

Retail Manager Level 4



Course Aim

- Lead and develop retail teams to achieve business objectives and enhance performance.
- Deliver positive customer experiences that encourage repeat business and brand loyalty.
- Understand and apply business and people management principles to support the company's vision and objectives.
- Maximise income and minimise wastage through effective resource management and financial planning.
- Champion personal development and continuous improvement within their teams to boost productivity.
- Adapt to various retail situations by employing appropriate leadership styles and excellent communication skills.

Target Audience

This qualification is aimed at individuals who are currently employed as a Store Manager, Retail Store Manager, Commercial Manager, Sales Manager.

Course Objectives

By the end of this programme, the apprentice Retail Manager can effectively oversee operations, drive sales, and contribute to the overall success of their retail environment.

Important Information

- Retail Manager Level 4 Standard
- Functional Skills is optional for apprentices aged 19+. Apprentices aged 16–19 without GCSEs (grade C/4+) in Maths and English must achieve Functional Skills Level 2 before end-point assessment.

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Costs are determined by the government, details available upon request.



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