressive service which will ensure that customers remain loyal to the business.

This module is aimed at providing learners with knowledge and understanding about effective communication in order to build rapport with customers, how to handle customers' complaints, selling skills, ethical and professional behaviour when interacting with customers. Learners will also learn about how to create a safe and secure business environment to ensure security of the business resources such as cash, vehicles, etc. and customers in order to gain their trust.

The learning will enable learners to demonstrate an understanding of:

- KM-03-KT01: Fundamentals of customer service (40%)
- KM-03-KT02: Fundamentals of sales and selling skills (40%)
- KM-03-KT03: Professionalism and ethical behaviour in relation to customer service (10%)
- KM-03-KT04: Creation and provision of a safe and secure business environment (10%)

#### **3.2 Guidelines for Topics**

##### **3.2.1. KM-03-KT01: Fundamentals of customer service (40%)**

***Topic elements to be covered include:***

- KT0101 Types of customers.
- KT0102 Customer service standards and customer service.
- KT0103 Attracting and retaining customers which includes building lasting business relationships with customers.
- KT0104 Building rapport with customers.
- KT0105 Ensuring customer loyalty.
- KT0106 Effective communication when interacting with customers.
- KT0107 Handling and resolving complaints.
- KT0108 Different ways of communicating with customers.
- KT0109 Negotiation skills and conflict resolution.
- KT0110 The principle of assertiveness as it applies to customer service.
- KT0111 Consideration of cultural diversity and socio-economic background when interacting with customers. Diversity may include but is not limited to religious beliefs (e.g., Halaal), cultural beliefs, customer background and orientation, etc.
- KT0112 Customers as the 'life blood of the business'.
- KT0113 Establishing a team including hiring staff members, capacity building, and application of Human Resources related legislation.

### ***Internal Assessment Criteria and Weight***

- IAC0101 Differentiate between internal and external customers.
- IAC0102 Explain the meaning of customer service standards.
- IAC0103 Explain how you will go about finding, attracting and retaining customers.
- IAC0104 Explain how you will build rapport with customers.
- IAC0105 Explain how you will ensure that customers remain loyal to your business.
- IAC0106 Explain the importance of effective communication when interacting with customers.
- IAC0107 Identify and explain different ways of communicating with customers.
- IAC0108 Identify and discuss possible causes of conflicts between the business owner and customers.
- IAC0109 Identify possible types of conflicts and/ or complaints that are likely to emanate from possible misunderstanding between the business owner or staff member and / or a customer.
- IAC0110 Describe how you will handle and resolve customers complaints.
- IAC0111 Explain how negotiation skills can be used as a conflict resolution mechanism.
- IAC0112 Explain the meaning of assertiveness as it applies to customer service.
- IAC0113 Explain the importance of considering cultural diversity and socio-economic background when interacting with customers. Diversity may include but is not limited to religious beliefs (e.g., Halaal), cultural beliefs, customer's background and orientation, etc.
- IAC0114 Explain the meaning of the phrase 'customers are the life blood of your business'.
- IAC0115 Explain factors to consider when hiring staff members, and how to establish an effective team for your business.
- IAC0116 Explain the importance of adhering to the relevant legislative requirements when interacting with staff members.

***(Weight 40%)***

### **3.2.2. KM-03-KT02: Fundamentals of sales and selling skills (40%)**

#### ***Topic elements to be covered include:***

- KT0201 Marketing and Advertising (ways and marketing material).
- KT0202 Packaging material.
- KT0203 Selling goods (different selling platforms, strategies and techniques including visual merchandising/ displays).
- KT0204 External factors that may impact on the successful running of the business. External factors may include competitors, geographical location, environmental factors, etc.
- KT0205 Closing a deal.
- KT0206 Customer payment methods.

- KT0207 Transaction documents.
- KT0208 After sale customer service.
- KT0209 Applicable legislation such as Consumer Protection Act, POPI Act, and any other applicable piece of legislation related to customers' needs.

***Internal Assessment Criteria and Weight***

- IAC0201 Differentiate between marketing and selling.
- IAC0202 Explain the importance of marketing the product or service.
- IAC0203 Explain the different marketing and advertising strategies or methods to use in marketing and advertising the product or service.
- IAC0204 Explain the importance of identifying a market niche for the product or service.
- IAC0205 Identify and describe external factors that may have an impact on the product or service.
- IAC0206 Taking into consideration the type of goods you are selling, identify the most suitable packaging material to use.
- IAC0207 Explain the advantages and disadvantages of the different selling platforms you are likely to use to sell your business products.
- IAC0208 Explain the factors that influence successfully closing a deal.
- IAC0209 Explain the advantages and disadvantages of the different payment methods that can be offered to customers.
- IAC0210 Identify and explain different transaction documents that can be issued to customers.
- IAC0211 Explain the importance of record keeping to the business.
- IAC0212 Explain the importance of performing after sale activities.
- IAC0213 Explain the importance of adhering to applicable legislation such as Consumer Protection Act, Protection of Personal Information (POPI) Act, and any other applicable piece of legislation related to customers' needs.

***(Weight 40 %)***

**3.2.3. KM-03-KT03: Professionalism and ethical behaviour in relation to customer service (10%)**

***Topic elements to be covered include:***

- KT0301 Ethics, values and morals in a business.
- KT0302 Professionalism as it applies to the business.
- KT0303 Applicable legislation to adhere to when dealing with and handling customers' information (POPI Act).

***Internal Assessment Criteria and Weight***

- IAC0301 Explain each of the following concepts, making use of examples, ethics, values and morals in a business.

- IAC0302 Identify and explain practices in a business that are regarded as unethical.
- IAC0303 Identify the relevant pieces of legislation that should be adhered to when handling and dealing with customers. Legislation may include but is not limited to Customer Protection Act, POPI Act, etc.
- IAC0304 Explain the impact of non-compliance to the various pieces of legislation that are applicable to customers rights.
- IAC0305 Identify and explain how to professionally apply policy to handle payment related situations.

**(Weight 10%)**

### **3.2.4. KM-03-KT03: Creation and provision of a safe and security business environment (20%)**

***Topic elements to be covered include:***

- KT0301 Basic safety and security within a business environment, for example cyber security, cash security, stock security, transportation, etc.
- KT0302 Creation and provision of safety in and around business premises, if required. (NB: This is applicable to small retail business that are operating in a brick-and-mortar facility. Safety and security measures may include but are not limited to fire safety, cash security, stock security, transportation, public safety, etc.
- KT0303 Security measures to mitigate security risks.
- KT0304 Knowledge about Basic First Aid requirements.
- KT0305 Application of the relevant section of the Occupational Health and Safety (OHS) Act.
- KT0306 Housekeeping standards.
- KT0307 Environmental health including but not limited to noise and air pollution control measures.

### ***Internal Assessment Criteria and Weight***

- IAC0301 Identify and explain possible security risks you are likely to encounter in your business.
- IAC0302 Explain the meaning of cyber security and how your business can fall prey to or become a victim of cyber security threats.
- IAC0303 Describe measures that you will put in place to create a safe and secure environment for your customers, including cyber security threats.
- IAC0304 Explain the importance of having a First Aid kit at your business premises, if operating in 'brick and mortar' structured facility.
- IAC0305 Discuss the importance of adhering to the relevant sections of the Occupational Health and Safety Act when running a business.
- IAC0306 Explain the importance of adhering to housekeeping standards.
- IAC0307 Indicate the guidelines for housekeeping standards that will ensure the safety of staff members and customers.

- IAC0308 Explain the importance of adhering to the environmental health requirements which include but are not limited to noise and air pollution, disposal of waste material, etc.

**(Weight 10%)**

### **3.3 Provider Programme Accreditation Criteria**

#### *Physical Requirements:*

- Standard requirements for classroom training.
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### *Human Resource Requirements:*

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject
- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject

#### *Legal Requirements:*

- Registration as a provider
- Compliance with the relevant Legislations.

### **3.4 Exemptions**

- None.

#### **4. 142103-001-00-KM-04, Basic financial management in a small retail business, NQF Level 4, Credits 5**

##### **4.1 Purpose of the Knowledge Modules**

The main focus of the learning in this knowledge module is to build an understanding of various ways of sourcing business finances and how to manage finances in order to run a successful business. Learners will be taught about cashflow management, budgeting, how to draw up and analyse profit and loss statement in order to make informed decisions and costing and pricing models.

The learning will enable learners to demonstrate an understanding of:

- KM-04-KT01: Sources of business capital (finance) (40%)
- KM-04-KT02: Basic financial management (60%)

##### **4.2 Guidelines for Topics**

###### **4.2.1. KM-04-KT01: Sources of finance (40%)**

***Topic elements to be covered include:***

- KT0101 Origin of business capital.
- KT0102 Loans.
- KT0103 Interest on loans.
- KT0104 Own finance.
- KT0105 Other sources of finance, for example grants, Government incentives from institutions such as National Empowerment Fund, Department of Trade and Industry (DTI), National Development Agency(NDA), Loan Financing, Venture Investors Fund, Small Enterprise Finance Agency (SEFA), Lulalend, Solidarity Fund, National Youth Development Agency (NYDA), Venture capital, Angel Investors, etc.
- KT0106 Criteria to be met when applying for finance aid, such as availability of a Business Plan, business viability which includes break-even point, financial projections, demand, etc.

###### ***Internal Assessment Criteria and Weight***

- IAC0101 Identify and explain different ways in which business capital can be sourced.
- IAC0102 Explain the advantages and disadvantages of the different types of financial sources, for example, banking institutions, Government Incentives from institutions such as National Empowerment Fund, Department of Trade and Industry (DTI), National Development Agency(NDA), Loan Financing, Venture Investors Fund, Small Enterprise Finance Agency (SEFA), Lulalend, Solidarity Fund, National Youth Development Agency (NYDA), Venture capital, Angel Investors, etc.
- IAC0103 Differentiate between simple and compound interest.
- IAC0104 Explain the concept of compound interest and its impact on the business' finances.
- IAC0105 Calculate the cost of simple and compound interest incurred on a business loan over a period of time.

- IAC0106 Explain the general criteria to be met when applying for financial assistance. Criteria may include but it is not limited to availability of a Business Plan, business viability which includes break-even point, financial projections, demand, etc.

**(Weight 40%)**

#### **4.2.2. KM-04-KT02: Basic financial management (60%)**

**Topic elements to be covered include:**

- KT0201 Basic financial management.
- KT0202 Cash flow management.
- KT0203 Differences between business finances and personal finances.
- KT0204 Types of budgeting methods and projections.
- KT0205 Analysis of income and expenditure.
- KT0206 Salaries or wages.
- KT0207 Bills and taxes.
- KT0208 Profit and loss (income and expenditure)
- KT0209 Break-even point.
- KT0210 Operating profit.
- KT0211 Accurate financial records (record keeping).
- KT0212 Pricing models such as cost-plus, value-based and competition-based.

#### **Internal Assessment Criteria and Weight**

- IAC0201 Explain the concept of cash flow management.
- IAC0202 Explain the structure of cashflow management sheet.
- IAC0203 Explain various factors related to the creation and maintenance of a healthy balance sheet.
- IAC0204 Differentiate between cashflow and profit.
- IAC0205 Differentiate between business finances and personal finances.
- IAC0206 Explain the importance of drawing up a budget with projections for the business.
- IAC0207 Explain the advantages and disadvantages of different types of budgeting such as zero, incremental, activity based and traditional.
- IAC0208 Making use of the concepts learnt in drawing up a budget, draw up a basic budget for your business. The budget must include salaries or wages, bills and taxes, marketing costs, advertising costs, administration costs including telephone, stationery, costs for raw material or stock, transportation, maintenance, etc.
- IAC0209 Explain the concept of profit and loss (income and expenditure).
- IAC0210 Explain the structure of a profit and loss statement.

- IAC0211 Explain how you will analyse the business profit and loss (income and expenditure). In your analysis identify and determine the following:
  - areas where unnecessary and/ or excessive expenses are incurred.
  - whether the business is viable and profitable and
  - propose corrective action if necessary.
- IAC0212 Identify the advantages and disadvantages of different pricing models.
- IAC0213 Explain factors to consider when determining costing and pricing models.
- IAC0214 Explain the importance of availability of sufficient cash to buy the stock, at all times.
- IAC0215 Explain the importance of keeping accurate financial records.
- IAC0216 Explain the concept of Break-even point and how it relates to the viability of the business.

**(Weight 60%)**

#### **4.3 Provider Programme Accreditation Criteria**

##### *Physical Requirements:*

- Standard requirements for classroom training.
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

##### *Human Resource Requirements:*

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject
- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject

##### *Legal Requirements:*

- Registration as a provider
- Compliance with the relevant Legislations.

#### **4.4 Exemptions**

- None.



## **5. 142103-001-00-KM-05, Procurement and stock control in a small retail business, NQF Level 4, Credits 5**

### **5.1 Purpose of the Knowledge Modules**

The main focus of the learning in this knowledge module is to build an understanding of factors to consider when procuring goods. In addition to this learners will learn about stock management and maintenance.

The learning will enable learners to demonstrate an understanding of:

- KM-05-KT01: Goods procurement (40%)
- KM-05-KT02: Management or maintenance of stock levels (60%)

#### **5.2.1. KM-05-KT01: Goods procurement (40%)**

##### ***Topic elements to be covered include:***

- KT0101 Planning for the procurement process (PFP) including factors to take into consideration in the procurement process.
- KT0102 Supply chain including role-players and stakeholders, factors to consider when choosing a supplier. Factors may include but are not limited to supplier's reliability, pricing and response time.
- KT0103 Procuring goods.
- KT0104 Supplier payment methods.
- KT0105 Transportation and delivery of goods.
- KT0106 Pricing models (application of the various pricing models).
- KT0107 Record keeping.

##### ***Internal Assessment Criteria and Weight***

- IAC0101 Explain the critical factors to consider, in determining the appropriate time to procure goods.
- IAC0102 Explain the concept of supply and demand.
- IAC0103 Considering the type of commodities your business is merchandising, identify the different suppliers you are likely to buy, taking into consideration, supplier's reliability, pricing and response time. Motivate your answer with regards to the choice of suppliers.
- IAC0104 Explain the advantages and disadvantages of the different payment methods offered by suppliers.
- IAC0105 Explain factors to consider when determining the pricing model, you are likely to use in your business.

***(Weight 40%)***

#### **5.2.2. KM-05-KT02: Management or maintenance of stock levels (60%)**

##### ***Topic elements to be covered include:***

- KT0201 Minimum stock levels required.

- KT0202 Methods of determining / replenishing shelves.
- KT0203 Methods of receiving and checking stock.
- KT0204 Stock storage including appropriate storage facilities.
- KT0205 Seasonal products.
- KT0206 Cash flow available to buy the stock.
- KT0207 Methods of calculating stock turnaround.
- KT0208 Minimising shrinkage and stock losses, including expiry dates and outdated stock.
- KT0209 Stock taking.
- KT0210 Inventory Management.
- KT0211 Documents and record keeping. Documents may include but are not limited to transactions documents such as quotations, invoices, debit notes, credit notes, receipt book, delivery notes, etc.

#### ***Internal Assessment Criteria and Weight***

- IAC0201 Explain the importance of monitoring stock levels and the impact of low stock levels to the business.
- IAC0202 Explain how to determine minimum stock levels required.
- IAC0203 Explain how you will go about to replenish shelves and the importance thereof.
- IAC0204 Explain how you will receive stock and the importance of checking received stock.
- IAC0205 Explain important factors to consider when deciding on stock storage area and factors to consider when storing different types of stock.
- IAC0206 Explain the impact of seasonal products to the business.
- IAC0207 Explain how to calculate stock turnaround.
- IAC0208 Explain how to minimise shrinkage and stock losses.
- IAC0209 Identify and describe the main causes and impact of shrinkage, damages and stock losses in a business.
- IAC0210 Describe how you will handle expired or outdated stock.
- IAC0211 Explain the importance of taking stock in a business.
- IAC0212 Explain the importance of Inventory Management to a business.
- IAC0213 Explain the importance of completing and keeping records of documents such as quotations, invoices, debit notes, credit notes, receipt book, delivery notes, etc.

***(Weight 60%)***

### **5.3 Provider Programme Accreditation Criteria**

#### ***Physical Requirements:***

- Standard requirements for classroom training.

- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

*Human Resource Requirements:*

- Facilitator/ Learner ratio of not more than 1:25
- Facilitators must have relevant industry experience related to the subject
- Facilitators compiling and conducting the internal assessments must have a qualification one level higher than the qualification, or a qualification at the same level as the subject and at least three years' experience relevant to the subject

*Legal Requirements:*

- Registration as a provider
- Compliance with the relevant Legislations.

**5.4 Exemptions**

- None.

### **SECTION 3B: PRACTICAL SKILL MODULE SPECIFICATIONS**

#### **List of Practical Skill Module Specifications**

- 142103-001-00-PM-01, Maintain customer service in a small retail business environment, NQF Level 4, Credits 8
- 142103-001-00-PM-02, Market and sell products and /or services to customers, NQF Level 4, Credits 10
- 142103-001-00-PM-03, Manage, control and record small retail business financials, NQF Level 4, Credits 15
- 142103-001-00-PM-04, Procure goods and manage stock levels, NQF Level 4, Credits 8
- 142103-001-00-PM-05, Perform basic human resources functions within the scope of a small retail business, NQF Level 4, Credits 10

**Total number of credits for Practical Skill Modules: 51**

## **1. 142103-001-00-PM-01, Maintain customer service in a small retail business environment, NQF Level 4, Credits 8**

### **1.1 Purpose of the Practical Skill Modules**

The focus of the learning in this module is on providing the learner an opportunity to practice activities that are aimed to building the skills that will enable them to maintain customer service in a small retail business environment.

The learner will be required to:

- PM-01-PS01: Maintain relationships with customers.
- PM-01-PS02: Maintain an ethical and professional conduct when interacting with customers.

### **1.2 Guidelines for Practical Skills**

#### **1.2.1. PM-01-PS01: Maintain relationships with customers.**

##### ***Scope of Practical Skill***

Given case scenarios, case study, roleplay and instructions, the learner must be able to:

- PA0101 Identify potential customers.
- PA0102 Apply customer service standards and customer service to attract and retain customers and gain their trust.
- PA0103 Apply effective communication skills when engaging and interacting with customers.
- PA0104 Apply different methods of communicating with customers.
- PA0105 Apply various procedures to build rapport with customers.
- PA0106 Apply various procedures to handle and resolve customers' complaints and queries.
- PA0107 Apply negotiation and conflict resolution skills to resolve customers' complaints and queries.

##### ***Applied Knowledge***

- AK0101 Knowledge about customer service standards.
- AK0102 Various channels and modes of communication.
- AK0103 Effective communication skills.
- AK0104 Negotiation skills, problem solving skills, assertiveness, etc.
- AK0105 Ethical conduct and professionalism.
- AK0106 Knowledge about cultural diversity.

- AK0107 Knowledge about socio-economic background.
- AK0108 Knowledge about the impact of poor service delivery.
- AK0109 Knowledge and application of the relevant legislation when resolving customers' needs.

#### ***Internal Assessment Criteria***

- IAC0101 Potential customers are identified from the given scenario.
- IAC0102 Customer service and standards are applied to attract and retain customers and to gain their trust.
- IAC0103 Effective communication skills are demonstrated when engaging and interacting with customers.
- IAC0104 Different ways of communicating with customers are demonstrated.
- IAC0105 Various procedures to build rapport with customers are demonstrated in relation to the given scenario.
- IAC0106 Various procedures to handle and resolve customers' complaints and queries are demonstrated in relation to the given scenario.
- IAC0107 Negotiation and conflict resolution skills are applied to resolve customers' complaints and queries in relation to the given scenario.
- IAC0108 Cultural diversity and socio-economic background are taken into consideration when interacting with customers.

### **1.2.2. PM-01-PS02: Maintain an ethical and professional conduct when interacting with customers.**

#### **Scope of Practical Skill**

Given case scenarios, case study and instructions, the learner must be able to:

- PA0201 Identify unethical practices within the scope of a small retail business from the given case study / scenario.
- PA0202 Demonstrate rejection of request for unethical conduct from an internal or external customer and recommend alternative acceptable conduct.
- PA0203 Present findings to the training official which include but not limited to the impact that such unethical conduct may have on the business.

#### ***Applied Knowledge***

- AK0201 Knowledge about unethical behaviour.
- AK0202 Knowledge about values, morals, principles, etc.
- AK0203 Knowledge about the impact of unethical conduct on self and the business.

#### ***Internal Assessment Criteria***

- IAC0201 Practices that are regarded as unethical within the scope of a small retail business are identified and demonstrated from the given case study/ scenario.
- IAC0202 Rejection of request for unethical conduct from an internal or external customer is demonstrated and alternative acceptable conduct is recommended.
- IAC0203 Findings to the training official which include but not limited to the impact that such unethical conduct may have on the business, are presented.

### **1.3 Provider Programme Accreditation Criteria**

#### *Physical Requirements:*

- A training centre that meets relevant OHS Act requirements (ergonomics).
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### *Human Resource Requirements:*

- Facilitator / Learner ratio of not more than 1:25
- Facilitators must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

#### *Legal Requirements:*

- Compliance with the relevant Legislations.

### **1.4 Exemptions**

- None

## **2. 142103-001-00-PM-02, Market and sell products and /or services to customers, NQF Level 4, Credits 10**

### **2.1 Purpose of the Practical Skill Modules**

The focus of the learning in this module is on providing the learner an opportunity to practice activities related to marketing and selling products and /or services to customers as the small retail business owner.

The learner will be required to:

- PM-02-PS01: Identify the target market.
- PM-02-PS02: Market/ promote the establishment's goods and / or services.
- PM-02-PS03: Sell the establishment's goods and / or services.

### **2.2 Guidelines for Practical Skills**

#### **2.2.1. PM-02-PS01: Identify the target market.**

##### ***Scope of Practical Skill***

Given a scenario, case study, roleplay and instructions, the learner must be able to:

- PA0101 Identify the target market and potential customers in line with the product offerings.
- PA0102 Determine opportunities and threats in relation to the target market.
- PA0103 Identify competitors and determine your competitive advantage.

##### ***Applied Knowledge***

- AK0101 Knowledge and application of the product, people, place, price, promotion (5 Ps)
- AK0102 Knowledge of the viability of the business.
- AK0103 Geographical location and accessibility.

##### ***Internal Assessment Criteria***

- IAC0101 The target market and potential customers are identified in line with the product offering.
- IAC0102 Opportunities and threats are determined in relation to the target market.
- IAC0103 Competitors are identified in terms of the small retail business owner competitive advantage.

#### **2.2.2. PM-02-PS02: Market/ promote the establishment's goods and/ or services.**

##### ***Scope of Practical Skill***

Given any one or more of the following: case study, case scenario, if possible, simulation exercise, roleplay, relevant documentation and instructions, the learner must be able to:



- PA0201 Determine the most appropriate marketing/ promotion methods and materials based on target market, cost and other relevant factors.
- PA0202 Determine the most effective advertising platform to use, including visual merchandising/ displays.
- PA0203 Identify external factors that may impact on the successful running of the business and devise strategies to minimise their impact on the small retail business.

#### ***Applied Knowledge***

- AK0201 Knowledge about the cost of the different marketing/ promotion methodologies.

#### ***Internal Assessment Criteria***

- IAC0201 The most appropriate marketing/ promotion methods and materials are determined, based on target market, cost and other relevant factors.
- IAC0202 The most effective advertising platform to use, including visual merchandising/ displays are determined.
- IAC0203 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 devised.

### **2.2.3. PM-02-PS03: Sell the establishment's goods and / or services**

#### ***Scope of Practical Skill***

Given any one or more of the following: case study, case scenario, if possible, simulation exercise, roleplay, relevant documentation and instructions, the learner must be able to:

- PA0301 Apply costing and pricing models to price goods.
- PA0302 Determine the most appropriate customer payment methods and terms including cash and credit.
- PA0303 Determine the appropriate packaging to use.
- PA0304 Determine different ways to sell goods (different selling platforms, strategies and techniques).
- PA0305 Close the sale.
- PA0306 Issue transaction document(s).
- PA0307 Record the transactions.
- PA0308 Render after sale customer service.
- PA0309 Apply legislation related to customers' needs when interacting with customers.

#### ***Applied Knowledge***

- AK0301 Knowledge about basic mathematical concepts.
- AK0302 Knowledge about the importance of appropriate packaging and presentation of the product as well as the impact on the sale.
- AK0303 Identification of a buying signal

- AK0304 Understanding the implications of contravening Consumer Protection Act and Occupational Health and Safety Act (OHS) when dealing with customers.

#### ***Internal Assessment Criteria***

- IAC0301 Costing and pricing models are applied to price goods.
- IAC0302 The most appropriate customer payment methods and terms including cash and credit, are determined.
- IAC0303 The appropriate packaging to use is determined.
- IAC0304 Different ways to sell goods are determined.
- IAC0305 The sale is closed.
- IAC0306 The transaction document is issued
- IAC0307 The transaction is recorded.
- IAC0308 After sale customer service is rendered.
- IAC0309 Legislation related to customers' needs is applied when interacting with customers.

### **2.3 Provider Programme Accreditation Criteria**

#### ***Physical Requirements:***

- A training centre that meets relevant OHS Act requirements (ergonomics).
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### ***Human Resource Requirements:***

- Facilitator / Learner ratio of not more than 1:25
- Facilitators must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

#### ***Legal Requirements:***

- Compliance with the relevant Legislations.

### **2.4 Exemptions**

- None

### **3. 142103-001-00-PM-03, Manage, control and record small retail business financials, NQF Level 4, Credits 15**

#### **3.1 Purpose of the Practical Skill Modules**

The focus of the learning in this module is on providing the learner an opportunity to practice activities related to managing, controlling and recording small retail business financials.

The learner will be required to:

- PM-03-PS01: Develop and manage the small retail business budget.
- PM-03-PS02: Perform financial transactions.
- PM-03-PS03: Develop the small retail business financials.

#### **3.2 Guidelines for Practical Skills**

##### **3.2.1. PM-03-PS01: Develop and manage the small retail business budget.**

##### ***Scope of Practical Skill***

Given the market research which the learner will be required to conduct, a case study or scenario, relevant documentation and instructions, the learner must be able to:

- PA0101 Identify and list the small retail business expense items.
- PA0102 Assign costs to each expense item.
- PA0103 Use the appropriate budget template.
- PA0104 Populate the template accordingly.
- PA0105 Draw the budget with projections.
- PA0106 Monitor and control the business income and expenditure in accordance with the budget.
- PA0107 Identify variances and implement corrective action if necessary.

##### ***Applied Knowledge***

- AK0101 Knowledge and application of different types of budgeting methods and projections.
- AK0102 Differences between business finances and personal finances
- AK0103 Knowledge and understanding relating to tangible cash transactions.
- AK0104 Knowledge of market research methodologies relating to the gathering of critical information required for successfully running a small business.

##### ***Internal Assessment Criteria***

- IAC0101 The small retail business expense items are identified and listed.
- IAC0102 Costs are assigned to each expense item.
- IAC0103 The appropriate budget template is used.

- IAC0104 The template is populated accordingly.
- IAC0105 The budget is drawn with projections.
- IAC0106 The business income and expenditure is monitored and controlled in accordance with the budget.
- IAC0107 Variances are identified and corrective action is implemented, if necessary.

### **3.2.2. PM-03-PS02: Perform financial transactions.**

#### ***Scope of Practical Skill***

Given a case study or scenario, relevant documentation and instructions, the learner must be able to:

- PA0201 Analyse the cash component of income and expenditure.
- PA0202 Determine the liquidity of the business.
- PA0203 Process payments of all fixed and variable costs.
- PA0204 Manage the debtors book to maximise collection of cash.
- PA0205 Manage a business bank account for cash receipts and payments.

#### ***Applied Knowledge***

- AK0201 Application of financial literacy in the running of the business.
- AK0202 Knowledge and application of end-user computing skills.
- AK0203 Knowledge and understanding of advantages and disadvantages of different types of banking products.

#### ***Internal Assessment Criteria***

- IAC0201 The cash component of income and expenditure is analysed.
- IAC0202 The liquidity of the business is determined.
- IAC0203 Payments of all fixed and variable costs are processed.
- IAC0204 The debtors book is managed to maximise collection of cash.
- IAC0205 A business bank account for cash receipts and payments is managed.

### **3.2.3. PM-03-PS03: Develop the small retail business financials.**

#### ***Scope of Practical Skill***

Given a case study or scenario, relevant documentation, internal templates and instructions, the learner must be able to:

- PA0301 Calculate the break- even point of the business.
- PA0302 Draw up a Cash flow statement.
- PA0303 Draw up an Income statement.

- PA0304 Develop a Balance sheet.

#### ***Applied Knowledge***

- AK0301 Knowledge and application of basic financial management.

#### ***Internal Assessment Criteria***

- IAC0301 Calculations are performed to determine the break-even point of the business.
- IAC0302 A Cash flow statement is drawn.
- IAC0303 An Income statement is drawn.
- IAC0304 A Balance sheet is developed.

### **3.3 Provider Programme Accreditation Criteria**

#### ***Physical Requirements:***

- A training centre that meets relevant OHS Act requirements (ergonomics).
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### ***Human Resource Requirements:***

- Facilitator / Learner ratio of not more than 1:25
- Facilitators must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

#### ***Legal Requirements:***

- Compliance with the relevant Legislations.

### **3.4 Exemptions**

- None

#### **4. 142103-001-00-PM-04, Procure goods and manage stock levels, NQF Level 4, Credits 8**

##### **4.1 Purpose of the Practical Skill Modules**

The focus of the learning in this module is on providing the learner an opportunity to familiarise themselves with activities related to goods procurement and management of stock levels in a small retail business.

The learner will be required to:

- PM-04-PS01: Procure goods.
- PM-04-PS02: Manage stock levels.

##### **4.2 Guidelines for Practical Skills**

###### **4.2.1. PM-04-PS01: Procure goods.**

###### ***Scope of Practical Skill***

Given a case study, roleplay, relevant documentation, internal templates and instructions, the learner must be able to:

- PA0101 Identify suppliers to procure goods from.
- PA0102 Negotiate the prices, payment terms and delivery options.
- PA0103 Decide ordering quantities and frequency.
- PA0104 Prepare the appropriate storage facilities to use.
- PA0105 Procure the goods and process the payment.
- PA0106 Receive the delivery, check for correctness and place in storage facilities.
- PA0107 Replenish the shelves through a structured stock control process using appropriate internal templates such as stock sheets.
- PA0108 Update the stock inventory.

###### ***Applied Knowledge***

- AK0101 Knowledge of the suppliers, role-players and factors to consider when choosing a supplier.
- AK0102 Negotiation skills as they apply to prices and payment terms.
- AK0103 Knowledge about suitable storage conditions for various product lines.
- AK0104 Knowledge about logistics.

###### ***Internal Assessment Criteria***

- IAC0101 Suppliers from which goods can be procured are identified.
- IAC0102 Prices, payment terms and delivery options are negotiated.
- IAC0103 Decisions are made on ordering quantities and frequency.
- IAC0104 Appropriate storage facilities to use, are prepared.

- IAC0105 Goods are procured and payment is processed.
- IAC0106 The delivery is received, checked for correctness and placed in storage facilities.
- IAC0107 The shelves are replenished through a structured stock control process using appropriate internal templates such as stock sheets.
- IAC0108 The stock inventory is updated.

#### **4.2.2. PM-04-PS02: Manage stock levels.**

##### ***Scope of Practical Skill***

Given a case study, roleplay, relevant documentation, internal templates and instructions, the learner must be able to:

- PA0201 Determine the stock turnaround time based on sales volumes/ frequency.
- PA0202 Perform on-going monitoring of stock levels in relation to sales (usage).
- PA0203 Perform the necessary activities to minimise shrinkage and losses.
- PA0204 Monitor stock expiry date and check for outdated stock, where applicable.
- PA0205 Do stock taking and take corrective action to address any discrepancies and variances.
- PA0206 Manage inventory to maintain stock records.
- PA0207 Determine when goods should be procured based on stock levels. Or inform/ trigger the procurement function.

##### ***Applied Knowledge***

- AK0101 Knowledge about shelf life and/ or life cycle.

##### ***Internal Assessment Criteria***

- IAC0201 The stock turnaround time is determined based on sales volumes/ frequency.
- IAC0202 On-going monitoring of stock levels is performed in relation to sales or usage.
- IAC0203 The necessary activities that are aimed at minimising shrinkage and losses are performed.
- IAC0204 Stock expiry date is monitored and checks are conducted to identify outdated stock, where applicable.
- IAC0205 Stock taking is done and corrective action is taken to address any discrepancies and variances.
- IAC0206 Inventory is managed to maintain stock records.
- IAC0207 A decision is made about when goods should be procured based on stock levels. Or The procurement function is informed or triggered.

#### **4.3 Provider Programme Accreditation Criteria**

*Physical Requirements:*

- A training centre that meets relevant OHS Act requirements (ergonomics).
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

*Human Resource Requirements:*

- Facilitator / Learner ratio of not more than 1:25
- Facilitators must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

*Legal Requirements:*

- Compliance with the relevant Legislations.

**4.4 Exemptions**

- None



## **5. 142103-001-00-PM-05, Perform basic human resources functions within the scope of a small retail business, NQF Level 4, Credits 10**

### **5.1 Purpose of the Practical Skill Modules**

The focus of the learning in this module is on providing the learner an opportunity to practice basic human resources functions within the scope of a small retail business.

The learner will be required to:

- PM-05-PS01: Recruit staff members and manage their performance and conduct.

### **5.2 Guidelines for Practical Skills**

#### **5.2.1. PM-01-PS01: Recruit staff members and manage their performance and conduct.**

##### ***Scope of Practical Skill***

Given case scenarios, case study, roleplay and instructions, the learner must be able to:

- PA0101 Identify potential staff members with the required skills for various jobs within the small retail business.
- PA0102 Select and hire staff members.
- PA0103 Orientate the newly appointed staff members.
- PA0104 Offer work related training to staff members to improve performance.
- PA0105 Monitor staff performance and provide feedback and guidance.
- PA0106 Apply the relevant legislative requirements to handle misconduct.
- PA0107 Adhere to the relevant legislation when handling staff members information.

##### ***Applied Knowledge***

- AK0101 Knowledge about Human Resources practices.
- AK0102 Knowledge about applicable sections of the Labour Relations Act.
- AK0103 Knowledge about applicable sections of the Occupational Health and Safety Act.
- AK0104 Knowledge and application of effective communication skills.
- AK0105 Knowledge and application of negotiation skills, problem solving skills, assertiveness, etc.
- AK0106 Knowledge about ethical conduct and professionalism.
- AK0107 Knowledge and application of the relevant legislation when engaging and dealing with staff members' needs.

##### ***Internal Assessment Criteria***

- IAC0101 Identify potential staff members with the required skills for various jobs within the small retail business.

- IAC0102 Select and hire staff members.
- IAC0103 Orientate the newly appointed staff members.
- IAC0104 Offer work related training to staff members to improve performance.
- IAC0105 Monitor staff performance and provide feedback and guidance.
- IAC0106 Apply the relevant legislative requirements to handle misconduct.

### **5.3 Provider Programme Accreditation Criteria**

#### *Physical Requirements:*

- A training centre that meets relevant OHS Act requirements (ergonomics).
- Relevant resources to facilitate learning.
- Operational facilities in accordance with the OHS Act requirements.
- Well ventilated training venue with sufficient and operational resources.

#### *Human Resource Requirements:*

- Facilitator / Learner ratio of not more than 1:25
- Facilitators must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

#### *Legal Requirements:*

- Compliance with the relevant Legislations.

### **5.4 Exemptions**

- None

### **SECTION 3C: WORK EXPERIENCE MODULE SPECIFICATIONS**

#### **List of Work Experience Module Specifications**

- 142103-001-00-WM-01, Customer service maintenance in a small retail business environment, NQF Level 4, Credits 15
- 142103-001-00-WM-02, Marketing and selling products and /or services to customers, NQF Level 4, Credits 15
- 142103-001-00-WM-03, Processes related to the management, controlling and recording of small retail business financials, NQF Level 4, Credits 10
- 142103-001-00-WM-04, Goods procurement and stock level management, NQF Level 4, Credits 10
- 142103-001-00-WM-05, Basic human resources functions within the scope of a small retail business, NQF Level 4, Credits 12

**Total number of credits for Work Experience Modules: 62**

## **1. 142103-001-00-WM-01, Customer service maintenance in a small retail business environment, NQF Level 4, Credits 15**

### **1.1 Purpose of the Work Experience Modules**

The focus of the work experience is on providing the learner an opportunity to gain exposure to the processes related to the maintenance of customer service in a small retail business environment.

The learner will be required to:

- WM-01-WE01: Apply appropriate ways of identifying new customers and maintaining relationships with a variety of customers (including new and existing) at least twice per week over a period of a month.
- WM-01-WE02: Display ethical and professional conduct when interacting with customers, on an ongoing basis, for the duration of the work experience module.

### **1.2 Guidelines for Work Experiences**

**1.2.1. WM-01-WE01: Apply appropriate ways of identifying new customers and maintaining relationships with a variety of customers (including new and existing) at least twice per week over a period of a month.**

#### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- WA0101 Devise a strategy to identify and attract new customers to your business.
- WA0102 Devise a raffle-based strategy to gather customers contact information.
- WA0103 Use social media platforms to do/ run customer satisfaction surveys and build rapport with customers.
- WA0104 Analyse the information received and formulate responses to provide feedback to customers.
- WA0105 Make personal contact with unhappy customers to understand the issues and offer solutions.
- WA0106 Maintain on-going contact with all customers (including offering them incentives) to strengthen the relationships and retain the customers.

#### ***Supporting Evidence***

- SE0101 Written feedback from happy customers.
- SE0102 Written feedback from unhappy customers and evidence of how the issues have been resolved.
- SE0103 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor.

### **1.2.2. WM-01-WE02: Display ethical and professional conduct when interacting with customers, on an ongoing basis, for the duration of the work experience module.**

#### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- WA0201 Display a poster outlining values of the business specifically including ethical and professional conduct.
- WA0202 Distribute the values to customers and suppliers.
- WA0203 Adhere to the conduct and ethics and monitor the adherence of staff members, customers and suppliers to the code of conduct and ethics.
- WA0204 Identify non-adherence and take appropriate action.

#### ***Supporting Evidence***

- SE0201 Code of conduct and ethics.
- SE0202 Poster reflecting the values.
- SE0203 Evidence that the values have been distributed to customers and suppliers.
- SE0204 Evidence of the monitoring process in the form of completed templates.
- SE0205 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.

### **1.3 Contextualised Workplace Knowledge**

1 Standard Operating Procedures.

2 Organisation's structures, policies and procedures.

3 Communication strategies and protocols.

4 Organisation's core business, values, vision and mission.

5 Applicable legislation.

### **1.4 Criteria for Workplace Approval**

#### ***Physical Requirements:***

- Appropriate environment that will give the learner access to the relevant workplace exposure required for this qualification.

#### ***Human Resource Requirements:***

- Mentor / Learner ratio of not more than 1:5
- Mentors must hold the relevant qualification that is a level higher, with a minimum of two (2) years' relevant industry experience.

*Legal Requirements:*

- Compliance with the relevant Legislations.

**1.5 Additional Assignments to be Assessed Externally**

- None

## **2. 142103-001-00-WM-02, Marketing and selling products and /or services to customers, NQF Level 4, Credits 15**

### **2.1 Purpose of the Work Experience Modules**

The focus of the work experience is on providing the learner an opportunity to gain exposure to marketing and selling products or services to customers within the scope of a small retail business.

The learner will be required to:

- WM-02-WE01: Conduct at least one (1) survey for a period of one (1) month to identify the target market and gather information about your competitors which will inform your competitors edge.
- WM-02-WE02: Run at least two marketing/ promotion activities over the period of one month, to create awareness throughout the target market.
- WM-02-WE03: Sell a variety of the establishment's goods and / or services and secure at least five sales per week over a period of a month.

### **2.2 Guidelines for Work Experiences**

**2.2.1. WM-02-WE01: Conduct at least one (1) survey for a period of one (1) month to identify the target market and gather information about your competitors which will inform your competitors edge.**

#### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- WA0101 Define the target market and identify potential customers in line with the product offering.
- WA0102 Conduct a survey to determine opportunities and threats in relation to the target market.
- WA0103 Gather information about the competitors their operations and use the information to develop your competitive advantage.

#### ***Supporting Evidence***

- SE0101 Definition of the market to be target by the business.
- SE0102 List of specific customers that have been identified.
- SE0103 Strength, Weaknesses, Advantages and Threats (SWAT) analysis report.
- SE0104 Document outlining the Small Retail Business competitive advantage.
- SE0105 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.

**2.2.2. WM-02-WE02: Run at least two marketing/ promotion activities over the period of one month, to create awareness throughout the target market.**

### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- WA0201 Develop a marketing/ promotion strategy to create an awareness of your business and its products throughout the target market.
- WA0202 Calculate your costs through the application of the costing and pricing models and determine your selling price.
- WA0203 Implement at least one (1) marketing/ promotion activity over a period of two weeks.
- WA0204 Place an advertisement using appropriate and effective methods.
- WA0205 Conduct an impact evaluation to assess:
  - the impact of marketing/ promotion on awareness creation
  - the impact of the advertising methods that were used.

### ***Supporting Evidence***

- SE0201 Evidence of the marketing/ promotion strategy.
- SE0202 Written description of the marketing / promotion activity supported by pictures taken of the event.
- SE0203 Evidence of the costing calculation and the basis for determining selling price.
- SE0204 Copy of the advertisement and evidence of the platform where it was placed.
- SE0205 Impact Assessment Report.
- SE0206 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.

**2.2.3. WM-02-WE03: Sell a variety of the establishment's goods and / or services and secure at least five sales per week over a period of a month.**

### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- WA0301 Determine the customer payment methods and terms that are best suited to the needs of the target market.
- WA0302 Determine the most appropriate packaging to use.
- WA0303 Determine different ways to sell goods (different selling platforms, strategies and techniques).
- WA0304 Make at least five sales per week, issue transaction document(s) and record the transactions.
- WA0305 Render after sale customer service.



- WA0306 Conduct an impact evaluation to assess the impact of external factors on the sales and the successful running of the business.

### **Supporting Evidence**

- SE0301 Document reflecting payment methods and payment terms.
- SE0302 Picture of packaging material.
- SE0303 Evidence, in the form of pictures, of how goods were sold.
- SE0304 Records of sales generated.
- SE0305 Completed after sale evaluation form.
- SE0306 Impact Assessment Report.
- SE0307 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.

## **2.3 Contextualised Workplace Knowledge**

- 1 Standard Operating Procedures.
- 2 Organisation's structures, policies and procedures.
- 3 Communication strategies and protocols.
- 4 Organisation's core business, values, vision and mission.

## **2.4 Criteria for Workplace Approval**

### *Physical Requirements:*

- Relevant resources required to effectively manage a retail shop.

### *Human Resource Requirements:*

- Mentor / Learner ratio of not more than 1:3
- Mentors must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

### *Legal Requirements:*

- Compliance with the relevant Legislations.

## **2.5 Additional Assignments to be Assessed Externally**

- None

### **3. 142103-001-00-WM-03, Processes related to the management, controlling and recording of small retail business financials, NQF Level 4, Credits 10**

#### **3.1 Purpose of the Work Experience Modules**

The focus of the work experience is on providing the learner an opportunity to process related to the management, controlling and recording of small retail business financials.

The learner will be required to:

- WM-03-WE01: Conduct at least one (1) market research assignment over a period of two (2) weeks and use the information gathered to develop budgets and projections for your small business.
- WM-03-WE02: Perform at least five (5) financial transactions over a period of one (1) month and develop one set of financial statements reflecting actual income and expenditure covering the same period.

#### **3.2 Guidelines for Work Experiences**

**3.2.1. WM-03-WE01: Conduct at least one (1) market research assignment over a period of two (2) weeks and use the information gathered to develop budgets and projections for your small business.**

##### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- WA0101 Identify and list suppliers and competitors from whom information will be gathered.
- WA0102 Determine the sample size and develop the research instruments such as questionnaires to be used.
- WA0103 Conduct a desk top survey to gather information using appropriate platforms such as the internet, etc.
- WA0104 Contact the identified respondents and conduct the research.
- WA0105 Collate and analyse all the information and develop the budgets and projections using appropriate templates.
- WA0106 Monitor and control the business income and expenditure in accordance with the budget.
- WA0107 Identify variances and implement corrective action if necessary.

##### ***Supporting Evidence***

- SE0101 List suppliers and competitors identified from the market research assignment.
- SE0102 Copies of research instruments used to gather information (such as questionnaires), signed by the respondents.
- SE0103 Quotations obtained during the market research.
- SE0104 Research report.

- SE0105 Financial reports reflecting the actual income and expenditure.
- SE0106 Variance report.
- SE0107 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.

**3.2.2. WM-03-WE02: Perform at least five (5) financial transactions over a period of one (1) month and develop one set of financial statements reflecting actual income and expenditure covering the same period.**

#### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- WA0201 Calculate the break-even point of the business.
- WA0202 Draw up a Cash flow statement and determine the liquidity of the business.
- WA0203 Manage a business bank account for cash receipts and payments.
- WA0204 Draw up an Income statement.
- WA0205 Compare the cash flow with the income statement in order to make a distinction between the cash flow situation and the profitability of the business.
- WA0206 Process payments of all fixed and variable costs.
- WA0207 Manage the debtors book to maximise collection of cash.
- WA0208 Develop a Balance sheet.

#### ***Supporting Evidence***

- SE0201 Break-even point analysis.
- SE0202 Cash flow statement.
- SE0203 Proof of bank statement.
- SE0204 Income statement.
- SE0205 Report reflecting the distinction between the cash flow status and the profitability of the business.
- SE0206 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.

### **3.3 Contextualised Workplace Knowledge**

1 Standard Operating Procedures.

2 Organisation's structures, policies and procedures.

3 Communication strategies and protocols.

4 Organisation's core business, values, vision and mission.

### **3.4 Criteria for Workplace Approval**

#### *Physical Requirements:*

- Relevant resources required to effectively manage a retail shop.

#### *Human Resource Requirements:*

- Mentor / Learner ratio of not more than 1:3
- Mentors must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

#### *Legal Requirements:*

- Compliance with the relevant Legislations.

### **3.5 Additional Assignments to be Assessed Externally.**

- None

#### **4. 142103-001-00-WM-04, Goods procurement and stock level management, NQF Level 4, Credits 10**

##### **4.1 Purpose of the Work Experience Modules**

The focus of the work experience is on providing the learner an opportunity to gain exposure to processes related to goods procurement and stock level management.

The learner will be required to:

- WM-04-WE01: Procure goods for your small retail business at least once per week over a period of one (1) month.
- WM-04-WE02: Perform stock taking at least twice during the duration of the work experience module; and manage stock levels.

##### **4.2 Guidelines for Work Experiences**

###### **4.2.1. WM-04-WE01: Procure goods for your small retail business at least once per week over a period of one (1) month.**

###### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- WA0101 Draw up a list of suppliers of your various required products/ services.
- WA0102 Compare prices and negotiate for the best price, payment terms and delivery options.
- WA0103 Determine the quantities required and the frequency of orders.
- WA0104 Ensure that the storage facilities are secure and suitable for your types of products.
- WA0105 Place the orders and make payment to the suppliers.
- WA0106 Check the delivered goods against the order for correctness and address any discrepancies with the supplier.
- WA0107 Place the goods in your storage facilities and update the stock inventory.

###### ***Supporting Evidence***

- SE0101 List of suppliers.
- SE0102 Record of correspondence with suppliers as evidence of negotiations.
- SE0103 Evidence of the suitability of storage facilities in the form of checklist, pictures, etc.
- SE0104 Source document in the form of receipts or invoices or purchase orders or any other appropriate slips.
- SE0105 Delivery notes, where applicable.
- SE0106 Stock inventory.

- SE0107 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.

#### **4.2.2. WM-04-WE02: Perform stock taking at least twice during the duration of work experience module; and manage stock levels.**

##### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- WA0201 Identify empty shelves and replenish with stock from the storage facility through a structured stock control process using appropriate internal templates such as stock sheets.
- WA0202 Manage inventory to maintain stock levels.
- WA0203 Perform on-going monitoring of stock levels in relation to sales or usage.
- WA0204 Perform the necessary activities to minimise shrinkage and losses.
- WA0205 Monitor stock expiry date and check for outdated stock, where applicable.
- WA0206 Do stock taking and take corrective action to address any discrepancies and variances.
- WA0207 Determine the stock turnaround time based on sales volumes/ frequency.
- WA0208 Use the declining stock level to determine the point at which goods needs to be procured.

##### ***Supporting Evidence***

- SE0201 Pictures of shelves with low stock levels.
- SE0202 Update stock inventory.
- SE0203 Standard Operating Procedure for the movement of stock from the storage facility.
- SE0204 Stock taking report.
- SE0205 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.

#### **4.3 Contextualised Workplace Knowledge**

1. Standard Operating Procedures.
2. Organisation's structures, policies and procedures.
3. Communication strategies and protocols.
4. Organisation's core business, values, vision and mission.

#### **4.4 Criteria for Workplace Approval**

##### ***Physical Requirements:***

- Relevant resources required to effectively manage a retail shop.

*Human Resource Requirements:*

- Mentor / Learner ratio of not more than 1:3
- Mentors must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

*Legal Requirements:*

- Compliance with the relevant Legislations.

**4.5 Additional Assignments to be Assessed Externally.**

- None

## **5. 142103-001-00-WM-05, Basic human resources functions within the scope of a small retail business, NQF Level 4, Credits 12**

### **5.1 Purpose of the Work Experience Modules**

The focus of the work experience is on providing the learner an opportunity to gain exposure to processes that are related to basic human resources functions within the scope of a small retail business.

The learner will be required to:

- WM-05-WE01: Recruit, select, hire and orientate at least one staff member in a small retail business during the implementation of the work experience module.
- WM-05-WE02: Perform basic human resources operations to monitor staff performance and compliance to organisational policies and procedures during the implementation of the work experience module.

### **5.2 Guidelines for Work Experiences**

#### **5.2.1. WM-05-WE01: Recruit, select, hire and orientate at least one staff member in a small retail business during the implementation of the work experience module.**

##### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:

- WA0101 Identify areas or positions in small retail business that require additional staff members.
- WA0102 Determine competencies required to fill in these positions.
- WA0103 Advertise, select and recruit potential staff members with the required skills for advertised positions.
- WA0104 Orientate the newly appointed staff members.

##### ***Supporting Evidence***

- SE0101 A picture/ copy of the advertisement.
- SE0102 Human Resources policies and procedures.
- SE0103 Staff member' employment contract.
- SE0104 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.

#### **5.2.2. WM-05-WE02: Perform basic human resources operations to monitor staff performance and compliance to organisational policies and procedures during the implementation of the work experience module.**

##### ***Scope of Work Experience***

The person will be expected to engage in the following work activities:



- WA0201 Offer work related training to staff members to improve performance.
- WA0202 Monitor staff performance and provide feedback and guidance.
- WA0203 Apply the relevant legislative requirements to handle misconduct.
- WA0204 Adhere to the relevant legislation when handling staff members information.
- WA0205 Perform human resources administrative functions related to staff members' leaves, etc.

### ***Supporting Evidence***

- SE0201 Record of skills development interventions .
- SE0202 Performance appraisal report/ record.
- SE0203 Human Resources policies and procedures.
- SE0204 Copy of administrative related templates related to leave application, etc.
- SE0205 Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.

### **5.3 Contextualised Workplace Knowledge**

1. Standard Operating Procedures.
2. Organisation's structures, policies and procedures.
3. Communication strategies and protocols.
4. Organisation's core business, values, vision and mission.

### **5.4 Criteria for Workplace Approval**

#### ***Physical Requirements:***

- Relevant resources required to effectively manage a retail shop.

#### ***Human Resource Requirements:***

- Mentor / Learner ratio of not more than 1:3
- Mentors must hold the relevant qualification that is a level higher, with a minimum of three (3) years' relevant industry experience.

#### ***Legal Requirements:***

- Compliance with the relevant Legislations.

### **5.5 Additional Assignments to be Assessed Externally.**

- None

#### SECTION 4: STATEMENT OF WORK EXPERIENCE

<b>Curriculum Number:</b>	142103-001-00
<b>Curriculum Title:</b>	Small Retail Business Owner

<b>Learner Details</b>	
<b>Name:</b>	
<b>ID Number:</b>	

<b>Employer Details</b>	
<b>Company Name:</b>	
<b>Address:</b>	
<b>Supervisor Name:</b>	
<b>Work Telephone:</b>	
<b>E-Mail:</b>	

**142103-001-00-WM-01, Customer service maintenance in a small retail business environment, NQF Level 4, Credits 15**

WM-01-WE01	Apply appropriate ways of identifying new customers and maintaining relationships with a variety of customers (including new and existing) at least twice per week over a period of a month.		
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Devise a strategy to identify and attract new customers to your business.		
WA0102	Devise a raffle-based strategy to gather customers contact information.		
WA0103	Use social media platforms to do/ run customer satisfaction surveys and build rapport with customers.		
WA0104	Analyse the information received and formulate responses to provide feedback to customers.		
WA0105	Make personal contact with unhappy customers to understand the issues and offer solutions.		
WA0106	Maintain on-going contact with all customers (including offering them incentives) to strengthen the relationships and retain the customers.		
	<b>Supporting Evidence</b>	Date	Signature
SE0101	Written feedback from happy customers.		
SE0102	Written feedback from unhappy customers and evidence of how the issues have been resolved.		
SE0103	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor.		

WM-01-WE02	Display ethical and professional conduct when interacting with customers, on an ongoing basis, for the duration of the work experience module.		
	<b>Scope Work Experience</b>	Date	Signature
WA0201	Display a poster outlining values of the business specifically including ethical and professional conduct.		
WA0202	Distribute the values to customers and suppliers.		
WA0203	Adhere to the conduct and ethics and monitor the adherence of staff members, customers and suppliers to the code of conduct and ethics.		
WA0204	Identify non-adherence and take appropriate action.		
WA0205	WA0201 Display a poster outlining values of the business specifically including ethical and professional conduct.		
	<b>Supporting Evidence</b>	Date	Signature
SE0201	Code of conduct and ethics.		
SE0202	Poster reflecting the values.		
SE0202	Evidence that the values have been distributed to customers and suppliers.		
SE0204	Evidence of the monitoring process in the form of completed templates.		
SE0205	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.		

	<b>Contextualised Workplace Knowledge</b>	Date	Signature
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1	Standard Operating Procedures.		
2	Organisation's structures, policies and procedures.		
3	Communication strategies and protocols.		
4	Organisation's core business, values, vision and mission.		

	<b>Additional Assignments to be Assessed Externally</b>	Date	Signature
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**142103-001-00-WM-02, Marketing and selling products and /or services to customers, NQF Level 4, Credits 15**

WM-02-WE01	Conduct at least one (1) survey for a period of one (1) month to identify the target market and gather information about your competitors which will inform your competitors edge		
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Define the target market and identify potential customers in line with the product offering.		
WA0102	Conduct a survey to determine opportunities and threats in relation to the target market.		
WA0103	Gather information about the competitors their operations and use the information to develop your competitive advantage.		
	<b>Supporting Evidence</b>	Date	Signature
SE0101	Definition of the market to be target by the business.		
SE0102	List of specific customers that have been identified.		
SE0103	Strength, Weaknesses, Advantages and Threats (SWAT) analysis report.		
SE0104	Document outlining the Small Retail Business competitive advantage.		
SE0105	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.		
WM-02-WE03	Run at least two marketing/ promotion activities over the period of one month, to create awareness throughout the target market.		
	<b>Scope Work Experience</b>	Date	Signature

WA0201	Develop a marketing/ promotion strategy to create an awareness of your business and its products throughout the target market.		
WA0202	Calculate your costs through the application of the costing and pricing models and determine your selling price.		
WA0203	Implement at least one (1) marketing/ promotion activity over a period of two weeks.		
WA0204	Place an advertisement using appropriate and effective methods.		
WA0205	Conduct an impact evaluation to assess: <ul style="list-style-type: none"> <li>the impact of marketing/ promotion on awareness creation</li> <li>the impact of the advertising methods that were used.</li> </ul>		
	<b>Supporting Evidence</b>	<b>Date</b>	<b>Signature</b>
SE0201	Evidence of the marketing/ promotion strategy.		
SE0202	Written description of the marketing / promotion activity supported by pictures taken of the event.		
SE0203	Evidence of the costing calculation and the basis for determining selling price.		
SE0204	Copy of the advertisement and evidence of the platform where it was placed.		
SE0205	Impact Assessment Report.		
SE0206	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.		
WM-02-WE03	Sell a variety of the establishment's goods and / or services and secure at least five sales per week over a period of a month.		

	<b>Scope Work Experience</b>	<b>Date</b>	<b>Signature</b>
WA0301	Determine the customer payment methods and terms that are best suited to the needs of the target market.		
WA0302	Determine the most appropriate packaging to use.		
WA0303	Determine different ways to sell goods (different selling platforms, strategies and techniques).		
WA0304	Make at least five sales per week, issue transaction document(s) and record the transactions.		
WA0305	Render after sale customer service.		
WA0306	Conduct an impact evaluation to assess the impact of external factors on the sales and the successful running of the business.		
	<b>Supporting Evidence</b>	<b>Date</b>	<b>Signature</b>
SE0301	Document reflecting payment methods and payment terms.		
SE0302	Picture of packaging material.		
SE0303	Evidence, in the form of pictures, of how goods were sold.		
SE0304	Records of sales generated.		
SE0305	Completed after sale evaluation form.		
SE0306	Impact Assessment Report.		
SE0307	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.		



	<b>Contextualised Workplace Knowledge</b>	Date	Signature
1	Standard Operating Procedures.		
2	Organisation's structures, policies and procedures.		
3	Communication strategies and protocols.		
4	Organisation's core business, values, vision and mission.		

	<b>Additional Assignments to be Assessed Externally</b>	Date	Signature

**142103-001-00-WM-03, Processes related to the management, controlling and recording of small retail business financials, NQF Level 4, Credits 10**

WM-03-WE01	Conduct at least one (1) market research assignment over a period of two (2) weeks and use the information gathered to develop budgets and projections for your small business.		
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Identify and list suppliers and competitors from whom information will be gathered.		
WA0102	Determine the sample size and develop the research instruments such as questionnaires to be used.		
WA0103	Conduct a desk top survey to gather information using appropriate platforms such the internet, etc.		
WA0104	Contact the identified respondents and conduct the research.		
WA0105	Collate and analyse all the information and develop the budgets and projections using appropriate templates.		
WA0106	Monitor and control the business income and expenditure in accordance with the budget.		
WA0107	Identify variances and implement corrective action if necessary.		
	<b>Supporting Evidence</b>	Date	Signature
SE0101	List suppliers and competitors identified from the market research assignment.		
SE0102	Copies of research instruments used to gather information (such as questionnaires), signed by the respondents.		
SE0103	Quotations obtained during the market research.		

SE0104	Research report.		
SE0105	Financial reports reflecting the actual income and expenditure.		
SE0106	Variance report.		
SE0107	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.		
WM-03-WE02	Perform at least five (5) financial transactions over a period of one (1) month and develop one set of financial statements reflecting actual income and expenditure covering the same period.		
	<b>Scope Work Experience</b>	Date	Signature
WA0201	Calculate the break-even point of the business.		
WA0202	Draw up a Cash flow statement and determine the liquidity of the business.		
WA0203	Manage a business bank account for cash receipts and payments.		
WA0204	Draw up an Income statement.		
WA0205	Compare the cash flow with the income statement in order to make a distinction between the cash flow situation and the profitability of the business.		
WA0206	Process payments of all fixed and variable costs.		
WA0207	Manage the debtors book to maximise collection of cash.		
WA0208	Develop a Balance sheet.		
	<b>Supporting Evidence</b>	Date	Signature

SE0201	Break-even point analysis.		
SE0202	Cash flow statement.		
SE0203	Proof of bank statement.		
SE0204	Income statement.		
SE0205	Report reflecting the distinction between the cash flow status and the profitability of the business.		
SE0206	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.		

	<b>Contextualised Workplace Knowledge</b>	<b>Date</b>	<b>Signature</b>
1	Standard Operating Procedures.		
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	<b>Additional Assignments to be Assessed Externally</b>	<b>Date</b>	<b>Signature</b>

**142103-001-00-WM-04, Goods procurement and stock level management, NQF Level 4,  
Credits 10**

WM-04-WE01	Procure goods for your small retail business at least once per week over a period of one (1) month.		
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Draw up a list of suppliers of your various required products/ services.		
WA0102	Compare prices and negotiate for the best price, payment terms and delivery options.		
WA0102	Determine the quantities required and the frequency of orders.		
WA0104	Ensure that the storage facilities are secure and suitable for your types of products.		
WA0105	Place the orders and make payment to the suppliers.		
WA0106	Check the delivered goods against the order for correctness and address any discrepancies with the supplier.		
WA0107	Place the goods in your storage facilities and update the stock inventory.		
	<b>Supporting Evidence</b>	Date	Signature
SE0101	List of suppliers.		
SE0102	Record of correspondence with suppliers as evidence of negotiations.		
SE0103	Evidence of the suitability of storage facilities in the form of checklist, pictures, etc.		
SE0104	Source document in the form of receipts or invoices or purchase orders or any other appropriate slips.		

SE0105	Delivery notes, where applicable.		
SE0106	Stock inventory.		
SE0107	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.		
WM-04-WE02	Perform stock taking at least twice during the duration of the work experience module; and manage stock levels.		
	<b>Scope Work Experience</b>	Date	Signature
WA0201	Identify empty shelves and replenish with stock from the storage facility through a structured stock control process using appropriate internal templates such as stock sheets.		
WA0202	Manage inventory to maintain stock levels.		
WA0203	Perform on-going monitoring of stock levels in relation to sales or usage.		
WA0204	Perform the necessary activities to minimise shrinkage and losses.		
WA0205	Monitor stock expiry date and check for outdated stock, where applicable.		
WA0206	Do stock taking and take corrective action to address any discrepancies and variances.		
WA0207	Determine the stock turnaround time based on sales volumes/ frequency.		
WA0208	Use the declining stock level to determine the point at which goods needs to be procured.		
	<b>Supporting Evidence</b>	Date	Signature
SE0201	Pictures of shelves with low stock levels.		

SE0202	Update stock inventory.		
SE0203	Standard Operating Procedure for the movement of stock from the storage facility.		
SE0204	Stock taking report.		
SE0205	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.		

	<b>Contextualised Workplace Knowledge</b>	<b>Date</b>	<b>Signature</b>
1	Standard Operating Procedures.		
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	<b>Additional Assignments to be Assessed Externally</b>	<b>Date</b>	<b>Signature</b>

**142103-001-00-WM-05, Basic human resources functions within the scope of a small retail business, NQF Level 4, Credits 12**

WM-05-WE01	Recruit, select, hire and orientate at least one staff member in a small retail business during the implementation of the work experience module.		
	<b>Scope Work Experience</b>	Date	Signature
WA0101	Identify areas or positions in small retail business that require additional staff members.		
WA0102	Determine competencies required to fill in these positions.		
WA0102	Advertise, select and recruit potential staff members with the required skills for advertised positions.		
WA0104	Orientate the newly appointed staff members.		
	<b>Supporting Evidence</b>	Date	Signature
SE0101	SE0101 A picture/ copy of the advertisement.		
SE0102	SE0102 Human Resources policies and procedures.		
SE0103	SE0103 Staff member' employment contract.		
SE0104	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.		
WM-05-WE02	Perform basic human resources operations to monitor staff performance and compliance to organisational policies and procedures during the implementation of the work experience module		
	<b>Scope Work Experience</b>	Date	Signature



WA0201	Offer work related training to staff members to improve performance.		
WA0202	Monitor staff performance and provide feedback and guidance.		
WA0203	Apply the relevant legislative requirements to handle misconduct.		
WA0204	Adhere to the relevant legislation when handling staff members information.		
WA0205	Perform human resources administrative functions related to staff members' leaves, etc.		
	<b>Supporting Evidence</b>	<b>Date</b>	<b>Signature</b>
SE0201	Record of skills development interventions .		
SE0202	Performance appraisal report/ record.		
SE0203	Human Resources policies and procedures.		
SE0204	Copy of administrative related templates related to leave application, etc.		
SE0205	Logbook with evidence pointing the successful execution of all the activities listed above signed by both the learner and mentor and reflecting the dates in which these were carried out.		

	<b>Contextualised Workplace Knowledge</b>	<b>Date</b>	<b>Signature</b>
1	Standard Operating Procedures.		
2	Organisation's structures, policies and procedures.		
3	Communication strategies and protocols.		

4	Organisation's core business, values, vision and mission.		
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	<b>Additional Assignments to be Assessed Externally</b>	Date	Signature
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