

**LEVEL 4 APPRENTICESHIP**

# RETAIL MANAGER



## CREATE A PIPELINE FOR COMMERCIALY-FOCUSED AND MOTIVATIONAL STORE LEADERSHIP

The Level 4 Retail Manager apprenticeship programme builds on core knowledge of business operations and sales performance to develop strong leaders with the ability to motivate high-performing retail teams.

Equipping learners with a deeper understanding of relevant legislation, technology and practices, this apprenticeship develops retail managers with the confidence and skill to create positive customer experiences and increase sales, customer loyalty and spending.

On completion of this apprenticeship, learners will be able to confidently lead a team within a retail setting and understand how to motivate the team to drive business goals and operational efficiency. Apprentices will also be equipped with skills in data gathering and analysis to help monitor the performance of their store and their team.

- Develop customer-focused behaviour to inspire team members
- Drive commercial KPIs and store performance
- Maximise sales and engagement to drive loyalty through effective leadership

**DURATION: 12 MONTHS**



For more information, please contact [sara.harris@efitraining.ac.uk](mailto:sara.harris@efitraining.ac.uk)

## COURSE CONTENT & ASSESSMENT

### Customer Experience & Brand Representation

- Understand and manage customer journeys to drive satisfaction, loyalty, and sales.
- Own the customer experience across all channels.
- Champion and protect the brand reputation; ensure brand values are upheld.
- Align all team actions with customer service objectives and brand standards.

### Business Strategy & Commercial Awareness

- Understand business vision, market position, and retail operating context.
- Analyse market trends, competitor actions, and customer feedback.
- Align team objectives with strategic business goals.
- Take responsibility for delivering localised strategic outcomes.

### Sales, Merchandising & Product Management

- Set and manage realistic but challenging sales targets.
- Use product knowledge and data to optimise stock, merchandising, and sales.
- Manage seasonal variations and trends to maximise commercial outcomes.
- Lead promotional and merchandising efforts tailored to store/local needs.
- Use performance analysis to drive sales and stock decisions.

### Financial & Resource Management

- Understand cost drivers, forecasting, budgeting, and profitability.
- Analyse financial reports and act to improve commercial performance.
- Implement cost control, waste reduction, and resource optimisation measures.
- Report financial results and contribute to strategic financial planning.

### Leadership, Team Management & Development

- Apply effective leadership styles to motivate and guide teams.
- Recruit, retain and develop high-performing teams.
- Deliver coaching, mentoring and structured development.
- Manage team performance using feedback, recognition, and performance tools.

### Operations, Stock & Technology

- Manage stock systems to minimise loss and ensure audit compliance.
- Oversee merchandising, stock control, and product availability.
- Understand and implement relevant technologies to improve operations.
- Use data and systems to monitor performance and support decision-making.
- Drive operational improvements and ensure compliance with processes.

### Governance, Compliance & Inclusion

- Ensure legal, health & safety, and environmental compliance.
- Maintain ethical and responsible retail practices.
- Understand and apply diversity and inclusion policies.
- Adapt to local demographics and cultural needs in the workplace.
- Handle audits and regulatory interactions professionally.

### End-point assessment

- For the Level 4 Retail Manager apprenticeship, end-point assessment is provided by EFI Awards. EPA typically takes 3 months to complete.
- EPA includes written exam, retail business project and professional discussion.