

Level 2 Certificate in International Retail Operations



International
Qualifications from EDI

Syllabus

Effective from March 2006

INTRODUCTION

EDI is a leading international awarding body that was formed through the merger of the London Chamber of Commerce and Industry Examinations Board (LCCI) and GOAL, a leading online assessment provider. EDI now delivers LCCI International qualifications (LCCI IQ) through a network of over 5000 registered centres in more than 120 countries worldwide. Our range of business-related qualifications is trusted and valued by employers worldwide and recognised by universities and professional bodies.

Level 2 Certificate in International Retail Operations

Aims

The aims of this qualification are to allow candidates to develop:

- a broad understanding of how a retail outlet operates and functions
- a clear understanding of the individual's role in providing customer service in the retail industry and ways in which they can contribute
- an awareness of how to improve both their own performance and the organisation's in order to contribute to business success

Target Audience and Candidate Progression

This qualification has been specifically developed for candidates outside the UK who already have achieved a level of practical skill and knowledge appropriate to preparation for a Level 2 qualification in Retail, gained either through previous learning or employment or both. It is suitable for:

- those who wish to gain a qualification before entry to employment
- new employees, who wish to use the qualification to gain essential knowledge and understanding of the retail industry
- those who wish to enhance their background in customer service by expanding their knowledge and understanding into the retail industry
- those who wish to demonstrate that they have knowledge and understanding comparable to a person holding the GOAL Level 2 Certificate in Retail Operations within the UK

This qualification is relevant to all sectors within the retail industry and is also appropriate for those who wish to gain underpinning knowledge and understanding through off-the-job learning. Candidates can complete individual Units and progress to the full Level 2 International Certificate in Retail Operations on achievement of the 2 Units required for this qualification.

There are no formal entry requirements for this qualification. However, candidates should have achieved a level of practical skill, knowledge and understanding appropriate to preparation for a Level 2 qualification in Retail, either through previous learning or experience.

Level of English Required

Candidates should also have a level of English equivalent to Level 1 on the LCCI IQ Language Levels Framework (Council of Europe A2/Waystage) to meet the communication requirements for this qualification. While preparing for this qualification candidates will need to be able to understand and use some industry-specific terms and phrases relating to the operational running of a retail outlet.

Structure of the Qualification

The level 2 Certificate in International Retail Operations contains the following units that consist of the range of topics detailed below.

Syllabus Topics

Unit 1 Service, Product and Health and Safety

- 1.1 Customer Care
- 1.2 Understanding and Advising Customers
- 1.3 Maximising Sales
- 1.4 Dealing with Complaints and Refunds
- 1.5 Taking Ownership
- 1.6 Processing Payments
- 2.1 Understanding and Identifying Security Risk
- 2.2 Preventing Security Risks
- 2.3 Taking Action
- 2.4 Health and Safety Responsibility
- 2.5 Safe Handling, Storage and Disposal
- 2.6 Dangerous Items and Substances
- 2.7 Emergency Procedures

Unit 2 Personal Effectiveness and Merchandise Handling

- 3.1 Improving Own Performance
- 3.2 Working in a Team
- 3.3 Communication Skills
- 3.4 Achieving Results and Contributing to Business Success
- 4.1 Receiving Goods
- 4.2 Stock Storage and Movement
- 4.3 Stock Accuracy
- 4.4 Merchandise Display
- 4.5 Pricing and Ticketing

Guided Learning Hours

EDI recommends that 80 – 120 Guided Learning Hours (GLHs) provide suitable course duration for an “average” candidate at this level. For each Unit, the recommended GLHs are:

Compulsory Units

Service, Product and Health and Safety 50 – 70 hours

Personal Effectiveness and Merchandise Handling 30 – 50 hours

Guided Learning Hours include direct contact hours as well as other times when candidates’ work is being supervised by teachers. Ultimately, however, it is the responsibility of training Centres to determine the appropriate course duration based on their candidates’ ability and level of existing knowledge. EDI experience indicates that the number of GLHs can vary significantly from one training Centre to another.

Individual Centres will decide whether their students will benefit more from an intensive course or from a course lasting for an academic year.

ASSESSMENT

Assessment Objectives

The assessments enable candidates to demonstrate their ability to:

- show knowledge and understanding of various retail operations and functions, including how they link with each other and their impact on the overall running and profitability of a business
- show knowledge and understanding of the role of an individual within retail operations including health and safety, security and personal effectiveness.

Assessment of the Level 2 International Certificate in Retail Operations is by objective testing of knowledge as summarised in the following table:

	Unit	Method of assessment	Availability
Unit 1	Service, Product and Health and Safety	Multiple-choice test	On demand by application to EDI
Unit 2	Personal Effectiveness and Merchandise Handling	Multiple-choice test	On demand by application to EDI

The tests are produced by EDI and are available online or paper-based.

All multiple-choice tests must be carried out in accordance with the EDI *Rules for the Conduct of External Assessment – Multiple-Choice Tests*, and if online, with the *Operating Procedures and Invigilation Procedures for EDI Online tests*. The first of these documents can be found in *The Guide in LCCI International Qualifications* and the second can be found on the LCCI IQ website.

In this qualification the assessments are free date so that the training provider can chose the date for the test

Answer Format

Coverage of Syllabus Topics in Examinations

Unit 1 Service, Product and Health and Safety

The multiple-choice test will be a 1-hour examination with 30 questions. Candidates must answer all of the questions. The multiple-choice test is graded as Pass or Fail.

The multiple-choice test will cover the Elements within the Unit as follows:

Service, Selling and Product Knowledge	
Element	Approximate weighting
Customer care	20%
Understanding and advising customers	10%
Maximising sales	12%
Dealing with complaints and refunds	8%
Taking ownership	8%
Processing payments	12%
Risk Awareness, Health and Safety	
Element	Approximate weighting
Understanding and identifying security Risks	6%
Preventing security risks	6%
Taking action	3%
Health and safety responsibility	6%
Safe handling, storage and disposal	3%
Dangerous items and substances	3%
Emergency procedures	3%

Unit 2 Personal Effectiveness and Merchandise Handling

The multiple-choice test will be a 1-hour examination with 30 questions. Candidates must answer all of the questions. The multiple-choice test is graded as Pass or Fail.

The multiple-choice test will cover the elements within the unit as follows:

Personal Effectiveness and Teamwork	
Element	Approximate weighting
Improving own performance	10%
Working in a team	5%
Communication skills	5%
Achieving results and contributing to business success	10%
Merchandise Handling, Storage and Display	
Element	Approximate weighting
Receiving goods	14%
Stock storage and movement	20%
Stock accuracy	14%
Merchandise display	14%
Pricing and ticketing	8%

Results

If online, the results of the tests are normally available online from EDI within 24 hours of the test being completed by the candidates. Candidates will receive certificates within a maximum of 2 weeks from the date of the tests. Moderation may lead to an adjustment to the final result.

For paper-based tests results and certificates are released 6 weeks after receipt of the scripts at EDI.

EDI reserves the right to refuse certification of candidates within the entry if the regulations of the award are infringed.

Certification

Successful candidates will be awarded the level 2 Certificate in International Retail Operations based on the achievement of the percentages and grades below.

Pass 50%

Recommended Reading List and Support Material

Title	Author(s)	Publisher	ISBN Code
How to Pass Customer Service Second Level	Terry Johnson	LCCIEB	1 862 47 0111

Support Material

Model Answers and past question papers are available through the LCCI website, www.lcci.org.uk

How To Offer This Qualification

To offer this qualification you must be an LCCI IQ registered examination centre. To gain centre approval please contact Customer Support on 08700 818008 between the hours of 0830 and 1700 (GMT) Monday to Friday or by email on centresupport@ediplc.com.

Alternatively you may contact your Regional LCCI Office or Co-ordinating Authority.

Unit 1- Service, Selling and Product Knowledge

Syllabus Topic

Items Covered

1.1 Customer care

Candidates must be able to:

- 1.1.1 Define internal and external customers and their needs
- 1.1.2 Explain the concept of customer care, and how to deliver it
- 1.1.3 Describe the effects of giving excellent customer care and the consequences of giving poor customer care
- 1.1.4 Describe how to use an awareness of the range of services/products on offer in order to communicate with the customer and build relationships
- 1.1.5 Explain how to maintain goodwill and increase customer loyalty
- 1.1.6 Explain why and when it is appropriate to refer a customer and how to do this effectively
- 1.1.7 Explain the need to not only meet but also exceed customer expectations
- 1.1.8 State the difference between being 'task' and 'customer' focussed

1.2 Understanding and advising Customers

Candidates must be able to:

- 1.2.1 Explain how and when to offer advice, information or assistance to a customer
- 1.2.2 Explain how to acquire and remain up-to-date with product and new services knowledge
- 1.2.3 State roles of effective approach, questioning and listening techniques in establishing customer needs
- 1.2.4 State the importance and implications of giving accurate customer advice

1.3 Maximising sales

Candidates must be able to:

- 1.3.1 State the importance of understanding the features and benefits of a product or service
- 1.3.2 State reasons for explaining the features and benefits of a product or service in ways that meet customers' needs
- 1.3.3 Describe the impact of seasonal variations and peak times on the sales and layout of an outlet
- 1.3.4 State how to identify and offer alternative or co-ordinating products and services
- 1.3.5 Explain how to reserve, order or check availability of products for a customer
- 1.3.6 Explain how to utilise knowledge of competitors' products and services
- 1.3.7 State how to successfully close a sale, or ensure additional or future sales

1.4 Dealing with complaints and refunds

Candidates must be able to:

- 1.4.1 Give reasons for responding positively to different complaints
- 1.4.2 Understand the impact of badly handled complaints on service, future sales and customer loyalty
- 1.4.3 Describe questioning techniques used to find out the details of a complaint
- 1.4.4 Explain how to deal with specific food, sickness or injury complaints
- 1.4.5 Explain how and why it is important to take action and use initiative to ensure the satisfaction of the customer
- 1.4.6 State procedures for dealing with a refund or exchange

1.5 Taking ownership

Candidates must be able to:

- 1.5.1 Identify procedures for dealing with and taking responsibility for:
 - solving customer problems
 - ensuring complaints are followed up
- 1.5.2 State procedures for asking for, or passing on, customer feedback to the appropriate area
- 1.5.3 State ways of initiating ideas or challenging current ways of working, to benefit the customer
- 1.5.4 Understand the importance of accessing the knowledge and experience within a team

1.6 Processing payments

Candidates must be able to:

- 1.6.1 State why it is important to offer a range of payment methods, and the advantages and disadvantages of doing so
- 1.6.2 Describe how the range of payment methods used in till point transactions are accepted
- 1.6.3 State how to check and confirm correct product prices
- 1.6.4 State how to deal with incorrectly priced and/or defective goods
- 1.6.5 Describe how to deal with, and check for possible fraud:
 - stolen cheques and credit cards
 - suspect notes
- 1.6.6 State how to keep cash and other payment methods secure
- 1.6.7 Explain how to keep the balance between vigilant till point security checks and offering consistently high levels of customer service

Unit 1- Risk Awareness, Health and Safety

Syllabus Topic

Items Covered

2.1 Understanding and identifying security risks

Candidates must be able to:

- 2.1.1 Explain the differences between 'theft' and 'loss'
- 2.1.2 Describe the effects theft and loss can have on an organisation
- 2.1.3 Explain how theft and loss can occur in different areas of a store
- 2.1.4 State what is meant by a security risk
- 2.1.5 State how and why it is important to remain alert to security risks
- 2.1.6 Explain the importance of confidentiality in relation to company information
- 2.1.7 State how to deal with risks to personal safety from physical attacks, and how to diffuse the situation

2.2 Preventing security risks

Candidates must be able to:

- 2.2.1 State how individuals can help to prevent theft and loss
- 2.2.2 Explain how to keep stock, premises and cash secure
- 2.2.3 Explain how to identify which store areas are vulnerable to theft
- 2.2.4 State how to position merchandise to minimise risk
- 2.2.5 Explain how ticketing and pricing procedures can prevent theft and loss
- 2.2.6 State how loss is minimised and store security is increased by security measures:
 - CCTV
 - security guards
 - store detectives

2.3 Taking action

Candidates must be able to:

- 2.3.1 Describe situations when action may be taken personally
- 2.3.2 Understand reasons for limits of authority and need for some situations to be referred
- 2.3.3 State what action to take when observing or suspecting theft
- 2.3.4 Explain what security measures should be in place/should be carried out in the event of an emergency

2.4 Health and safety Responsibility

Candidates must be able to:

- 2.4.1 State why there are health and safety measures in place and how they protect customers and staff:
- 2.4.2 Describe employees' responsibilities for maintaining and monitoring health and safety at work
- 2.4.3 State how to spot dangerous hazards and avoid accidents
- 2.4.4 State reasons for wearing or using protective clothing and equipment
- 2.4.5 Explain employees' responsibilities in an emergency

2.5 Safe handling, storage and disposal

Candidates must be able to:

- 2.5.1 Describe safe ways in which to handle, store and move different types of merchandise/equipment including lifting and carrying
- 2.5.2 Explain the need to handle, remove, store and dispose of waste and rubbish correctly and safely
- 2.5.3 Explain the principles regarding the compatibility of storing different types of merchandise

2.6 Dangerous items and Substances

Candidates must be able to:

- 2.6.1 Identify the common danger symbols in use:
 - packaging
 - handling
- 2.6.2 State the importance of where and how to store dangerous substances and items

2.7 Emergency procedures

Candidates must be able to:

- 2.7.1 Explain how and when to raise an emergency alarm
- 2.7.2 State what action to take in the event of fire, bomb alerts, evacuation, staff/customer accidents or suspect packages
- 2.7.3 Explain the need for evacuation procedures, and the practical effects on customers and staff
- 2.7.4 Explain how to report an accident and summon first aid if required

Unit 2- Personal Effectiveness and Team Work

Syllabus Topic

Items Covered

3.1 Improving own performance

Candidates must be able to:

- 3.1.1 Understand the link between improving own performance and business improvement
- 3.1.2 Explain how individual roles fit within the overall organisation and why it is important to know this
- 3.1.3 Explain how and why it is important to identify own strengths and development needs
- 3.1.4 Identify different learning styles and their advantages
- 3.1.5 Describe the importance of regularly giving and receiving feedback
- 3.1.6 Describe stages for establishing a personal development plan and the purpose of each:
 - agreeing
 - implementing
 - reviewing
- 3.1.7 State the benefits of a personal development plan:
 - to the individual
 - to a business

3.2 Working in a team

Candidates must be able to:

- 3.2.1 Understand the importance of effective team working
- 3.2.2 Describe how knowledge of the roles, responsibilities and abilities of others in a team can be used to benefit the business
- 3.2.3 Explain the need to keep team members informed of all relevant information, especially customer information
- 3.2.4 State the importance of, and ways of giving, time and clear support to other team members

3.3 Communication skills

Candidates must be able to:

- 3.3.1 Explain the importance of effective communication skills:
 - to the individual and teams
 - to the organisation
 - with customers
- 3.3.2 Identify barriers to effective communication
- 3.3.3 Explain methods for, and the importance of, effective listening and questioning skills
- 3.3.4 Explain the importance of being able to clarify and resolve misunderstandings

3.4 Achieving results and contributing to business success

Candidates must be able to:

- 3.4.1 Explain why knowledge of department/organisational goals is important, and how to jointly set own objectives to bring benefit to self and the business
- 3.4.2 Describe the benefits to an individual who can take responsibility for achieving own objectives
- 3.4.3 Explain the need to persist in the face of obstacles or resistance and remain flexible and adaptable
- 3.4.4 Describe how to anticipate and/or solve problems to ensure results are achieved
- 3.4.5 Explain methods for, and reasons why it is important to ask questions about current ways of working
- 3.4.6 Explain the benefits of looking for and suggesting ways to improve:
 - ways of working
 - procedures
 - systems

Unit 2-Merchandise Handling, Storage and Display

Syllabus Topic	Items Covered
4.1 Receiving goods	Candidates must be able to:
4.1.1	State how to identify and use information about the type and quantity of goods to be received
4.1.2	Describe how to plan, prepare and check the suitability of the goods reception and destination areas
4.1.3	State how to check deliveries and deal with damaged stock or discrepancies
4.1.4	Explain how to complete delivery documentation and describe its importance
4.2 Stock storage and movement	Candidates must be able to:
4.2.1	Describe the correct techniques for handling equipment and the implications of using incorrect equipment and techniques
4.2.2	Explain how to determine where goods should be stored and prioritise the order in which they are moved and stored
4.2.3	State the necessary requirements for moving and storing various kinds of stock: <ul style="list-style-type: none">▪ frozen/cold chain or ambient foods▪ general merchandise▪ high value/volume goods▪ hazardous goods
4.2.4	Understand the need for handling and storing food hygienically
4.2.5	State the effects on a business of incorrect stock storage
4.3 Stock accuracy	Candidates must be able to:
4.3.1	State the importance of maintaining accurate levels of quality stock and the implications of not doing so

- 4.3.2 Describe how to order, count, check and rotate stock accurately, safely and efficiently using the appropriate technology
- 4.3.3 Describe what to do if there are stock discrepancies or the levels are no longer appropriate
- 4.3.4 State purpose and uses of stock reports and other stock documentation
- 4.3.5 State role of stock reports and other stock documentation in improving:
 - customer service
 - sales

4.4 Merchandise display

Candidates must be able to:

- 4.4.1 Explain the importance of effective Displays
- 4.4.2 State methods for calculating and selecting the correct type, quantity and quality of stock required for display
- 4.4.3 State importance of setting up and dismantling display stock and equipment safely and securely
- 4.4.4 Describe how sales are maximised by:
 - visual imaging
 - effective usage of space and position of displays

4.5 Pricing and ticketing

Candidates must be able to:

- 4.5.1 State the importance of the accuracy of information on tickets and labels
- 4.5.2 Describe how to select and display the correct ticket, label and price
- 4.5.3 State methods for dealing with ticket/labelling that is:
 - incorrect
 - affecting a customer purchase

EDI

International House
Siskin Parkway East
Middlemarch Business Park
Coventry CV3 4PE
UK

Tel. +44 (0) 8707 202909

Fax. +44 (0) 2476 516505

Email. enquiries@ediplc.com

www.ediplc.com



Supporting learning
and performance

© Education Development International Plc 2008.
All rights reserved. This publication in its entirety is
the copyright of Education Development
International Plc. Reproduction either in whole or
in part is forbidden without the written permission
from Education Development International Plc.