

Purpose Statement

Name of regulated qualification	
QN: 603/0478/9	Title: Pearson BTEC Level 2 Technical Certificate in Retail Operations (240 GLH)

What is Retail Operations?

The retail sector is the UK's largest private sector employer, with an estimated 2.77 million people in the UK working within 286,000 businesses, which range in size from one to thousands of employees. The roles within retail operations are varied, linking the process of sourcing and buying products, marketing, displaying and selling with different opportunities at each stage of the process within the various businesses.

Careers in retail operations offer a fantastic progression pathway into a number of roles throughout an organisation, and the skills you can develop are transferable into most retail businesses.

Who is this qualification for?

This qualification is for you if you want to start a career in retail. It is designed for post-16 students and can be taken as part of a wider study programme. It is an ideal qualification if you are intending to progress directly to employment within retail, or to a retail apprenticeship.

What does the qualification cover?

This qualification has been developed in consultation with employers within the retail sector to ensure you learn the skills and behaviours that will give you the best opportunity to be successful when applying for work.

All the content of the qualification is mandatory and relates directly to the skills, knowledge and behaviours expected by employers in the retail sector. The areas you cover include:

- retail environment
- customer service
- visual displaying
- buying and selling.

You will also enhance your broader skills in literacy and numeracy, which will be invaluable in supporting progression in other areas. In addition, you will develop transferable technical and practical skills in communication (working with colleagues, customers and clients), and research and project work (providing you with an opportunity to demonstrate your reflective practice by suggesting alternative approaches to a problem).

As part of your course, you will be required to engage with sector employers, where opportunities will be given for you to develop practical skills in preparation for employment.

What could this qualification lead to?

Achieving this qualification will give you an advantage when applying for a job in retail. The types of role you will be ready for are:

- retail sales assistant
- retail support advisor
- customer service support assistant.

When studied as part of a full study programme, typically alongside maths and English, this qualification also gives you a sound basis to progress further within the retail sector to an apprenticeship or level 3 technical qualification.

Who supports this qualification?

This qualification is supported by the following professional bodies:

- CIPD (Chartered Institute of Personnel and Development)
- CIPS (Chartered Institute of Procurement and Supply)

This qualification is supported by the following employers:

- The Co-operative Group
- British Gas
- BT
- C&T Restaurants Ltd (McDonald's Franchisee)

Further information

There are three additional BTEC Level 2 Technical Certificates available in the business sector:

- Pearson BTEC Level 2 Technical Certificate in Customer Service Operations
- Pearson BTEC Level 2 Technical Certificate in Business Administration
- Pearson BTEC Level 2 Technical Certificate in Business Enterprise

Further information about the qualification can also be accessed at:

<http://qualifications.pearson.com/en/qualifications/btec-technicals/retail-operations.html>