

Interested in a **RETAIL CAREER** in the **WEST MIDLANDS?**

National Careers Service

Helping you take the next step

Antique Dealer • Builders' Merchant • Builders' Yard Assistant • Butcher: Retail • Butcher • Wholesaler Call Centre Operator • Customer Services Manager • Fishmonger • Florist • Market Stall Trader Meter Reader • Milk Roundsperson • Personal Shopper • Pet Shop Assistant • Petrol Station Attendant • Post Office Counter Clerk • Retail Assistant • Retail Manager • Retail Merchandiser Retail Store Demonstrator Salesperson • Shelf Filler • Shoe Repairer • Telephone Sales Clerk Trainee Salesperson • Trading Standards Officer • Vehicle Parts Salesperson • Wholesale Manager

459,000



It is estimated that there are 459,000 retail jobs in the West Midlands

32,000



32,000 are employed in all types of clothing/ footwear stores

28,500



28,500 are employed in the retail sales of motor vehicles and accessories

14,000



14,000 are employed in food sales

10,500



10,500 are employed in all types of electrical/electronic goods sales

5,000



5,000 are employed via the internet or mail order

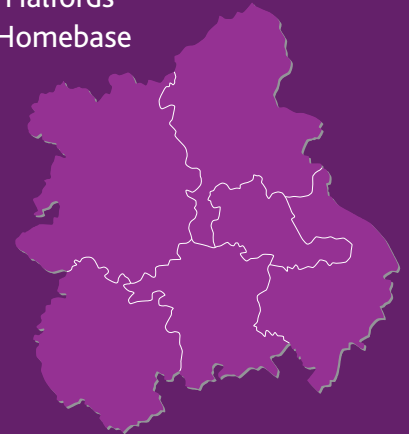
3,000



3,000 are employed in sales of jewellery and watches

EXAMPLES OF RETAIL EMPLOYERS IN THE WEST MIDLANDS

Sainsbury's • Tesco • Asda • Lidl • Aldi
 Waitrose • Morrisons • Co-op • Next • Primark
 Iceland • Marks & Spencer • River Island
 Forever21 • John Lewis • Selfridges • Poundland
 JD Sports • Sports Direct.com • Topshop
 Dorothy Perkins • Halfords
 Matalan • B&Q • Homebase
 B&M
 Arnold Clark
 Evans Halshaw
 BHS • Boots
 Claire's
 AppleInc/
 EE/Vodafone/
 Carphone
 Warehouse
 New Look



ENTRY AND QUALIFICATIONS

There are several entry points for this sector. Apprenticeships are available and you can gain qualifications at all levels through to postgraduate level.



SHOPPING CENTRES IN THE WEST MIDLANDS

Bullring – Birmingham
 Grand Central - Birmingham
 Touchwood Shopping Centre – Solihull
 Westfield Merry Hill – Dudley
 The Fort Shopping Park – Birmingham
 The Mailbox – Birmingham
 Pavilions – Birmingham

Mander Centre – Wolverhampton
 Wulfrun Shopping Centre – Wolverhampton
 Kingfisher – Redditch
 Telford Shopping Centre
 West Orchards – Coventry
 Crown Gate Shopping Centre – Worcester



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SALARIES can range from:



- Sales Assistant £11,000-£20,000
- Retail Buyer £16,000-£50,000+
- Retail manager £20,000-£40,000+



IMPORTANT TRENDS IN RETAIL

- Many jobs and opportunities are part-time or non-standard hours of work (i.e. with late night, 24 hour opening and weekend work)
- Technology has had, and is continuing to have, a major impact on the sector, through the advent of online / multi-channel retailing, but also in the increasingly sophisticated IT systems major retailers use to manage their supply chains and in-store operations.
- Globalisation is also affecting the sector through the capacity to source goods from all over the world, and in providing opportunities to enter foreign markets.
- The majority of employment growth is expected to be in managerial positions.
- By 2022 the retail industry in the UK will need an additional 60,000 managers.



SKILLS REQUIRED



- excellent communication and interpersonal skills
- a good standard of IT and numeracy
- effective influencing and negotiation skills



- strong customer focus
- the ability to work under pressure and to tight deadlines
- analysing and problem-solving skills



- commercial awareness
- flexibility
- strong time-management skills



- attention to detail
- demonstrable leadership and management qualities



More Information

- <https://nationalcareersservice.direct.gov.uk/Pages/Home.aspx>
- <https://www.gov.uk/topic/further-education-skills/apprenticeships>

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