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MODULE NAME: ACADEMIC AND EMPLOYABILITY SKILLS
MODULE CODE: BMSW4001
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TASK DESCRIPTION

Individual presentation.

Based on your intended career, prepare a PowerPoint presentation of 5-10 slides which you will use to help you analyse your academic and employability skills, also referring to published literature.

ACADEMIC AND EMPLOYABILITY SKILLS

- **DEFINITION:**

Employability skills are transferrable skills that are useful in nearly every job. They involve the development of an expertise, knowledge base or mindset that makes you more attractive to employers. Employability skills are also often referred to as employment skills, soft skills, work-readiness skills or foundational skills. They often improve your performance, minimize errors and promote collaboration with your co-workers, enabling you to perform your role more effectively.

COFFEE SHOP MANAGER

- Coffee shop manager role will portray the following skills and attributive:
- COMMUNICATION AND ORGANISATION
- GREAT CUSTOMER's SERVICE
- WORKING TOWARDS KPI
- DEALING WITH CUSTOMERS COMPLAINTS

- **COMMUNICATION AND ORGANISATION**

The communication is one of the most important thing as a shop manager following the organisation.

The individual in charge as a shop manager must be able to have a good communication with the area manager about the shop required as a stocks and all the needed to proceed the day as a coffee, coffee cups, milk, utensil and staff uniform

Also is mandatory to have a good communication and organisation with the staff so everyone know their job to do without confusion especially in the busy time as morning and lunch time as the clients can feel when confusion is and inorganization and the risk to lose them is very hight.

The shop organisation is also important as a shop manager in fact to attract the customers in your shop everything must be organise and clean so customers can have a good time and enjoying their coffee in a nice and clean space.

- **CUSTOMER's SERVICE**

Customer's service is one of the most important things in any retail job.

To have a great customers service is important to have a few skills as:

- Patience
- Effective listening
- Self control
- Empathy
- Respect
- Flexibility

For a successful shop as a shop manager is crucial to considerate well-begin of the customer's, spend time to listen them and treat everyone with respect and kindness.

- **KEY PERFORMANCE INDICATOR**

Working towards KPI as a shop manager is crucial understanding what is it, how's working and why is so important.

Definition: KPI is a quantifiable measure used to evaluate the success of an organization, employee, etc. in meeting objectives for performance.

KPI help the company do understand how's the shop performance, how the sales procced thanks to the graphic and understand sales performance in week, month or year time and taking in consideration any changes needed for the future. Also seeing customers number help the company to understand if there are less customers to take note and thinking if is there any problem, if the quality is still on the top or something wrong is going on. Using KPI helps the manager to understand how's the shop performance and in be able to make changes if need.

COMPLAINTS

Retail customers' complaints are usually about the quality of products or poor customer service.

As a shop manager is mandatory to understand how to manage the situation. There are a few things to know when you are in this situation;

- identify the nature of the complaint from information obtained from the customers,
- follow legal requirements and your company's policies and procedures for dealing with complaints
- apologize even if you haven't done anything incorrectly. Your objective for the client is to leave the shop feeling that you like them and their interests. Tell them you're sorry and that you'll do your best to ensure it doesn't occur once more.
- refer complaints to the correct person if you are unable to deal with them as your area manager or the person in charge who's dealing with.

REFERENCE

- PPL.C209 - SQA Unit Code J0D7 04 Help retail customers resolve complaints
- by Abby Heugel Customer Experience Sep 19, 2018