

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

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

National Careers Service

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the next step

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

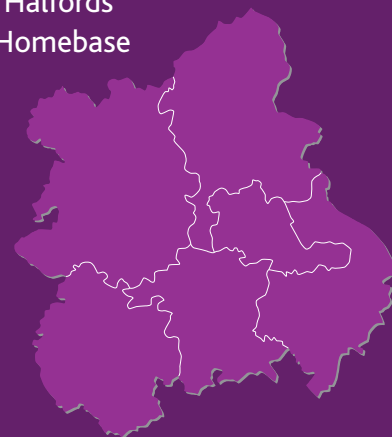
3,000



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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