

## Resource Pack

2017

In association with:



Superdrug  
savers

## RETAIL IS MANY THINGS TO MANY PEOPLE, INCLUDING A FORM OF PERSONAL THERAPY! BUT HAVE YOU EVER SERIOUSLY CONSIDERED IT AS A CAREER PATH?



It is a diverse industry and there are roles with every different skill set imaginable – from managers and food scientists to coders and designers.



In retail, you'll help with every aspect of creating a great customer experience, from assisting and serving customers to ensuring shelves are stocked and the store is welcoming and attractive. You'll also get an insight into ordering, merchandising and the entire retail organisation.



As a job sector it is a big deal, employing 2.8 million workers across the UK, and totting up a total of £358 billion in sales in 2016 alone. It is the largest private sector employer in the country.

Needless to say retail has a lot of career opportunities and it is also one of the most diverse industries in terms of its workforce with 60% of retail employees being women.

There are expected to be 3.3 million retail employees by the end of 2017.



The industry is going through a massive change at the moment as many UK retailers are at the cutting-edge of e-commerce.

It is all about liking people and working as part of a team to give customers the best experience possible.

## Resource Pack

### YOU WILL ENJOY RETAIL IF.....

- You like to talk to people
- You find it easy to build relationships with others
- You like to offer advice to friends and family, about anything!
- You like to be busy
- You are proactive and seek out ways to improve things and go the extra mile
- You can multi-task
- You are calm under pressure and stay positive
- Knowing you have helped someone gives you a real sense of achievement
- You get bored sitting in a classroom all day
- You are happiest when you are with a group or a team and can work with others

## Types of Retail jobs

Working in Retail doesn't just involve working behind the check-out or stocking shelves - there are a wide range of roles from management right down to the stock room for you to look at.

Here are just some of the different types of retail jobs you can do:

### Area/Regional Manager

This is a step-up from being a store manager. An area manager is responsible for managing the overall performance of stores in a particular region, making staff and the stores themselves meet the highest standards whilst keeping costs down.

### Store Manager

Store managers have overall responsibility for each retail store, managing staff, budgets and the customer experience.

### Merchandiser

Merchandisers make plans that help companies to sell the right products to make a profit. This involves researching and picking the right things to sell, in the right places at the right time. They also have a say in setting the right price to sell the products at.

### Buyer

This is essentially professional shopping! Buyers purchase products for shops

to sell to customers. They have a job that covers pricing, merchandising and promotional activity and have to be very good with numbers and getting the best deals.

### Supply Chain/Logistics

This is important. People in these jobs make sure that there is a flow of goods to sell between the supplier and the shelf, making sure that the customer can find the right product in the right place at the right time.

### Warehouse Manager

Not all retail jobs are on the shop floor. Warehouse managers deal with all the workings behind the scenes, organising the goods to get to the customer. From initial storage to deliveries to shops, these people manage both staff and the overall process.



## Resource Pack

### YOUR SCHOOL LEAVER ROUTES INTO RETAIL

As an industry Retail is one of the most flexible in terms of routes to the best jobs. It is possible to progress from the bottom-up after starting a Saturday job, or take a variety of formal schemes aimed at school/college leavers or graduates.

Unlike other industries you don't need to have a specific qualification, and a lot of progression can be earned on the job. If retail is 100% what you want to go into professionally, there are two routes you could look at:

#### Apprenticeships

You might want to get more formal education, but the cost and commitment of university is not for you. Also, a more practical route might be a better fit for you as a person.

As with other job sectors apprenticeships are becoming more common and impressive across the Retail sector.

Apprenticeships allow you to work towards a nationally recognised qualification whilst earning a wage working for an employer.

This provides the best of both worlds and is the perfect route if Retail is already your chosen career.

As a retail apprentice, your role will depend on your employer. You could be assisting customers on the sales floor of a high street store or handling their purchases.

This route offers many opportunities for early career progression.

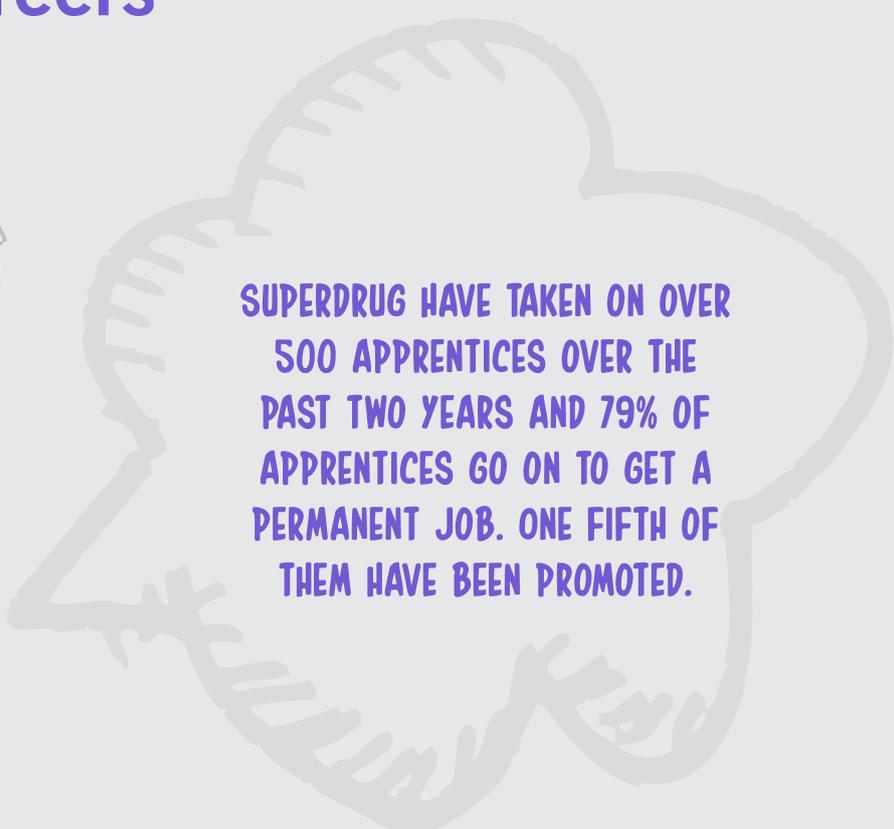
Apprenticeships are on offer with many top Retail employers, for example **Savers** and **Superdrug** who are part of A.S Watson's global group, offer great schemes.

Savers offers a 13-month placement as a Sales Assistant which offers direct experience of customer service and the products the company sells.

The Superdrug Pathways programme offers youngsters a gateway into the world of work. Young people are given a 13-month fixed-term contract; work experience and a nationally recognised qualification.

## FIND OUT MORE ABOUT APPRENTICESHIPS AT SUPERDRUG AND SAVERS AT:

[www.superdrug.jobs](http://www.superdrug.jobs)  
[www.savers.careers](http://www.savers.careers)



**SUPERDRUG HAVE TAKEN ON OVER 500 APPRENTICES OVER THE PAST TWO YEARS AND 79% OF APPRENTICES GO ON TO GET A PERMANENT JOB. ONE FIFTH OF THEM HAVE BEEN PROMOTED.**



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### Graduate

Although many store managers are hired internally or from people who started as school leavers, many retailers also offer fast track schemes for university graduates to enter into Retail management positions.

The application criteria and the specific details of the scheme will depend on the employer.



## *Tips for getting a job*

Have you decided that a career in retail is for you, but don't really know where to start? Here are some top tips from retailer Superdrug to help you land your dream retail job.

### DO YOUR RESEARCH

It is good advice for any career path to look at your options and research the company you are thinking of applying for. The best way to do this is visit the store! It's great to come to an interview having been in a store beforehand. Consider how it looks. What are its challenges? Who are its customers? Could you work there? Also research the brand online and ask others for their experiences.

### KNOW YOUR STRENGTHS

Being successful in Retail isn't all about grades, it's about you. What are you good at? Look at what you have done outside of studying that might support your application and interview – work experience (especially customer facing), volunteering, performing, or working together as part of a team or group with goals and successes. Ask a teacher or parent what they think your strengths are; they may see something great you don't see in yourself.

### BE PRODUCT SAVVY

Having a genuine passion for the products can go a long way - what does the retailer sell and what do you know about it? Are these products you can talk about confidently? Try some of the products if you can, especially own brand products so you can have an

opinion and talk about these at interview, as well as advise customers once you have secured your position! Also check out any competitors and look at how they do things. Retail is all about the customer so being one yourself will put you in a strong position.

### POSITIVE AND PROACTIVE

Don't pre-judge Retail, it isn't beep, beep, beep – it's varied and fast paced and you will have to be willing to roll up those sleeves and get involved. Every day you will help with every aspect of creating a great customer experience, from helping and serving customers to ensuring shelves are stocked and the store is welcoming and attractive. Your days will fly and you won't get to sit down very much! Develop a mindset to be proactive and don't wait to be told; notice then act!

### WEAR YOUR LUCKY PANTS!

Bring your best self to any interview, remember a smile goes a long way and that a key part of this role is being able to talk to people. Make sure you make eye contact and talk to your interviewer, elaborate on your answers and give as much information as you can. Try not to be nervous, be yourself, be confident and wear those lucky pants for some extra confidence!

## Apprentice Case Study

In association with:

**savers**



Callum Parker

@ EASTWOOD SAVERS

What a journey it's been so far!

It all started back in October 2013 when I was a retail trainee in the Eastwood branch. I went into it with a can do attitude, determined to show the manager I was worth a position.

Within a week of being in store I was offered a retail apprenticeship. I didn't even have to think about the offer I just grabbed the opportunity with both hands! My apprenticeship helped me progress within the business, as it gave me the knowledge I needed in order to feel confident enough to apply for the other positions I have since applied for. Working 39 hours a week also gave me chance to pick up on the management's routines, which also helped me when I stepped up.

Just over a year later I applied for the supervisor position which came up in store, after the interview I was told I had the job, I was over the moon! In June 2016 I got another promotion, moving from the Eastwood store to Mansfield as Assistant Manager. It's a challenge moving from a small shop taking 15k a week to a busier shop taking 50k a week, but it's a challenge I'm relishing!

I couldn't have got to where I am now though without the help and support I have received from all of the people I have worked with past and present.

I would strongly recommend an apprenticeship with Savers, as the company likes to promote from within and the knowledge that you get from the course really does help you.

# CAREER IN RETAIL - APPRENTICE CASE STUDY

In association with:



Harriet Haygreen

@ TROWBRIDGE SUPERDRUG

I grew up on a farming family, living in a small village on the outskirts of Frome. My brother Ryan is also a farmer. Because of the nature of farming I sometimes don't see my Dad or Ryan for weeks, it's just mum and me at home.

As I have always lived in the countryside, my hobbies have consisted of horses.

I'm looking forward to my next holiday as I'm going to be looking after 14 horses, 4 pigs, 6 turkeys, 3 dogs, 2 cats, 6 calves and to top it all chickens and ducks, Wow what a busy week.

When I left school I went to do a veterinary nurse course. However, I was not enjoying the animals when I was returning home as I had been working with them all day.

I realised I enjoyed working with customers. This is when I found the Superdrug Apprentice vacancy, and it was the best decision I have ever made applying for it! I have loved every minute doing my year of my apprenticeship, especially doing my team leader training throughout the last couple of months.

I now see Superdrug as my home, so I would love to be able to progress throughout the company. I am hopefully going to be starting the Retail Management Training (RMT) programme in January which I am really excited about. I have been promoted to an assistant store manager. I have told Mr Grummit, my area manager, to 'watch out' as I'm after his job.



In association with:



*Simon Comins*

**BUYING DIRECTOR**

I started working at Superdrug as a Saturday Sales Assistant to earn some money of my own, I soon realised that it was a great Company to work for and ended up staying and working my way up to the role that I am now in.

My favourite part of the job is making decisions for our customers that give them good reasons to shop in Superdrug.

There is a lot of freedom to trial new ideas, it's fast paced, full of energy, can be challenging but most importantly, everybody's opinions count.

So far, my biggest achievement is recently being promoted to Buying Director. As for the future, because Superdrug is part of A.S.Watson, there are many retailers that I could work for, allowing me to gain new skills along the way.

From starting at 15, I became a Trainee Manager at the age of 18. I went through the Trainee Store Manager programme and then became a Store Manager at the age of 20 in Little Hampton.

After that I progressed to bigger stores with bigger teams and had different challenges along the way.

I moved to head office in 1999, moved in the Buying as a Trainee Buyer on Nail Care. I then worked across some of the other Beauty categories and then became the Fine Fragrance Buyer.

From there I went on to run the Cosmetics department. After that I was given the opportunity to go on a training programme similar to Aspire to Lead, which we have nowadays, and that allowed me to mingle and function across different departments. It step-changed my career and allowed me to become a 'Head Of', so I ran one of the categories there in Healthcare.

I then moved to become category director for Toiletries and then the Buying Director.

It just goes to show that if you've got the right drive and the right mindset, and with the right opportunities to succeed you definitely can.

*More useful resources*

Need more help with your careers choices? You can find a wealth of help and opportunities at the following places:



Superdrug

## WWW.SUPERDRUG.JOBS

Discover more about the great school leaver opportunities available at the top retailer.

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TheBigChoice.com  
student & graduate jobs

## THEBIGCHOICE.COM

Find quality advice and opportunities in apprenticeships, part time jobs and training on this youth careers portal.

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SCHOOL  
LEAVERS  
GUIDE

## SCHOOL LEAVERS GUIDE

This online guide brings together expert advice, guidance on career steps from careers experts and positions from top employers.

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National  
Careers  
Service  
Helping you take  
the next step

## NATIONAL CAREERS SERVICE

The official place for careers advice and information in the UK.

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Apprenticeships

## NATIONAL APPRENTICESHIP SERVICE

Everything you need on apprenticeships and the best vacancies on offer.