



The Level 2 Foundation Apprenticeship in Retail is designed to develop the skills and knowledge of workers involved in the delivery of retail services across all elements of the retail sector. Foundation Apprentices will work in a variety of job roles including:

- Sales Assistant
- Customer Service Assistant
- Merchandiser
- Takeaway or Counter Service assistant

The Retail Foundation Apprenticeship Framework supports members of the team within a retail environment, giving learners the opportunity to learn and evidence their knowledge and competency within the Level 2 Certificate in Retail Skills and the Level 2 Certificate in Retail Knowledge. Combined, these qualifications provide learners with the knowledge, understanding and skills in retail such as:

- General tasks involve sales & product knowledge
- Process payments
- Order/receive stock
- Merchandising
- Customer service
- Product expertise for example bakery, butchery, beauty products

What are the benefits?

This is a work-based qualification which will enable learners to develop knowledge, understanding and skills essential for working in the Retail sector such as legislation, stock rotation and control, merchandising and delivering excellent customer service.

What progression opportunities are available?

This qualification may support employment into team leader and supervisory roles. Learners can progress onto the Level 3 Apprenticeship in Retail Team Leading.



On completion of the Foundation Level 2 Apprenticeship in Retail you will achieve the following qualifications:

Level 2 Certificate in Retail Skills
Level 2 Certificate in Retail Knowledge
Essential Skills in Application of Number level 1* and Communication level 1*

**If an apprentice has not achieved GCSE A-G in English or Maths they will be expected to work towards our Essential Skills programme which will develop and demonstrate the learner's ability to use English and Maths in work situations.*

Duration of programme is 15 Months.

Course Delivery

Assessment will take place via blended learning and you will be supported by a training officer who has industry experience. You and your training officer will meet each month, which will include online training sessions or on-site visits for up to 4 hours, we tailor the course to your needs.

If you need to do your essential skills this will be done towards the beginning of your course and can include weekly visits from an essential skills tutor. Learners must achieve a minimum of 24 credits.



Group A - Mandatory Unit - Level 2

Title	Credit
Work effectively in a retail team	8

Group B - Optional Units - Level 2

Title	Credit
Work effectively in a retail team	8
Organise own work to meet a dough production schedule in a retail environment	10
Carry out promotional campaigns in a retail environment	4
Portion delicatessen products to meet customer requirements in a retail environment	2
Operate a customer record card system on a beauty counter in a retail environment	2
Prepare newspapers and magazines for return to merchandisers	2
Check stock levels and sort out problems with stock levels in a retail environment	2
Follow guidelines for planning and preparing visual merchandising displays	5
Assemble visual merchandising displays	4
Promote food or drink products by offering samples to customers	2
Reduce security risks in a retail environment	5
Select, weigh and measure bakery ingredients	3
Deal with customer queries and complaints in a retail environment	4
Process applications for credit agreements offered in a retail environment	5
Assemble products for display in a retail environment	2
Finish bake-off food products in a retail environment	3
Dress visual merchandising displays to attract customers	7
Deliver goods from a retail environment to the customers delivery address	3
Merchandise plants and other relevant products	6
Place goods and materials into storage in a retail environment	4
Maintain food safety while working with food in a retail environment	6
Demonstrate products to customers in a retail environment	3



Title	Credit
Promote loyalty schemes to customers in a retail environment	3
Follow point-of-sale procedures for age-restricted products in a retail environment	2
Identify and report the presence of pests, diseases and disorders	3
Hand-process fish in a retail environment	6
Order and position signage and graphics for visual merchandising displays	3
Provide nutrients to crops or plants	2
Keep stock on sale at required levels in a retail environment	3
Process payments for purchases in a retail environment	4
Provide National Lottery products to customers	4
Cash up in a retail environment	2
Give customers a positive impression of yourself and your organisation	5
Process greengrocery products for sale in a retail environment	7
Display stock to promote sales to customers in a retail environment	5
Dismantle and store props and graphics from visual merchandising displays	3
Help customers to apply for a retail stores credit card and associated insurance products	4
Maintain moisture levels for crops or plants	2
Receive goods and materials into storage in a retail environment	4
Process customer orders for goods in a retail environment	3
Pick products in a retail environment to fulfil customer orders	4
Advise customers on the fixing and care of tiles	6
Promote a retail stores credit card to customers in a retail environment	3
Finish meat products by hand in a retail environment	9
Help customers to choose products in a retail environment	6
Make props and decorate fixtures and panels for visual merchandising displays	10
Help customers to choose delicatessen products in a retail environment	3
Demonstrate make-up and skincare products to customers at a beauty counter in a retail environment	4
Hand-divide, mould and shape fermented dough	4
Remove unwanted plant growth to maintain development	5



Title	Credit
Process returned goods in a retail environment	3
Glaze, coat or decorate bake-off products for sale in a retail environment	3
Provide a bra fitting service in a retail environment	10
Provide service to customers in a dressing room in a retail environment	3
Protect own and others health and safety when working in a retail environment	5

Group C Optional Units - Level 1

Title	Credit
Sort donated goods for resale or recycling in a retail environment	3
Maintain food safety while working with food in a retail environment	5
Provide a counter and takeaway service	3
Load orders for despatch from a retail store to customers	3

Group C Optional Units - Level 3

Title	Credit
Audit stock levels and stock inventories in a retail environment	6
Contribute to improving a retail organisations visual merchandising policy	8
Manage staff to receive goods in a retail environment	5
Monitor and support secure payment point use during trading hours	3
Organise and monitor the storage of stock in a retail environment	6
Choose merchandise to feature in visual merchandising displays	6
Manage the use of signage and graphics in visual merchandising displays	7
Produce staffing schedules to help a retail team to achieve its targets	5
Maintain the availability of goods on display in a retail environment to promote sales	6
Evaluate the effectiveness of visual merchandising displays	9
Help customers to choose specialist products in a retail environment	8
Manage the payment transaction process in a retail environment	9



ICQ Level 2 Certificate In Retail Knowledge

The Technical Certificate in Retail Knowledge is a mandatory part of the Foundation Apprenticeship in Retail. Learners must achieve a minimum of 14 credits to achieve this qualification. A minimum of 10 credits must come from group A2, and a minimum of 4 credits must come from the remaining optional groups.

Group A2 Mandatory - Level 2

Title	Credit
Understanding the retail selling process	2
Understanding how a retail business maintains health and safety on its premises	2
Understanding how individuals and teams contribute to the effectiveness of a retail business	3
Understanding customer service in the retail sector	3

Optional Units - Level 2

Title	Credit
Understanding visual merchandising for retail business	4
Understanding retail consumer law	2
Understanding the control, receipt and storage of stock in a retail business	2
Understanding the handling of customer payments in a retail business	2
Understanding security and loss prevention in a retail business	2
Understanding fashion trends and forecasting	3
Understanding fashion retail personal shopping and styling	3
Understanding the fashion retail market	3
Understanding the retail sale of skin care products	3
Understanding the retail sale of beauty products	3
Understanding the retail sale of perfumery products	3
Understanding the retail sale of cosmetics	3
Understanding the evolution of beauty retailing	3
Understanding the retail sale of nail care products	3



Title	Credit
Understanding how retailers sell National Lottery products and services	2
Understanding the storage, monitoring and replenishment of fresh produce in a retail outlet	2
Understanding the storage, monitoring and replenishment of chilled food items in a retail outlet	2
Understanding the features of different types of alcoholic beverages sold in retail outlets	4
Understanding how stocks of newspapers and magazines are controlled in retail outlets	2
The principles of food safety for retail	1
Underage sales prevention for retail and licensed premises	1

Level 3 Optional Units

Title	Credit
Understanding the development of personal and team effectiveness in a retail business	4
Understanding how retailers operate home delivery services for newspapers and magazines	4
Understanding the retail selling process	2
Understanding the management of risks to health and safety on the premises of a retail business	2
Understanding how the effectiveness of store operations can be improved	3
Understanding customer service in the retail sector	2
Understanding the management of stock in a retail business	3
Understanding how the smooth operation of a payment point is maintained	3
Understanding security and loss prevention in a retail business	3