

RETAILS MANAGERS

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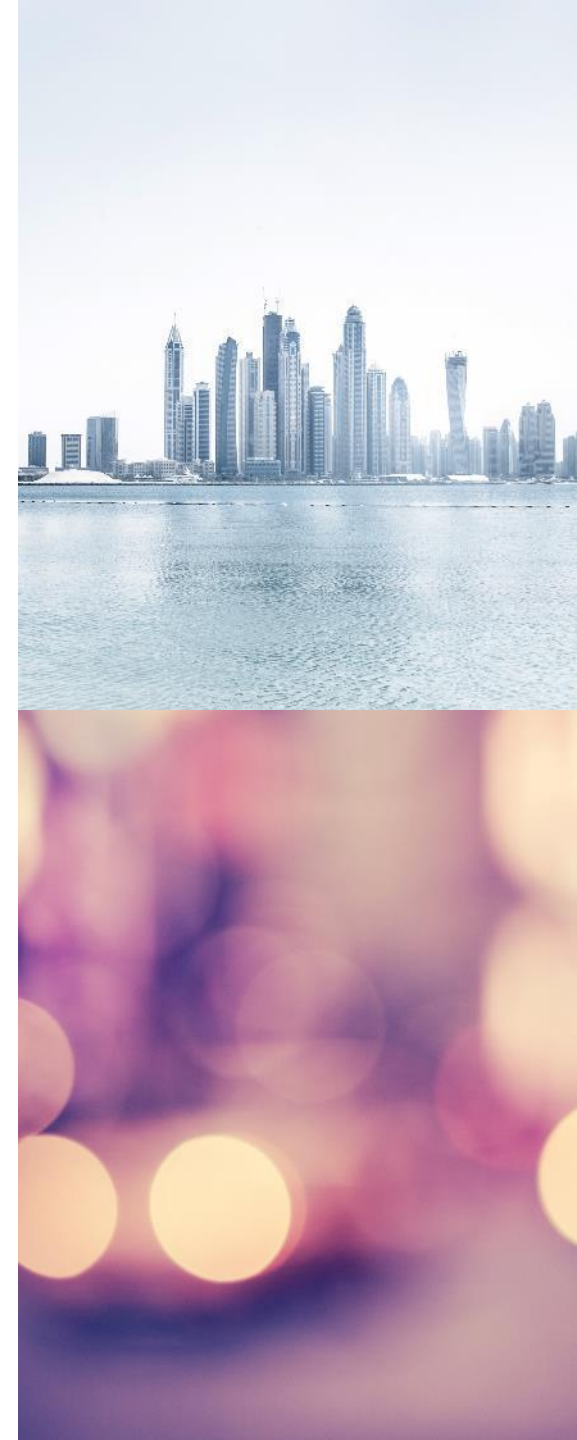
Academic and Employability
Skills



INTRODUCTION

In the UK the number of employees and establishments in retailing is the second largest retail industry.

Simultaneously the potential drivers of differentiation strategies that include market orientation, promotions, service profit chain marketing literature, and differentiation strategies, successful retail performance constitute focal elements and potential drivers. Although, the retail performance with critical players of retailing has received through with having less attention than through other potential performance determinants (Pears and Shields, 2019).



WHO ARE RETAIL MANAGERS:

Retail managers are a
<collection of activities that a
person undertakes because he
presumes that such activities
are required in his position>.

The retail store managers have
a great deal of controversy
surrounding the
implementation within the
house of Fraser (Godfrey
2018).

Moreover the retail chain
influences the behaviour of
the store management.



ROLES AND RESPONSIBILITIES OF RETAIL MANAGER

The roles and responsibilities have divided into four general categories in the HOUSE OF FRASER such as: displaying merchandise managing employees and controlling costs and providing customer services.

The goal setting and planning of managing as a leader then considered as accountable in storing for total operation.

Although the responsibility in having a different decision area thought retailing store managers, it has not the sole decision makers (Pears and Shields 2019).



SKILLS FOR RETAIL MANAGER

Three critical skills required to be a successful retail manager in the HOUSE OF FRASER. Those are:

Conceptual Skills

Technical Skills

Interpersonal Skills

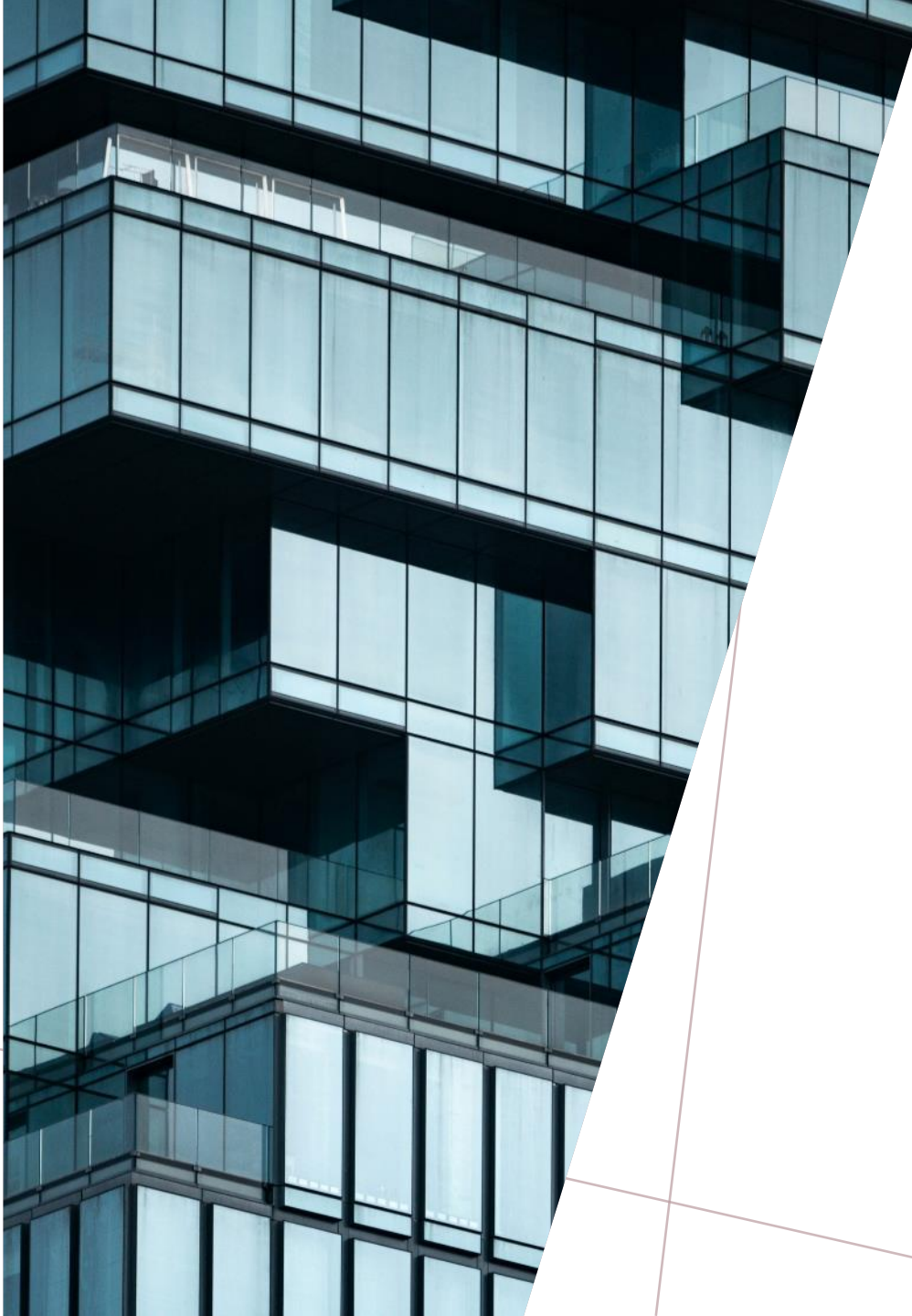
Team communication

Negotiation

Problem solving

Time management

The retail managers have specific skills to process the technical skills in assisting through by optimizing the managerial performance (Cottrell, 2019).

A photograph of a modern building with a glass facade, showing multiple floors and balconies. The building is partially obscured by a white diagonal shape that serves as a background for the text.

TECHNICAL SKILLS FOR RETAIL MANAGER

In the House of Fraser, technical has known as the broadest skills that easily defined as for the retail manager. Moreover, the learning capacity in defining the technical skills has given work, play or even study. In House of Fraser, the retail manager should have a broad technical understanding to analyze the environment with the existing organizational levels (The Guide to Learning and Study Skills n.d.).

CONCEPTUAL THINKING FOR RETAIL MANAGER

The conceptual skills represent by identifying managerial success within the organization that manages through

By succeeding various circumstances with conceptual skills that tend to have relevant broad strategic situations and upper-level thinking.

As a result, in the HOUSE OF FRRASER , it is often viewed as a critical success factor in functioning the upper managerial functions (Godfrey 2018).

SKILLS COMPARATION

Skills Required

Conceptual Skills
Technical Skills
Interpersonal
Team
communication
Negotiation Skills
Problem solving
skills
Time management

Skills I have

Team communication
Negotiation Skills
Problem solving
Time management



SWOT ANALYSIS - DEFINITION

STRENGTH

Ability to listen
Confidence
Speaking three languages Arabic, French
,English need to be improved
Honesty
Communication skills
Patience
Respectful

WEAKNESS

I have trouble saying no
Language

PDP (PERSONAL AND PROFESSIONAL
DEVELOPMENT PLAN

Language	English is not my first language	Practice Watch movies in English Read a book Have conversation in English
I have trouble saying no	I do not want to hurt others	Try to keep response simple if Be firm and direct

CONCLUSION

- It concludes the retail managers have contributed to providing a quality service in the HOUSE OF FRASER by managing and developing an environment that could maintain the store.
- Moreover, customers have come into the Centre by having significant advantage over regular visitors.
- Therefore, various factors have been examined by choosing the best destination with vehicular traffic, transportation facilities and parking, and each site's characteristics.

REFERENCES

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