

Davidson Training UK Ltd

Retailer Apprenticeship Standard Level 2



The main purpose of a retailer is to assist customers when they purchase products and services. This requires a good understanding of the stock being sold, the variety of ways customers can shop and the ability to process payments, for example, using a till. Retailers must be passionate about delivering a quality service that always aims to exceed customers' expectations. Therefore, retailers enjoy direct contact with a wide range of people and are motivated by completing a sale and knowing a customer is happy with their purchase. They can work in a variety of shops and other retail establishments, such as small boutiques, large high-street chains, supermarkets and well-known department stores.



The Retailer Level 2 Apprenticeship is made up of several components which cover the programme.

KNOWLEDGE AND UNDERSTANDING SKILLS

BEHAVIOURS

- ⇒ Customer
- ⇒ Business
- ⇒ Financial
- ⇒ Marketing
- ⇒ Communication
- ⇒ Sales and promotion
- ⇒ Product and service
- ⇒ Brand reputation
- ⇒ Merchandising
- ⇒ Stock
- ⇒ Technical
- ⇒ Team
- ⇒ Performance
- ⇒ Legal and governance
- ⇒ Diversity
- ⇒ Environment

Retailer Apprenticeship Standard Level 2

Level 2 Functional Skills in Maths (if no prior exemption)

Level 2 Functional Skills in English (if no prior exemption)

This is a level 2 apprenticeship standard that has a minimum duration of 12 months.

The apprenticeship provides a highly transferable set of knowledge, skills and behaviours.

More specialist retailers include funeral service providers, garden centres, delicatessens and people who work in remote environments, for example, in telephone, online and mail order businesses.

Regardless of the type of products and services being sold, a wide representation of employers from across the retail industry have defined the retailer standard and agreed that the knowledge, skills and behaviours that apprentices must have to do their jobs are the same.

The apprentice is expected to work independently and take responsibility for the outcomes of their work, with support of the employer and the training provider. Through working across functional areas, apprentices build team relationships quickly and learn from others to develop specific skill sets.

Apprentices will be assessed on their knowledge, skills and behaviours throughout the apprenticeship and supported by visits from a trainer at least every 4 weeks. Training will also take place online and via Teams, Zoom or similar platforms.

Throughout the period of learning and development, the apprentice will meet with the employer and trainer to record their progress against the standard. At these reviews, the employer and trainer assessor will: set learning goals, track the apprentice's progress and make any required and agreed changes to their development plan and coordinate 20% of the apprentice's time being spent in off-the-job training.

END POINT ASSESSMENT

End-point assessment (EPA) is an assessment of the knowledge, skills and behaviours that the apprentice has learned throughout an apprenticeship, which confirms that they are occupationally competent.

The end-point assessment for Retailer is made up of 3 components.

1. 40-minute on-demand test consisting of 20 questions, including 10 minutes of reading time.
2. 2-hour practical observation.
3. 1-hour professional discussion.



ON-DEMAND TEST

The test consists of 20 scenario-based questions with the pass mark being 65% (13 out of 20). The test has been broken down into 3 sections and each section must also be passed. Topics covered are: financial, communication, brand reputation, merchandising, stock, marketing, legal and governance and environment.

PRACTICAL OBSERVATION

The practical observation will be no longer than 2 hours, will be pre-planned and scheduled at a time when the apprentice will be in their normal place of work. It will include customer interaction and maximise the apprentice's opportunity to demonstrate competence. The observation will cover: communication, brand reputation, finance, legal, technical, marketing, environment, merchandising, customers, sales, business, product, team and diversity.

PROFESSIONAL DISCUSSION

The 1-hour professional discussion will be a structured discussion between the apprentice and the end-point assessor. The professional discussion will need to take place in a suitable environment, away from any distractions. The discussion will cover: customer, business, marketing, sales and promotion, brand reputation, stock, team, performance, technical, diversity and environment.



Non-Levy Paying Employers (With less than 50 employees)

This apprenticeship is fully funded by the government if you have **LESS** than 50 employees and the apprentice is aged 16-18 or the apprentice is 19-24 and has previously been in care or has a Local Authority Education and Health Care Plan.

Otherwise there is a charge of £200 which can be paid over the first 5 months of the apprenticeship or in full at the start

Non-Levy Paying Employers (With 50 or more employees)—£200.00

This apprenticeship costs £4,000 and is funded by both the employer and the government. The government will pay 95% (£3,800) of the cost. This can be paid monthly over the first 5 months of the apprenticeship or in full at the start

Levy Paying Employers—£4,000.00

This apprenticeship costs £4,000 which is funded from the employer's levy pot via the Apprenticeship Service over the course of the apprenticeship.

Why choose Davidson Training UK Ltd?

Based in Essex, we cover the South East of England, East of England, Essex and London. Davidson Training has a proven track record of successfully delivering innovative training to thousands of apprentices and employers for 22 years. We are dedicated to supporting our apprentices and employers, improving organisation's development opportunities and apprentices career development.

Are you interested? Do you have any questions?

Call us on: 01375 480088

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