



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

Module Title: Employability and Career Development

Module Code: LCLM 4005

Assessment: Component 2 - Portfolio of Written Tasks

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Job Adverts and Identify Key Skills

This assignment will compare two job adverts for a Store Manager position to identify the main skills and knowledge needed for this role. The analysis will focus on the similarities between the two adverts and will show the key skills that employers look for in candidates. The first advertisement is for a Store Manager position at Superdrug, while the second is for Aldi. The assignment also discusses how one of these key skills can be applied in my future career.

Although these two job adverts are for different areas of retail, they both focus on strong management skills and knowledge needed for this role, including leading and motivating a successful team, providing good customer service, achieving high sales results and making effective decisions.

Both job adverts highlight leadership as one of the most important qualities for a successful Store Manager. An effective manager should be able to inspire a team, delegate responsibilities and support employees to perform at their best. Furthermore, they should be able to solve problems effectively.

In addition to leadership, strong communication skills are essential in this role. Good communication helps managers clearly share information, expectations and feedback with employees. It is also important when dealing with customers, understanding their needs and providing a high level of customer service. Effective communication helps to avoid misunderstandings and creates better relationships between managers, employees and customers.

In my future career as a Store Manager, I will use my leadership skills to become an effective manager. I have developed teamwork, communication and organisational skills, which provide me with a strong foundation for this role.

I enjoy working with people, and being part of a team gives me great satisfaction. I believe that a good leader should set a positive example, support and motivate employees, and help them achieve their goals. I also feel confident when working with customers, solving problems and looking for ways to improve sales. I plan to continue developing my professional skills through practical work experience and further training.

Self-Assessment and Evidence of Readiness

Self-assessment means understanding yourself, your skills and the areas where you can improve. It helps to recognise your strengths and weaknesses in both personal and professional life. In my future career, self-assessment will help me understand the skills and qualities needed to become an effective Store Manager. To complete this process, I will use a SWOT analysis.

Strengths

One of my main strengths is my 10 years of experience in retail. I have worked as a manager, and I have experience in leading a team and organising daily work. I am good at working with people and helping my team achieve sales targets and provide good customer service. Good communication skills help me to delegate tasks, clearly explain what needs to be done and make sure that my team understands their responsibilities.

Another strength is my ability to build good relationships with customers. Through my experience in retail, I have learned how important it is to understand customer needs, provide good service and create a positive shopping experience. I believe that satisfied customers are important for the success of any business.

I am also confident in solving problems and making decisions in difficult situations. My work experience has taught me how to stay calm under pressure, find solutions and support my team when challenges appear.

Another strength is that I am currently studying the Business Skills for the Workplace course. I am doing this course to improve my knowledge of how a business works, teamwork, managing people, communication and problem-solving. This course helps me continue developing as a leader.

I am hardworking, organised and able to stay calm under pressure. My organisation and time management skills help me manage responsibilities effectively. These skills are important for a Store Manager because the role requires effective planning, supporting employees and achieving business goals.

Weaknesses

One of my weaknesses is that, until now, I have mainly worked in smaller companies, and I have not had experience working in large retail chains. Working in a bigger organisation means more responsibility and managing a larger team. I know that improving my skills and taking part in training will help me gain more experience and prepare me for this type of role.

Another area for improvement is that, because I am a careful and responsible person, I sometimes take on too many tasks myself. I always want to do my best for the business, and I care about the results, so sometimes I worry too much about the outcome. However, I am learning to trust my team more and delegate tasks better. This helps us work more effectively and achieve our goals together.

Opportunities

There are many opportunities that can help me gain more experience and develop the knowledge needed to become an effective manager in my future career. One of the most important opportunities is the Business Skills for the Workplace course that I am currently studying. This course helps me improve my understanding of how a business works, including its main principles, daily operations and the risks involved in running a business. I am learning how to solve problems, make important decisions and communicate effectively with employees, owners and customers.

After completing this course, I plan to continue my studies in Leadership and Management at Level 5 and Level 6, as well as take part in courses and training provided by my employer.

Threats

One of the challenges I may face in my future career is continuing to develop my confidence in using professional English. As English is not my first language, sometimes I may need more time to find the right words when communicating in professional situations, such as delegating tasks or explaining goals. However, I believe that continuous learning and daily communication will improve my confidence.

Another challenge is the high competition for Store Manager positions. However, I believe that my many years of retail experience, willingness to learn and commitment to personal development are my strengths that can help me achieve my career goals.

Another challenge is balancing my family life, studies and career development. Good organisation and effective time management will help me manage these responsibilities and overcome potential difficulties.

Evidence of Readiness

My work experience provides strong evidence of my readiness for employment and my future career as a Store Manager, whether in a small family business or a large retail organisation. My previous experience, combined with my motivation to continue learning about business, shows my commitment to developing as a manager. I want to become a trusted and effective leader who can support a team and help a business achieve its goals.

My studies have helped me develop important skills such as communication, teamwork, problem-solving and decision-making. These skills will allow me to build a strong and effective team, improve customer service, increase sales and achieve business targets. I have also developed my organisation and time management skills, which are important for managing daily responsibilities.

In the future, I plan to continue my education by studying Leadership and Management at Level 5 and Level 6. By combining my previous retail experience, academic studies and commitment to personal growth, I believe I am developing the skills and confidence required to become a successful Store Manager.

Employment Goals

Based on my SWOT analysis, my main career goal is to become an effective Store Manager. To achieve this goal, I need to continue developing my knowledge, skills and experience in business, leadership and people management.

My short-term goal is to successfully complete the Business Skills for the Workplace course. This course will help me improve my knowledge of business, people management, communication and sales. I also plan to take part in training courses

provided by my employer. These opportunities will help me develop new skills, improve my performance at work and increase my confidence in my role.

My long-term goal is to continue my education by studying Leadership and Management at Level 5 and Level 6. These studies will help me develop my knowledge and leadership skills, which I will use when working with people and managing a team. They will help me become more confident in managing larger teams and taking on more responsibility in the future.

Personal Development Plan

To achieve my career goals, I have identified my strengths and weaknesses through my SWOT analysis. This has helped me understand which areas I need to improve to develop my knowledge, skills and professional experience.

One of the main areas I want to improve is gaining more knowledge and experience of working in large retail organisations, where there is greater responsibility and the need to manage larger teams. To achieve this, I will learn from experienced colleagues and managers and take part in training courses provided by my employer. These opportunities will help me develop my management skills and prepare me for greater responsibilities in the future.

Another area I would like to improve is delegating tasks more effectively. I need to learn to trust my team more and share responsibilities with them. This will help the team work more efficiently and allow me to focus on other important responsibilities as a manager.

The last area I would like to improve is my professional English vocabulary. Developing this skill will help me become more confident when communicating at work. It will allow me to clearly explain information, delegate tasks and give instructions to my team more effectively.

Improving these areas will help me continue my professional development, increase my confidence and become a successful Store Manager in the future.

Table 1: Personal Development Plan

Objectives	Successful criteria	Actions	Implementation
Develop my knowledge and experience of working in larger retail organisations.	I will feel more confident managing larger team and taking on more of responsibility.	Learn from experienced managers and take part in workplace training.	Attend training and observe experienced managers over the next 12 months.
Improve my ability to delegate tasks and manage a larger team effectively.	I will better delegate tasks, trust my team more, and working more efficient.	Practise delegating tasks and give my team more responsibility.	Delegate tasks regularly and monitor the results over the next 6 months.
Develop my professional English communications skills.	I will feel more confident with English at work and able to clear communicate instructions.	Improve my vocabulary thought daily communications and learning at home.	Practise speaking English at work and learn 10 new words each week related to my role.

Job advertisement

1. Aldi Store Manager

Store Manager

5 days ago by Aldi



£ £52,910 - £69,000 per annum

🕒 Permanent, full-time

📍 Rugby, Warwickshire

📄 Apply now

📌 Save

Full job description

Step into the role of Aldi Store Manager and lead your team to deliver exceptional shopping experiences that go beyond customer expectations. You'll inspire a positive, high-performing work environment while driving operational excellence, maintaining top-quality standards, controlling costs, and ensuring compliance. Your leadership is the driving force behind the store's success!

Key Responsibilities

- Lead your team to deliver exceptional customer service that consistently exceeds expectations
- Drive KPI performance, consistently meeting challenging operational targets
- Oversee the execution and supervision of in-store tasks to meet targets and standards
- Recruitment for your team, leading them and fostering their growth and development
- Handle customer complaints with professionalism and maintain compliance with health & safety standards

Skills & Experience

- Extensive experience leading and inspiring high-performing teams in a fast-paced, lean environment
- Proven track record in optimising operational efficiency through strategic time and cost management
- Demonstrated success in achieving KPIs while upholding the highest standards of compliance and due diligence
- Commitment to delivering exceptional customer service and driving business results
- Agile, visionary leader who can proactively embrace change with a results-driven mindset

Our Benefits

- A market-leading salary package
- 25 days annual leave plus bank holidays, as well as the chance to purchase extra holidays through our holiday purchase scheme
- A flexible contract of 40 or 45 hours a week
- 26 weeks full pay following 1 year service for Maternity and Main Adopter Leave
- Comprehensive training and ongoing development opportunities throughout your Aldi career
- Lifestyle benefits including discounted gym memberships, cinema tickets, and holiday deals.

2. Superdrug Store Manager

 **Hours per Week:** 39 hours

 **Shift pattern:** Full-time – flexible

shift patterns across mornings; afternoons; evenings and weekends, we can discuss this further at interview.

 **Salary:** Up to £38,470 Per

Annum

Why Superdrug?

At Superdrug, our customers and our teams are at the heart of everything we do. Loved for our accessible health and beauty, value, variety, expert advice & top-notch service.

If you love leading teams, delivering excellent customer service, and driving sales, this is the perfect opportunity for you!

The Role

As the Store Manager, you'll;

- Lead
& develop a passionate team to deliver outstanding customer service & maximise performance.
 - Create
exciting in-store promotions and experiences.
 - Ensure
operational excellence, including audits, budgets, and stock management.
 - Drive
sales through promotions, excellent merchandising, and stock control.
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- Ensure
the smooth running of the store.

What you'll need to succeed

- Bringing
fresh ideas from your previous experience in retail management, ideally 2+ years
- Strong
leadership skills to inspire and motivate.
- Passion
for customer service & sales.
- Strong
decision-making & problem-solving skills.
- A
results-driven mindset with a love for hitting targets.
- Willingness
to carry out piercing services for our customers – with full training

- Competitive salary
- Bonus
 - up to 25% of your salary
- 30% staff discount
- Up to 33 days annual leave
- Career growth & training opportunities
- Exciting competitions, rewards & team events
- Get instant access to Stream. A tool that lets you track your earnings in real-time, access a percentage of your pay as you earn it, learn easy tips for managing your money and save straight from your pay into pots for the future.

🔒 For information on how we manage and store your data please go to <https://www.superdrug.jobs/privacy-policy/>