



Australian Government

SIR40212 Certificate IV in Retail Management

Release: 2

SIR40212 Certificate IV in Retail Management

Modification History

The version details of this endorsed qualification are in the table below. The latest information is at the top.

Release	Comments
Release 2	Updated imported unit: <ul style="list-style-type: none">BSBCUS401B Coordinate implementation of customer service strategies
First Release	SIR40212 replaces, and is equivalent to SIR40207 as the intent of the qualification remains unchanged. The total number of units required complete this qualification remains at 10 units. The number of core units remains at 3. The number of elective units remains at 7.

Description

This qualification provides the skills and knowledge for an individual to be competent in frontline management skills of those working in a retail or business-to-business environment. It applies to those who are managing a small retail outlet, a section or department within a larger retail store, a small business-to-business outlet, or a section or department within a larger business or franchise.

Job roles

Individuals with this qualification are able to perform roles, such as:

- manage a small to medium sized retail store group or franchise outlet
- manage an independent retail store
- manage a business-to-business outlet
- departmental or section management in a retail or business-to-business enterprise
- functional management roles, such as merchandise management
- manage an inside or outside sales team in a business-to-business company.

Possible job titles

- department manager
- merchandise manager
- customer service manager
- shift manager
- small business retail owner

Pathways Information

This qualification is suitable for an Australian Apprenticeship pathway but is **not appropriate** for VET in Schools (VETiS) delivery.

Pathways from the qualification

After achieving SIR40212 Certificate IV in Retail Management, individuals may undertake:

- SIR50112 Diploma of Retail Management
- SIR80112 Vocational Graduate Certificate in Retail Leadership.

Licensing/Regulatory Information

No licensing, legislative, regulatory or certification requirements apply to this qualification at the time of endorsement.

Entry Requirements

To undertake this qualification, individuals will have previous retail supervisory experience in roles such as:

- customer service
- supervising work teams and employee relations
- sales performance
- store safety and security.

Examples of evidence of retail management experience may include:

- job descriptions and references from current or past employers
- an entry interview to determine retail management experience.

Employability Skills Summary

EMPLOYABILITY SKILLS QUALIFICATION SUMMARY

The following table contains a summary of the employability skills as identified by the retail industry for this qualification. The employability skills facets described here are broad industry requirements that may vary depending on qualification packaging options. Due to the high proportion of electives required by this qualification, the industry/enterprise requirements described above for each employability skill are representative of the business-to-business industry in general and may not reflect specific job roles. Learning and assessment strategies for this qualification should be based on the requirements of the units of competency for this qualification.

Employability skill	Industry/enterprise requirements for this qualification include:
Communication	<ul style="list-style-type: none"> ▸ negotiate effectively with team members and other managers on business values, directions and day-to-day operational matters ▸ read, analyse and communicate workplace information to team members and other managers ▸ write reports and complete business documentation in the context of the job role
Teamwork	<ul style="list-style-type: none"> ▸ lead a retail or business-to-business team, mentoring and supporting team members in the context of a retail supervision or management role ▸ participate in wider retail business supervisory/management teams, working independently to complete own tasks and also supporting other team members where appropriate
Problem-solving	<ul style="list-style-type: none"> ▸ implement customer service strategies anticipating problems and acting to mitigate where possible ▸ solve a range of operational retail or business-to-business operational business problems, individually or in the context of a wider team management structure ▸ clarify issues and apply existing policies and infrastructure to source information and resources and develop practical and sustainable solutions
Initiative and enterprise	<ul style="list-style-type: none"> ▸ create an operational business team customer service and continuous improvement environment across all performance areas ▸ provide positive feedback, encourage team to do things better and be personally receptive to team members' ideas ▸ translate ideas into action by positively accepting and initiating changes in procedures or arrangements at the business level

Planning and organising	<ul style="list-style-type: none">▶ establish and communicate clear goals and deliverables for self and team members in the context of organisational objectives and the current business situation▶ coordinate resources to ensure that work is carried out according to timelines and priorities▶ coordinate and implement changes arising from continuous improvement processes
Self-management	<ul style="list-style-type: none">▶ understand how own job role fits into the context of the wider business values and directions▶ work in the retail or business-to-business culture by practising inclusive behaviour▶ manage personal presentation, hygiene and time▶ prioritise and complete delegated tasks▶ maintain own knowledge of the job role, review own performance and actively seek and act on advice and guidance
Learning	<ul style="list-style-type: none">▶ identify personal strengths and weaknesses in the context of the job role and recognise how to personally learn best▶ seek opportunities for formal education in the context of a current role or future retail job opportunities▶ accept opportunities to learn new ways of doing things and share knowledge and skills with other business managers and team members
Technology	<ul style="list-style-type: none">▶ adapt to new business-related technology skill requirements and select and use retail or other information and communications technology where relevant, to support business operations and planning in the context of key business performance objectives and personal job role

Packaging Rules

10 units must be completed:

- 3 core units
- 7 elective units:
 - a minimum of 4 units must be selected from the elective unit list below
 - a maximum of 3 units may be selected from any relevant Training Package or accredited course first packaged at AQF level 3, 4 or 5.

The choice of elective units must be guided by the core function or role of the current or intended work environment, local industry requirements, and the characteristics of the AQF level of this qualification.

Units chosen from other Training Packages must not duplicate units selected from or available in SIR07 V3 Retail Services Training Package.

Core units	
SIRXMER405	Manage store presentation and pricing
SIRXMGT003A	Lead and manage people
SIRXWHS403	Provide a safe work environment
Elective units	
Client and Customer Service	
BSBCUS401B	Coordinate implementation of customer service strategies
SIRXCCS406	Provide customer service for high value and complex sales
SIRXCCS407	Develop business-to-business relationships
SIRXCCS408	Build retail relationships and sustain customer loyalty
Cleaning and Maintenance	
SIRXCLM402	Manage store facilities
Communication	
BSBRES401A	Analyse and present research information
Computer Operations and ICT Management	
SIRXICT404	Adopt mobile commerce applications to improve sales and

	service
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E-business	
SIRXEBS001A	Acquire and retain online customers
SIRXEBS002A	Manage retail brands online
SIRXEBS003A	Manage and promote business to business e-commerce solutions
SIRXEBS004A	Select an e-business model
Finance	
BSBFIA402A	Report on financial activity
BSBSMB402A	Plan small business finances
BSBSMB406A	Manage small business finances
SIRXFIN004A	Manage financial resources
Food Safety	
SIRRFSA302	Monitor food safety program
Governance and Legal Compliance	
BSBSMB401A	Establish legal and risk management requirements of small business
SIRXGLC401	Monitor compliance with the legislative requirements for establishing a retail business
Human Resource Management	
SIRXHRM001A	Administer human resources policy
SIRXHRM002A	Recruit and select personnel
Inventory	
BSBPUR401B	Plan purchasing
BSBPUR402B	Negotiate contracts
BSBPUR403B	Conduct international purchasing
SIRXINV003A	Plan inventory levels

SIRXINV005A	Control inventory
SIRXINV404	Manage retail merchandise
SIRXINV407	Manage suppliers
Marketing and Public Relations	
BSBMKG507A	Interpret market trends and development
BSBREL402A	Build client relationships and business networks
SIRXMPR001A	Profile a retail market
SIRXMPR004A	Market products
SIRXMPR005A	Seize a business opportunity
Merchandising	
SIRRMER405	Produce visual merchandising signs
SIRRMER406	Design, construct and maintain props
SIRRMER407	Design merchandisers
SIRXMER303	Coordinate merchandise presentation
SIRXMER304	Present products
SIRXMER406	Monitor in-store visual merchandising displays
SIRXMER407	Plan and build visual presentations for a range of merchandise categories
Product Management	
SIRXPRO002A	Implement product recalls
SIRXPRO401	Maximise sales of branded products and services
Quality and Innovation	
SIRXQUA002A	Lead a team to foster innovation
SIRXQUA003A	Create an innovative work environment
SIRXQUA004A	Set up systems that support innovation

SIRXQUA005A	Maintain operational quality and productivity
Risk Management and Security	
SIRXRSK404	Control store security
Sales	
SIRXSLS007A	Train sales representatives team members
SIRXSLS405	Coordinate a retail operation during economic downturns
SIRXSLS406	Manage sales and service delivery
SIRXSLS410	Lead a sales representatives team
Training and Education	
TAEASS301B	Contribute to assessment
TAEASS401B	Plan assessment activities and processes
TAEDEL401A	Plan, organise and deliver group-based learning
TAEDEL402A	Plan, organise and facilitate learning in the workplace