



# Retail Profile

## Employment Nelson Tasman

### Introduction

Retail trade is one of the most important indicators of economic activity as a large proportion of consumers' money is spent on goods and services, and covers a wide range of businesses.

Shopping is a popular recreational activity, tourism and busy lifestyles place increasing importance on convenience and good service, within the retail sector.

The wholesale industry involves the selling of products in large quantities to retailers who then sell them on to the public.

Business in the wholesale sector is affected by downturns or increases in sales in the corresponding retail area.

### Employment in the Industry

The retail industry currently employs approximately 1800 people.

- ◆ The method of selling goods and services is changing, with an increasing number of manufacturers selling direct to consumers, such as mail-order catalogues, television shopping and mobile shopping. If this trend continues it will result in more self-employment opportunities.
- ◆ The retail industry should be viewed as a career as there are great opportunities for rapid promotion and good earning potential for the right people.
- ◆ Work in the wholesale industry includes stock control, packing and dispatching in warehouses, buying and receiving goods in the retail outlets, and liaising between suppliers and retailers.
- ◆ Skills in dealing with people are transferable within the retail or service sector.

### What Employers are Looking For

- ◆ Retailers look for people with a strong customer service focus, who are well presented with a positive and friendly attitude. A willingness to help the customer and good work ethics are essential.
- ◆ Most employers require their staff to be at least 16 years of age and to have a basic knowledge of maths. Cash handling skills are important.
- ◆ A personal interest in retail is important in pursuing career opportunities.

### Current Skill Shortages

- ◆ Some supermarkets have difficulty recruiting check out operators.

### RETAIL Employment Categories

Job Title Wages/Salary	No Employ	Job Description	Training
Supermarket & Grocery Checkout Operator \$12,000 to \$25,000pa	3800 retail 1500 wholesale	Selling groceries, fresh fruit, vegetables and meat	Apprenticeships and on the job training. Product knowledge is required
Take Away Food Assistant \$12,000 to \$25,000pa	190	Prepare & sells fresh food	Previous experience or on the job training
Car Salesperson \$10,000pa retainer plus commission Car Parts Salesperson \$17,000 to \$35,000pa Car Groomer \$18,000 to \$32,000pa	215	Car Salespeople selling new or used vehicles. Car Parts Salespeople sell new or used car parts. Car Groomers clean the inside and outside of vehicles.	Car Salespeople and Car Parts Salespeople need School Certificate english and maths. Car Groomers should have at least two years secondary education. Completion of the Vehicle Groomers National Certificate is helpful
Motor Cycle, Trailers, Caravans Salesperson \$10,000pa retainer plus commission	50	Selling new or used motor cycles, trailers and caravans	Knowledge or experience in industry
Auto Electrician \$16,600 to \$52,000pa	35	Installs, maintains and repairs electrical systems in vehicles	National Certificate for entry to Automotive Trades + apprenticeship

Tyre Salesperson \$16,000 to \$35,000pa	55	Sell or repair tyres	Product knowledge. Completion of the National Certificate in Tyre Servicing can be done through on the job training
Automotive Engineer \$20,800 to \$31,200pa Panel repairers \$20-\$40,000pa	160 135	Checks and repairs vehicles and their parts	The National Certificate in Automotive Engineering can be completed both on and off the job
Tyre Retreader \$17,600 to \$24,900pa	6	Replaces worn-out tyre tread	On the job training
Forecourt Attendant \$14,500 - \$24,900pa	170	Sell auto fuel and lubricants	On the job training, customer service skills
Hairdresser Apprentices from \$11,200pa Qualified up to \$30,000pa	180	Cut, colour, style and care for hair	Completion of the National Certificate in Hairdressing through an apprenticeship
Pharmacy Salesperson Salaries vary considerably	120	Sells pharmaceutical cosmetics & toiletries	School Certificate English and maths and completion of a beauty-care course are preferred
Clothing Salesperson \$16,600 to \$31,200pa	140	Selling clothing & accessories	Interest in clothing and customer service
Stationery Sales Assistant \$18,000 to \$40,000	90	Selling books, papers and stationery	School Certificate English and maths is preferred. Knowledge of books and customer service skills
Department Store Salesperson Salaries vary considerably	210	Sell range of household and personal goods	Cash handling skills, on the on the job training, and customer service skills
Hardware Sales Assistant \$20,000 to \$35,000pa	240	Selling domestic hardware & kitchenware	Product knowledge, on the job training and customer service skills
Sports, Marine & Camping Salesperson Salaries vary considerably	110	Selling outdoor equipment	Interest and product knowledge

### Some Training Pathways to Employment

- ◆ The retail and service industry offers diverse training opportunities and career paths. Because it is so diverse a lot of 'on the job training' is given, most retail chains have in-house training programmes.
- ◆ **Retail Training NZ** has four Certificates:
  - **Introductory Certificate'** which leads to the National Certificate Level 2.
  - **National Certificate in Retail and Wholesale levels 2, 3 and 4.**
  - **National Certificate in Store keeping and Warehousing (Level 2).**
  - **Advanced National Certificate in Retail and Diploma Business Studies.**
- ◆ Further information available from, Retail New Zealand Industry Training Organisation Ph 0800 486 738.
- ◆ The Warehouse offers an internal training programme for trainee managers. This is along the lines of an apprenticeship. Up to 1 years internal training. Contact support services (09) 4898 900.
- ◆ NMIT offer the National Certificate in Hairdressing. Further information is available from NZ Association of Hairdressing Inc ph (09) 625 5065.
- ◆ NMIT offers entry to Automotive Trades course. Further information is available from NZ Motor ITO Inc Ph (04) 237 7274.

### Some Major Employers

- ◆ The Warehouse employs over 80 full time and part time people as checkout operators, department coordinators and managers.
- ◆ Retailers, supermarkets, department stores, service stations and local businesses collectively employ large numbers of staff.