Qualification Specification
600/3204/2
iCQ Level 2 Certificate In Retail Knowledge (RQF)

Qualification Details

Title :	iCQ Level 2 Certificate In Retail Knowledge (RQF)
Awarding Organisation :	iCan Qualifications Limited
Fees Price List Url :	https://icanqualify.net
Qualification Type :	RQF
Qualification Sub Type :	None
Qualification Level :	Level 2
Qualification Sub Level :	None
EQF Level :	Level 3
Regulation Start Date :	30-Aug-2011
Operational Start Date :	01-Sep-2011
Offered In England :	Yes
Offered In Wales :	Yes
Offered In Northern Ireland :	Yes
Assessment Language In English :	Yes
Assessment Language In Welsh :	No
Assessment Language In Irish :	No
SSA :	7.1 Retailing and Wholesaling
Purpose :	B. Prepare for further learning or training and/or develop knowledge and/or skills in a subject area
Sub Purpose :	B1. Prepare for further learning or training, B2. Develop knowledge and/or skills in a subject area
Total Credits :	14
Min Credits at/above Level :	14
Minimum Guided Learning Hours :	93
Maximum Guided Learning Hours :	113
Diploma Guided Learning Hours :	93
Barring Classification Code :	ZZZZ
Overall Grading Type :	Pass
Assessment Methods :	Portfolio of Evidence
Structure Requirements :	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
Age Ranges :	Pre-16 : Yes; 16-18 : Yes; 18+ : No; 19+ : Yes
Qualification Objective :	This qualification is for those who wish to develop their knowledge and understanding of the retail environment

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Rules of Combination (ROC)

Group Name	Mandatory	#Units	Minimum Units	Maximum Units	Minimum Credits	Maximum Credits
OAG) Over-arching Group	**Yes**	0	2	2	14	0
└─A2) Group A Level 2	**Yes**	4	4	0	10	0
O) Optional Units	**Yes**	0	1	0	4	0
└─B2) Group B Level 2	No	5	1	0	2	0
└─D2) Group D Level 2	No	3	1	0	3	0
└─E2) Group E Level 2	No	6	1	0	3	0
└─F2) Group F Level 2	No	5	1	0	2	0
└─L3) Level 3 Units	No	9	1	0	2	0
└─OO) Other Optional Units	No	2	1	0	1	0

Group A2 Group A Level 2

URN	Title	Level	GLH	Credit
A/502/5806	Understanding the retail selling process	2	15	2
A/502/5823	Understanding how a retail business maintains health and safety on its premises	2	15	2
J/502/5789	Understanding how individuals and teams contribute to the effectiveness of a retail business	2	22	3
M/502/5821	Understanding customer service in the retail sector	2	22	3

Group B2 Group B Level 2

URN	Title	Level	GLH	Credit
A/600/0656	Understanding visual merchandising for retail business	2	39	4
D/502/5801	Understanding retail consumer law	2	11	2
F/502/5810	Understanding the control, receipt and storage of stock in a retail business	2	17	2
H/502/5797	Understanding the handling of customer payments in a retail business	2	8	2
K/502/5817	Understanding security and loss prevention in a retail business	2	15	2

Group D2 Group D Level 2

URN	Title	Level	GLH	Credit
H/600/0635	Understanding fashion trends and forecasting	2	28	3
L/600/0628	Understanding fashion retail personal shopping and styling	2	30	3
M/600/0637	Understanding the fashion retail market	2	30	3

Group E2 Group E Level 2

URN	Title	Level	GLH	Credit
A/600/0625	Understanding the retail sale of skin care products	2	30	3
F/600/0643	Understanding the retail sale of beauty products	2	30	3
J/600/0630	Understanding the retail sale of perfumery products	2	30	3
M/600/0640	Understanding the retail sale of cosmetics	2	30	3
R/600/0646	Understanding the evolution of beauty retailing	2	30	3
Y/600/0633	Understanding the retail sale of nail care products	2	30	3

Group F2 Group F Level 2

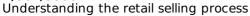| URN	Title	Level	GLH	Credit
H/600/0652	Understanding how retailers sell National Lottery products and services	2	19	2
K/600/0653	Understanding the storage, monitoring and replenishment of fresh produce in a retail outlet	2	17	2
M/600/0654	Understanding the storage, monitoring and replenishment of chilled food items in a retail outlet	2	17	2
T/600/0655	Understanding the features of different types of alcoholic beverages sold in retail outlets	2	29	4
Y/600/0650	Understanding how stocks of newspapers and magazines are controlled in retail outlets	2	15	2

Group L3 Level 3 Units

URN	Title	Level	GLH	Credit
A/502/5787	Understanding the development of personal and team effectiveness in a retail business	3	26	4
D/600/0651	Understanding how retailers operate home delivery services for newspapers and magazines	3	36	4
F/502/5807	Understanding the retail selling process	3	17	2
F/502/5824	Understanding the management of risks to health and safety on the premises of a retail business	3	15	2
H/502/5802	Understanding how the effectiveness of store operations can be improved	3	23	3
K/502/5803	Understanding customer service in the retail sector	3	17	2
L/502/5826	Understanding the management of stock in a retail business	3	16	3
M/502/5799	Understanding how the smooth operation of a payment point is maintained	3	26	3
M/502/5818	Understanding security and loss prevention in a retail business	3	15	3

Group OO Other Optional Units

URN	Title	Level	GLH	Credit
K/502/0178	The principles of food safety for retail	2	9	1
M/602/2234	Underage sales prevention for retail and licensed premises	2	5	1

Unit Specification
A/502/5806
Understanding the retail selling process

Qualification Framework : RQF
Title : Understanding the retail selling process
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 15
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: A/502/5806 : Understanding the retail selling process	
Understand the five steps of the selling model	
Assessment Criterion - The learner can:	
01.01	Outline the five steps of the selling model
01.02	Explain why an effective rapport needs to be created with customers
01.03	Explain the importance of effective questioning to the sales process
01.04	Explain how linking benefits to product features helps to promote sales
01.05	Explain why products must be matched to customers needs
01.06	Explain the importance of closing the sale
Understand how questions are used to identify customers needs	
02.01	Define open and closed questions and state the purpose of each in the selling process
02.02	Define what is meant by probing questions and state the purpose of these in the selling process
02.03	Identify questions which can be used to establish sales opportunities
Understand the benefits and uses of product knowledge	
03.01	Explain how comprehensive and up-to-date product knowledge can be used to promote sales
03.02	Describe how the features and benefits of products can be identified and matched to customers needs
03.03	Describe a range of methods for keeping product knowledge up-to-date
Understand how sales are closed	
04.01	State what is meant by a buying signal and describe the main buying signals the salesperson needs to look for
04.02	Describe the main ways of closing sales

Qualification Framework : RQF
Title : Understanding how a retail business maintains health and safety on its premises
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 15
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.
For use within the UK assessment criteria 1.1, 1.2 and 4.4 should specifically refer to current UK legislation:
1.1 refers to Health and Safety at Work Act
1.2 & 4.4 refer to Care of Substances Hazardous to Health (COSHH) Regulations

Unit: A/502/5823 : Understanding how a retail business maintains health and safety on its premises	
Know the main provisions of health and safety legislation in relation to a retail business	
Assessment Criterion - The learner can:	
01.01	Describe the main legal responsibilities of employees and employers in relation to the relevant health and safety legislation
01.02	Describe the main responsibilities of employees and employers in relation to the control of substances hazardous to health
Know what actions to take in an emergency	
02.01	State when and how to raise an emergency alarm
02.02	State the actions an employee should take in the event of: • fire • a bomb alert • acute illness or accident
02.03	State the main stages in an emergency evacuation procedure
Understand the employees responsibilities in reporting hazards and accidents that typically occur on the premises of a retail business	
03.01	Describe the hazards and associated risks typically found on the premises of a retail business
03.02	Explain why it is important to notice and report hazards
03.03	State when and to whom a personal accident should be reported
Understand safe handling, storage and disposal	
04.01	Describe safe methods for lifting and carrying
04.02	Describe methods for safely handling, removing and disposing of waste and rubbish
04.03	Describe where and how to store dangerous substances and items
04.04	State the importance and relevance in handling, storing and disposing of substances hazardous to health
Understand safe working practices	
05.01	Describe the routine practices which employees need to follow to minimise health and safety risks at work
05.02	Explain why equipment and materials should be used in line with the employers and manufacturers instructions

Qualification Framework : RQF

Title : Understanding how individuals and teams contribute to the effectiveness of a retail business

Unit Level : Level 2

Unit Sub Level : None

Guided Learning Hours : 22

Unit Credit Value : 3

SSAs : 7.1 Retailing and Wholesaling

Unit Grading Structure : Pass

Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: J/502/5789 : Understanding how individuals and teams contribute to the effectiveness of a retail business
Know the employment rights and responsibilities of an employee and the employer
Assessment Criterion - The learner can:
01.01	State the key requirements in a contract of employment in retail business
01.02	State which organisations are able to help individuals in the cases of violation of employee rights
01.03	State the key areas covered by equality legislation
01.04	State the purpose of laws that promote equality within the workplace
01.05	Define diversity in relation to promoting equality and diversity within the workplace
Understand the importance and characteristics of effective team work in retail business
02.01	Explain what is meant by team work in retail business
02.02	Describe the benefits that team work can bring to team members and to retail business as a whole
02.03	Describe the general qualities and abilities required to be an effective member of a team in retail business
Understand the impact of effective communication skills when working in a retail team
03.01	Describe the relevance and importance of communication skills in clarifying and resolving misunderstandings
03.02	Describe effective methods of communication used within teams
03.03	Describe how poor communication skills can affect a teams performance
Understand how the roles and responsibilities of retail teams relate to the structure and function of organisations
04.01	Describe broad functional teams in retail and identify the different job roles and career pathways within these
04.02	Describe the relationships between different job roles within functional teams and identify the lines of accountability in retail business
Understand how to improve personal performance
05.01	Explain the benefit to individual employees and the retail business as a whole of a personal development plan
05.02	Describe the range of methods available to identify own learning needs
05.03	Explain the main learning styles and state which learning methods and activities suit each style
05.04	Identify potential learning resources available for improving own performance
Understand how personal performance contributes to business success
06.01	Explain how work objectives are agreed and state the benefits they can bring to the individual and the retail business
06.02	Explain how a teams goals impact on the roles and responsibilities of individual team members
06.03	Describe the benefits to the retail business of identifying more effective ways of working

Unit Specification
M/502/5821
Understanding customer service in the retail sector

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Qualification Framework :	RQF
Title :	Understanding customer service in the retail sector
Unit Level :	Level 2
Unit Sub Level :	None
Guided Learning Hours :	22
Unit Credit Value :	3
SSAs :	7.1 Retailing and Wholesaling
Unit Grading Structure :	Pass
Assessment Guidance :	Please refer to the Online iCQ Assessment Guidance.

Unit: M/502/5821 : Understanding customer service in the retail sector
Understand the effect of customer service on retail business
Assessment Criterion - The learner can:
01.01 Describe the key features of excellent customer service
01.02 Describe how excellent customer service affects a retail business
01.03 Describe the key features of unsatisfactory customer service
01.04 Describe how unsatisfactory customer service affects a retail business
01.05 Describe the main methods used by retail businesses to maintain and increase customer loyalty
Understand how retail businesses find out about customers needs and preferences
02.01 Describe methods of approaching customers on the sales floor and the questioning and listening techniques for finding out what customers are looking for
02.02 Describe how customer feedback is collected and used to improve customer service
Understand the importance to a retail business of customer service standards, policies and procedures
03.01 Explain the difference between customer service standards, customer service policies and customer service procedures
03.02 Describe the benefits to the customer of customer service standards, policies and procedures
03.03 Describe the benefits to retail businesses of customer service standards, policies and procedures
Understand how customer complaints and problems are resolved in a retail business
04.01 Describe the main types of customer complaints and problems
04.02 Describe techniques for listening to customers expressing concerns about a product or service, and for reassuring customers that their concerns have been heard and understood
04.03 Describe the key stages in resolving complaints to the customers satisfaction

Unit Specification
A/600/0656
Understanding visual merchandising for retail business

Qualification Framework :	RQF
Title :	Understanding visual merchandising for retail business
Unit Level :	Level 2
Unit Sub Level :	None
Guided Learning Hours :	39
Unit Credit Value :	4
SSAs :	7.1 Retailing and Wholesaling
Unit Grading Structure :	Pass
Assessment Guidance :	Please refer to the Online iCQ Assessment Guidance.

Unit: A/600/0656 : Understanding visual merchandising for retail business	
Understand the importance window displays have in translating the retailers identity to the customer	
Assessment Criterion - The learner can:	
01.01	Describe how to translate brand image to the customer through window displays
01.02	Describe the different types of visual messages that retailers can showcase through window displays
Understand how events and props are used to promote merchandise in a retail environment	
02.01	Describe how different seasonal and calendar events are applied through window and/or in-store displays in order to support brand identity
02.02	Explain how different props can be used in window and/or in-store displays to support brand identity
Understand how to plan and install window and store displays	
03.01	Identify the basic principles of colour theory
03.02	Identify basic design principles and elements used in retail displays
03.03	Describe the methods used to produce and record simple design plans
03.04	Describe how to make best use of the space allocated
03.05	Describe basic principles for preparing fixtures and fittings and installing props safely
03.06	Identify the tools and equipment required to install a themed display
Understand how floor layouts and product adjacencies maximise sales	
04.01	Describe why it is important to change a floor layout in order to maximise sales
04.02	Describe what is meant by product adjacencies
04.03	Describe the benefits of displaying specific products in different locations
Understand the importance of product preparation and handling	
05.01	Explain why products may need cleaning and polishing before being displayed
05.02	Describe why it is important to handle products carefully

Unit Specification
D/502/5801
Understanding retail consumer law

Qualification Framework : RQF
Title : Understanding retail consumer law
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 11
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: D/502/5801 : Understanding retail consumer law	
Understand how consumer legislation protects the rights of customers	
Assessment Criterion - The learner can:	
01.01	State the purpose of consumer legislation in relation to retail
01.02	Describe the key principles and concepts of consumer legislation such as fitness for purpose, misinterpretation, and merchantable quality
Know the main provisions for the protection of consumers from unfair trading practices	
02.01	Describe the provisions in place to protect consumers from unfair trading practices
02.02	Describe retail employees responsibilities in ensuring fair trading practices
Know the main provisions of consumer credit legislation in relation to retail	
03.01	Describe the key legal responsibilities of a retail business and its employees when offering credit facilities to customers
Know the main provisions of data protection legislation in relation to retail	
04.01	Describe the key responsibilities and obligations of a retail business and its employees under current data protection legislation
Know the main provisions of the law relating to the sale of licensed and age-restricted products	
05.01	Identify the responsibilities and obligations of a retail business and its employees in relation to the sale of licensed goods
05.02	Identify the responsibilities and obligations of a retail business and its employees in relation to the sale of age-restricted goods
Understand the consequences for businesses and employees of contravening retail law	
06.01	Describe the legal consequences for businesses and employees of contravening retail law
06.02	Describe the probable commercial consequences and sanctions for employees and businesses of contravening retail law

Unit Specification
F/502/5810
Understanding the control, receipt and storage of stock in a retail business

Qualification Framework : RQF
Title : Understanding the control, receipt and storage of stock in a retail business
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 17
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: F/502/5810 : Understanding the control, receipt and storage of stock in a retail business	
Understand the importance of having the right stock levels	
Assessment Criterion - The learner can:	
01.01	Describe the purpose of stock control
01.02	Describe the consequences of inaccurate paperwork relating to stock
01.03	Describe how stock levels are maintained and the consequences to the business of not carrying the right levels of stock
Understand how goods are received on the premises of a retail business	
02.01	Explain why it is important to know what goods are expected and when they are due to arrive
02.02	Describe how to prepare the receiving area for goods delivery
02.03	Explain why it is important to check the quality and quantity of the goods received
02.04	Describe the procedures for reporting and recording: • variations in the quantities of goods received • defects in quality, such as damage or breakages
02.05	State what personal protective equipment should be used within the goods delivery area
Understand how stock should be stored to prevent damage or loss	
03.01	Describe the methods of storing stock
03.02	Describe stock handling techniques which prevent damage and loss
03.03	Explain why the quality of stock should be checked regularly and state the possible reasons why stock may deteriorate in storage
03.04	Explain why stock should be stored in order of receipt and describe how this is done

Unit Specification
H/502/5797
Understanding the handling of customer payments in a retail business

Qualification Framework : RQF
Title : Understanding the handling of customer payments in a retail business
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 8
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: H/502/5797 : Understanding the handling of customer payments in a retail business	
Know the methods of payment accepted from retail customers	
Assessment Criterion - The learner can:	
01.01	List the methods of payment typically accepted by retail businesses and describe how each is processed
Understand the risks involved in handling payments	
02.01	Describe how errors can arise when accepting cash payments at the till, and explain how these can result in losses
02.02	Identify the security risks that may arise when handling payments
Understand the cashiers responsibility for providing service at the payment point	
03.01	Outline the cashiers key responsibilities for serving customers at the payment point
03.02	Identify common problems which can arise at the payment point and describe how the cashier can resolve or refer these
03.03	Describe additional services which are often offered to customers at the payment point, such as cash-back or wrapping
03.04	Describe how the cashier can help to promote additional sales at the payment point
Understand the cashiers responsibilities when processing age-restricted goods at the payment point	
04.01	List the types and age restrictions of products which can be sold only to customers, or by employees, who are over a minimum age specified by law
04.02	State the consequences for the cashier and the business if legal age restrictions are not complied with
04.03	Describe the cashiers responsibilities for helping to ensure that legal age restrictions are complied with

Unit Specification
K/502/5817
Understanding security and loss prevention in a retail business

Qualification Framework : RQF
Title : Understanding security and loss prevention in a retail business
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 15
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: K/502/5817 : Understanding security and loss prevention in a retail business	
Know the range of security risks faced by a retail business	
Assessment Criterion - The learner can:	
01.01	Describe the types of criminal activity which commonly occur in retail businesses
01.02	Identify the types of merchandise at greatest risk of theft and the reason for this
Understand the effect which crime has on a retail business and its staff	
02.01	Describe how crime can affect the profits of a retail business
02.02	Describe how crime can affect people working in retail
Know what actions can be taken to prevent crime in a retail business	
03.01	Outline actions and precautions typically taken to secure: • stock • premises • cash • people • information
03.02	Outline actions and precautions that can be taken to reduce staff theft and the resulting loss of stock
Know how security incidents should be dealt with	
04.01	Describe what action should be undertaken in the event of an observed or suspected theft
04.02	Describe the steps employees should take to safeguard their own personal security
04.03	State when security incidents should be referred to senior staff

Unit Specification
H/600/0635
Understanding fashion trends and forecasting

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Qualification Framework :	RQF
Title :	Understanding fashion trends and forecasting
Unit Level :	Level 2
Unit Sub Level :	None
Guided Learning Hours :	28
Unit Credit Value :	3
SSAs :	7.1 Retailing and Wholesaling
Unit Grading Structure :	Pass
Assessment Guidance :	Please refer to the Online iCQ Assessment Guidance.

Unit: H/600/0635 : Understanding fashion trends and forecasting	
Know the ways in which fashion trends are analysed, predicted and developed	
Assessment Criterion - The learner can:	
01.01	Describe the role and function of fashion forecasting agencies
01.02	Describe the role and purpose of fashion shows, trade fairs and exhibitions
01.03	Describe how fashion trends are predicted and developed
Understand contemporary influences on fashion trends	
02.01	Describe the influence of film, sport and music on fashion trends
02.02	Describe how celebrities choice of dress influences fashion trends
02.03	Describe how the choice of dress of social groups can influence fashion trends
Know how to present a forecast in fashion trends	
03.01	Identify the types of research data used for forecasting fashion trends and describe how this data is interpreted
03.02	Describe how research data is interpreted
03.03	Describe the methods and materials used to present forecasts of fashion trends

Qualification Framework : RQF
Title : Understanding fashion retail personal shopping and styling
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 30
Unit Credit Value : 3
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: L/600/0628 : Understanding fashion retail personal shopping and styling
Understand the role of personal shopping within fashion retail
Assessment Criterion - The learner can:

01.01	Describe the role of personal shopping within fashion retail
01.02	Explain how personal shopping can contribute to sales targets
01.03	Describe how the personal shopping department works with other departments within the same organisation

Understand how clothing and accessories are chosen to suit different body shapes	
02.01	Describe the range of body shapes
02.02	State the factors which influence the style of clothing or accessories when considering body shapes

Understand styling principles used to style different customers and their needs	
03.01	Describe how colour, fabric, prints and silhouettes are used in styling different customers
03.02	Describe how the following influencing factors can affect customers needs and preferences: • lifestyle • budget • shopping habits • wardrobe planning • special occasions

Qualification Framework : RQF
Title : Understanding the fashion retail market
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 30
Unit Credit Value : 3
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: M/600/0637 : Understanding the fashion retail market	
Understand the development of fashion retailing	
Assessment Criterion - The learner can:	
01.01	Describe the main historical developments that have influenced present-day fashion retailing
01.02	Describe how the characteristics of present-day fashion retailing have been shaped by political, economic, social and technological factors
Understand the different store formats offered by fashion retailers	
02.01	Identify the different store formats that are used by fashion retailers and describe their respective customer profiles
02.02	Explain the reasons why retailers choose different store formats
Understand how current social and economic factors affect fashion retailers	
03.01	Describe current social and economic factors which may affect fashion retailers
03.02	Describe how fashion retailers respond to market challenges
03.03	Describe future opportunities for areas of growth in the fashion retail market
Understand multi-channel retailing	
04.01	Explain what multi-channel retailing is
04.02	Describe how fashion retailers have used multi-channelling effectively

Qualification Framework :	RQF
Title :	Understanding the retail sale of skin care products
Unit Level :	Level 2
Unit Sub Level :	None
Guided Learning Hours :	30
Unit Credit Value :	3
SSAs :	7.1 Retailing and Wholesaling
Unit Grading Structure :	Pass
Assessment Guidance :	Please refer to the Online iCQ Assessment Guidance.

Unit: A/600/0625 : Understanding the retail sale of skin care products	
Understand the basic composition and structure of the skin	
Assessment Criterion - The learner can:	
01.01	Describe the structure of the skin
01.02	Describe how skin cells renew themselves
01.03	Describe the principal skin types and their characteristics
01.04	Outline common skin conditions which may restrict or prevent product use
01.05	Identify the situations where the beauty consultant may need to suggest that the customer seeks medical advice
Understand skin care products and the selection of products to suit the customers skin type	
02.01	Explain why it is important to provide the best possible advice and information when selling skin care products
02.02	Describe the features and benefits of skin care products and their use with different skin types
02.03	Describe how skin analysis can help in selecting suitable products for the customer
02.04	Describe the factors that should be considered during skin analysis and explain their significance
Understand how to help customers to choose skin care products	
03.01	Describe effective questioning techniques used to establish customers requirements for skin care products
03.02	Describe ways of helping customers to understand the features and benefits of skin care products
03.03	Describe opportunities for selling additional or associated products

Unit Specification
F/600/0643
Understanding the retail sale of beauty products

Qualification Framework :	RQF
Title :	Understanding the retail sale of beauty products
Unit Level :	Level 2
Unit Sub Level :	None
Guided Learning Hours :	30
Unit Credit Value :	3
SSAs :	7.1 Retailing and Wholesaling
Unit Grading Structure :	Pass
Assessment Guidance :	Please refer to the Online iCQ Assessment Guidance.

Unit: F/600/0643 : Understanding the retail sale of beauty products	
Understand the differences between the mass and luxury retail beauty markets	
Assessment Criterion - The learner can:	
01.01	Describe the differences between the mass and luxury retail beauty markets
01.02	Describe how the types of customers differ in the mass and luxury retail beauty markets
01.03	Explain how the needs and expectations of customers differ in the mass and luxury retail beauty markets
Understand the importance of branding in the retail beauty market	
02.01	Outline the different types of retail beauty brands and their associated strategies
02.02	Explain why product packaging is important in creating a brand image for beauty products
02.03	Describe how companies market their brands through advertising
02.04	State the advertising media typically used by companies to advertise their brands
Understand how promotional campaigns contribute to the sale of beauty products	
03.01	Describe how promotional campaigns increase sales
03.02	Describe how the beauty consultant can use promotional campaigns to increase sales turnover
03.03	Explain how promotional campaigns are designed to appeal to different groups of customers

Unit Specification
J/600/0630
Understanding the retail sale of perfumery products

Qualification Framework : RQF
Title : Understanding the retail sale of perfumery products
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 30
Unit Credit Value : 3
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: J/600/0630 : Understanding the retail sale of perfumery products	
Understand the composition and historical development of perfumes	
Assessment Criterion - The learner can:	
01.01	Explain the key stages in the history and development of perfumes
01.02	Describe the fragrance families and indicate fragrances that have similar ingredients
01.03	Identify the key ingredients of perfumes and explain how these ingredients are used to construct perfumes
01.04	Describe natural ingredients of perfumes including their origin, their qualities and how they influence the fragrance
Understand what types of perfumery products are available	
02.01	Describe the range of perfumery products available
02.02	Explain the principal differences between types of perfumery products
Understand how to help customers to choose perfumery products	
03.01	Describe effective questioning techniques used to establish customers requirements for perfumery products
03.02	Describe the criteria for matching perfumery products to customers needs and preferences
03.03	Describe opportunities for selling additional or assorted products, including opportunities to recommend fragrance families to customers

Qualification Framework : RQF
Title : Understanding the retail sale of cosmetics
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 30
Unit Credit Value : 3
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: M/600/0640 : Understanding the retail sale of cosmetics
Understand customers requirements for cosmetics for different purposes and occasions
Assessment Criterion - The learner can:
01.01	Describe the different types of make-up products that are available to customers
01.02	Describe the consultation techniques used to identify customers requirements for cosmetics
01.03	Describe the factors that should be taken into account when selecting cosmetic products for a customer
Understand the factors to take into account when deciding whether to apply cosmetics to a customer
02.01	Identify the factors to be taken into account when deciding whether cosmetics can be applied to a customer, including legal considerations
02.02	Identify the situations where the beauty consultant may need to suggest that the customer seeks medical advice
Understand the importance of product knowledge to the beauty consultants role
03.01	Explain why product knowledge is important in the retail sale of cosmetics
03.02	Explain why it is important to understand the laws governing the application and sale of cosmetics
Know the techniques used to demonstrate cosmetics
04.01	State the preparation for self, customer and area when demonstrating cosmetic application
04.02	State the purpose of tools used to apply cosmetics
04.03	Describe the techniques used by beauty consultants when applying cosmetics to customers

Qualification Framework : RQF
Title : Understanding the evolution of beauty retailing
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 30
Unit Credit Value : 3
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.
This unit is intended for delivery and assessment of the retail beauty sector within England, Scotland, Wales and Northern Ireland but can be adapted for countries outside of the UK.

Unit: R/600/0646 : Understanding the evolution of beauty retailing
Understand how beauty retailing contributes to the success of the retail sector
Assessment Criterion - The learner can:
01.01	Describe how beauty retailing developed into a separate area of retailing
01.02	Describe the financial contribution made to the retail sector by the sale of beauty products
01.03	Outline the sale of beauty products through the different types of retail outlet, such as department stores and stores which sell only beauty products
01.04	Outline the role and responsibilities of the beauty sales consultant in different types of retail outlet, including relationships with colleagues
Understand the significance of recent changes in beauty retailing
02.01	Describe how beauty retailing has responded to international influences
02.02	Describe how changes in consumer protection law have affected beauty retailing
02.03	Describe how technology has affected the sale and distribution of beauty products to consumers and retailers
02.04	Describe the effects which competition and alternative selling methods have had on the retail beauty sector

Qualification Framework : RQF
Title : Understanding the retail sale of nail care products
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 30
Unit Credit Value : 3
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: Y/600/0633 : Understanding the retail sale of nail care products	
Understand the characteristics of nail structures and disorders	
Assessment Criterion - The learner can:	
01.01	Describe the structure of the nail
01.02	Describe the features of different nail shapes including how nails vary in strength
01.03	Describe how nails grow and the factors which affect their growth
01.04	Describe common nail disorders
01.05	Identify which nail disorders are treatable
Understand corrective products and treatments for nails, cuticles and the skin of the hands	
02.01	Identify the types of products used to treat common disorders of nails, cuticles and the skin of the hands
02.02	Describe the features and benefits of corrective treatments for nails, cuticles, and the skin of the hands
Understand how to use product knowledge to select the right products	
03.01	Explain how nail and skin analysis help in selecting the most effective products for the individual customer
03.02	Describe the range of nail care products
03.03	Describe the features and benefits of nail care products and how to match these to the needs of individual customers
Understand how to prepare and conduct a nail care treatment	
04.01	Describe how to set up the working area with the correct tools, materials and products
04.02	Describe how to select and recommend nail treatments and products to suit the needs of the individual customer
04.03	Describe how to carry out a nail care treatment to meet the customers requirements
Understand how to promote a range of aftercare treatments and products to the customer	
05.01	Describe the types of follow-up treatments available to the customer after an initial treatment
05.02	Identify the range of products available to meet the customers future requirements, and describe the use of these products
05.03	Identify the aftercare plans available for the customer to use at home and describe their use and effects
05.04	Describe the harmful reactions which may result if products are combined incorrectly

Qualification Framework : RQF
Title : Understanding how retailers sell National Lottery products and services
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 19
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: H/600/0652 : Understanding how retailers sell National Lottery products and services	
Know the National Lottery products offered by retailers	
Assessment Criterion - The learner can:	
01.01	Describe the types of National Lottery products sold by retailers
01.02	Describe the features of the National Lottery products sold by retailers
01.03	Describe the sources of information available on National Lottery products
Know how to use a National Lottery service terminal in a retail store	
02.01	Identify the functions of a National Lottery service terminal
02.02	Describe how to maintain a National Lottery service terminal
02.03	Describe how to record and report faults with a National Lottery service terminal
Understand the role of the operator of the National Lottery	
03.01	Describe the role of the operator in promoting the National Lottery
03.02	Describe the role of the operator in processing National Lottery transactions
03.03	Describe the role of the National Lottery Commission in monitoring the National Lottery operator
Understand the legal requirements that affect the sale of National Lottery products	
04.01	Identify the main legislation that affects the sale of National Lottery products
04.02	Describe the age restrictions on the sale of National Lottery products
04.03	Identify the types of proof of age that are acceptable when selling National Lottery products
04.04	Explain the penalties for failing to follow legal requirements when selling National Lottery products

Unit Specification
K/600/0653
Understanding the storage, monitoring and replenishment of fresh produce in a retail outlet

iCQ

Qualification Framework : RQF
Title : Understanding the storage, monitoring and replenishment of fresh produce in a retail outlet
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 17
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: K/600/0653 : Understanding the storage, monitoring and replenishment of fresh produce in a retail outlet	
Understand the storage requirements of fresh produce	
Assessment Criterion - The learner can:	
01.01	Describe the storage requirements for fresh produce
01.02	Describe how fresh produce can be damaged while being placed in storage
01.03	Describe how packaging and waste should be disposed of
Understand how stock levels of fresh produce are monitored and maintained	
02.01	Describe how a stock control system is used to check actual stock levels against required stock levels
02.02	Explain the importance of maintaining correct stock levels of fresh produce
02.03	Identify the factors that influence demand for fresh produce
02.04	Explain why wastage should be recorded in stock level records
Understand how the quality of fresh produce is monitored	
03.01	Identify the reasons for refusing fresh produce into storage
03.02	Describe the common causes of deterioration in the quality of fresh produce
03.03	Describe the stock rotation requirements for fresh produce
03.04	Describe the labelling requirements for fresh produce on sale in a retail outlet
03.05	Describe how the condition of fresh produce is checked
03.06	Describe how fresh produce is dealt with when it has deteriorated or is at risk of doing so

Qualification Framework : RQF
Title : Understanding the storage, monitoring and replenishment of chilled food items in a retail outlet
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 17
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: M/600/0654 : Understanding the storage, monitoring and replenishment of chilled food items in a retail outlet

Understand the storage of chilled food items

Assessment Criterion - The learner can:

01.01	Describe the regulatory requirements for storage of chilled food items
01.02	Describe how chilled food items can be damaged while being placed in storage
01.03	Describe how to correctly dispose of food packaging and waste

Understand how stock levels of chilled food items are monitored and maintained

02.01	Describe how a stock control system is used to check actual stock levels against required stock levels
02.02	Explain the importance of maintaining correct stock levels of chilled food items
02.03	Identify the factors that influence demand for chilled food items
02.04	Explain why wastage should be recorded in stock level records

Understand how the quality of chilled food items is monitored

03.01	Identify reasons for refusing chilled food items for storage
03.02	Describe the common causes of deterioration in the quality of chilled food items
03.03	Describe the stock rotation requirements for chilled food items
03.04	Describe how the remaining shelf life of chilled food items should be checked
03.05	Explain how chilled food items with little or no remaining shelf life should be dealt with

Unit Specification
T/600/0655
Understanding the features of different types of alcoholic beverages sold in retail outlets

Qualification Framework : RQF
Title : Understanding the features of different types of alcoholic beverages sold in retail outlets
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 29
Unit Credit Value : 4
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: T/600/0655 : Understanding the features of different types of alcoholic beverages sold in retail outlets
Know the features of packaged beer, cider and perry products
Assessment Criterion - The learner can:
01.01	Describe the similarities and differences between beer, cider and perry
01.02	Identify the main categories of beers, ciders and perries
01.03	Describe the features of different types of beer
01.04	Describe the features of different types of cider
01.05	Describe the features of different types of perry
Know the features of packaged wine products
02.01	Describe how wines are classified according to their geographical origin and method of production
02.02	Describe the key characteristics of wines which will affect the consumers perception of individual wines on drinking them
02.03	Identify the key terms used to describe the characteristics of individual wines
02.04	Describe the type of information given on wine labels
02.05	Identify the different storage requirements for red, white, ros, sparkling and fortified wines
Know the features of packaged spirits, vermouths and liqueurs
03.01	Describe the similarities and differences between spirits, vermouths and liqueurs
03.02	Identify the main categories of spirits, vermouths and liqueurs
03.03	Describe the features of different types of international spirits
03.04	Describe the features of different types of vermouths
03.05	Describe the features of different types of liqueurs
Understand the legislation relating to the sale of alcoholic beverages
04.01	Identify the main licensing laws relating to the retail sale of alcoholic beverages
04.02	Describe the key requirements of the main licensing laws relating to the retail sale of alcoholic beverages
04.03	Identify the main pieces of consumer legislation relating to the retail sale of alcoholic beverages
04.04	Describe the key requirements of the main pieces of consumer legislation relating to the retail sale of alcoholic beverages

iCQ

Qualification Framework : RQF
Title : Understanding how stocks of newspapers and magazines are controlled in retail outlets
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 15
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: Y/600/0650 : Understanding how stocks of newspapers and magazines are controlled in retail outlets	
Know the factors to consider when ordering and receiving newspapers and magazines	
Assessment Criterion - The learner can:	
01.01	Describe the factors to be considered when ordering newspapers and magazines for sale in a retail outlet
01.02	Describe how to check that deliveries match the order and are of saleable quality
01.03	Identify the sources of advice and help for dealing with unsatisfactory deliveries
Understand the principles for displaying newspapers and magazines	
02.01	Describe the principles for displaying newspapers and magazines so as to maximise sales and profit
02.02	Describe the legal restrictions which apply to the display of newspapers and magazines
Understand the stock control process for newspapers and magazines	
03.01	Describe the principles of stock control in relation to newspapers and magazines
03.02	Describe how to process wholesalers paperwork for newspapers and magazines
03.03	Describe wholesalers procedures for dealing with returns of newspapers and magazines
03.04	Describe the main ways of minimising waste stock of newspapers and magazines

Unit Specification
A/502/5787
Understanding the development of personal and team effectiveness in a retail business

Qualification Framework : RQF
Title : Understanding the development of personal and team effectiveness in a retail business
Unit Level : Level 3
Unit Sub Level : None
Guided Learning Hours : 26
Unit Credit Value : 4
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: A/502/5787 : Understanding the development of personal and team effectiveness in a retail business
Understand the recruitment process
Assessment Criterion - The learner can:
01.01	Describe the key stages in the recruitment process
01.02	Describe the sources of information typically used to support recruitment decisions and explain their relevance to the recruitment process
01.03	State the legal requirements relating to the recruitment process
Understand how individuals and teams are developed within a retail business
02.01	Explain how to evaluate the performance of individuals and teams in retail business
02.02	Explain how to identify the development needs of individuals and teams
02.03	Describe a range of development activities and approaches and explain how they suit differing learning needs, personal aspirations and business goals
Understand effective communication within retail teams in retail business
03.01	Evaluate the suitability of a variety of communication methods and styles for a range of situations typically faced by retail teams
03.02	Describe how to use communications skills to: • build relationships within a retail team • give and receive constructive criticism and feedback • listen to and show understanding of the feelings and views of other team members
Understand how conflict is resolved within teams in retail business
04.01	Describe the types of situation which typically give rise to conflict within retail teams
04.02	Describe techniques for resolving conflict within retail teams and explain why these work
Understand the link between improved personal performance and improved business performance
05.01	Explain methods for identifying own training and development needs and the resources available for addressing those needs
05.02	Evaluate how personal development plans can improve the performance of the individual and the retail business
Understand how to review the personal performance of retail team members
06.01	Describe how to set objectives for individuals and teams
06.02	Explain methods for measuring and evaluating the performance of individuals and teams against objectives
06.03	Explain how to give feedback to individuals and teams on their performance against objectives
Understand the general principles of employment law
07.01	Describe who is responsible for determining employment legislation
07.02	Explain how employment legislation benefits the retail industry as a whole, individual retail businesses and individual employees
07.03	State the main provisions of current employment statues in relation to both employers and employees
07.04	Describe how businesses may be penalised for not complying with employment laws
07.05	Describe the main internal and external sources of information which can be used to help decide whether employment law has been breached
07.06	Explain how individuals can be protected and prosecuted under equality and diversity legislation and anti-discrimination practice

Unit Specification
D/600/0651
Understanding how retailers operate home delivery services for newspapers and magazines

Qualification Framework : RQF
Title : Understanding how retailers operate home delivery services for newspapers and magazines
Unit Level : Level 3
Unit Sub Level : None
Guided Learning Hours : 36
Unit Credit Value : 4
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: D/600/0651 : Understanding how retailers operate home delivery services for newspapers and magazines
Understand the legal and regulatory requirements relating to the home delivery of newspapers and magazines
Assessment Criterion - The learner can:
01.01	Describe the legal requirements that apply to the employment of young people
01.02	Describe the legal requirements relating to the home delivery of restricted material
01.03	Describe the classification system used by the British Board of Film Classifications (BBFC)
01.04	Describe how the BBFC ratings affect the home delivery of newspapers and magazines
Know how retailers manage home delivery accounts for newspapers and magazines
02.01	Describe the process for opening a home news delivery account
02.02	Describe the process for closing a home news delivery account
Understand how retailers maintain customer service standards in relation to the home delivery of newspapers and magazines
03.01	Describe the standards of service customers tend to expect from a home delivery service provided by a retailer
03.02	Describe the common customer service problems associated with the home delivery of newspapers and magazines
03.03	Describe the main ways of resolving customer service problems associated with the home delivery of newspapers and magazines
Understand invoicing processes in relation to the home delivery of newspapers and magazines
04.01	Describe the information needed to generate an invoice for a home news delivery account
04.02	Describe the systems used to identify overdue accounts
04.03	Describe the process for dealing with overdue payments

Unit Specification
F/502/5807
Understanding the retail selling process

Qualification Framework : RQF
Title : Understanding the retail selling process
Unit Level : Level 3
Unit Sub Level : None
Guided Learning Hours : 17
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: F/502/5807 : Understanding the retail selling process
Understand how communication techniques can be used to help the customer choose products
Assessment Criterion - The learner can:
01.01	Explain how communication techniques can be used to match product features and benefits to complex customer needs
01.02	Explain how communication techniques can be used to narrow the choice of products to those best suited to the customers needs
Understand the benefits and maintenance of product knowledge
02.01	Explain the benefits of maintaining comprehensive and accurate product information
02.02	Explain the salespersons legal responsibilities for giving product information and describe the legal consequences of failing to comply with the law
02.03	Describe how to ensure that staff have the training and information they need to develop and maintain their product knowledge
Understand legislation relating to selling in the retail environment
03.01	Describe the purpose of the main legislation relating to retail sales
03.02	Explain the impact of legislation relating to sales on retail business
03.03	Explain the rights and protection the key legislation relating to sales gives customers
Understand techniques for maximising sales
04.01	Explain the ways in which staff can maximise sales opportunities
04.02	Explain how effective leadership methods can be used to maximise sales
04.03	Evaluate the effectiveness of techniques used by specific retail businesses to maximise sales
04.04	Explain how effective target setting helps to maximise sales

Unit Specification
F/502/5824
Understanding the management of risks to health and safety on the premises of a retail business

ICQ

Qualification Framework : RQF
Title : Understanding the management of risks to health and safety on the premises of a retail business
Unit Level : Level 3
Unit Sub Level : None
Guided Learning Hours : 15
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.
For use within the UK assessment criteria 1.1 and 1.2 should specifically refer to current UK legislation:
1.1 refers to Health and Safety at Work Act
1.2 refers to Care of Substances Hazardous to Health (COSHH) Regulations

Unit: F/502/5824 : Understanding the management of risks to health and safety on the premises of a retail business
Understand the health and safety responsibilities of employees and employers
Assessment Criterion - The learner can:
01.01 Explain the role and responsibilities of nominated health and safety representatives in risk prevention and management under relevant health and safety legislation
01.02 Explain the role and responsibilities of nominated health and safety representatives in relation to substances hazardous to health
01.03 Explain the employers responsibilities for providing clearly defined health and safety procedures
Understand the management of potential risks to health and safety on the premises of a retail business
02.01 Describe the main methods of monitoring and preventing the risks to health and safety in the workplace
02.02 Explain the purpose of risk assessment and describe the key stages in the risk assessment process
02.03 Explain the importance of briefing and training staff on health and safety issues
02.04 Explain the main methods of briefing and training staff on health and safety issues
Understand the management of emergency procedures on the premises of a retail business
03.01 Explain why it is essential to have effective policies and procedures for managing emergencies such as bomb threats and fire
03.02 Describe methods for training staff to respond to emergency situations
Understand the management of accidents in the retail environment
04.01 Describe the types of accidents which typically occur on the premises of a retail business to people such as visitors, customers or staff
04.02 Describe the arrangements which should be in place for dealing with accidents in the workplace
04.03 State the legal requirements for recording accidents including the essential contents of an accident report

Unit Specification
H/502/5802
Understanding how the effectiveness of store operations can be improved

Qualification Framework : RQF
Title : Understanding how the effectiveness of store operations can be improved
Unit Level : Level 3
Unit Sub Level : None
Guided Learning Hours : 23
Unit Credit Value : 3
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: H/502/5802 : Understanding how the effectiveness of store operations can be improved
Understand the process of improving store operations
Assessment Criterion - The learner can:
01.01 Explain the methods for monitoring operational performance of retail businesses
01.02 Explain the opportunities for improvement to business areas that are likely to be identified from the monitoring of store operations
01.03 Explain how to identify and select business areas for improvement
01.04 Explain how to generate and evaluate ideas for improving store operations
01.05 Explain the planning tools and models used for developing and reviewing implementation plans in store operations
Understand how to communicate with and motivate those involved in bringing about change and improvement in store operations
02.01 Identify who needs to be involved in bringing about change and improvement in store operations
02.02 Explain how individuals can be encouraged and motivated to bring about improvement in store operations
02.03 Explain why it is important for staff to be committed and motivated to bringing about change in store operations
Understand how the organisation and scheduling of staffing contributes to the effectiveness of store operations
03.01 Describe the relationship between staffing plans, work objectives and goals in retail business
03.02 Describe the constraints that apply when planning to meet work objectives and goals in a retail business
03.03 Explain how constraints can affect teams, individual staff members and customers in a retail business
03.04 Explain how different types of staffing plans and schedules can help retail businesses to respond to a range of operational demands and constraints
03.05 Explain how to assess the effectiveness of staffing plans

iCQ

Qualification Framework : RQF
Title : Understanding customer service in the retail sector
Unit Level : Level 3
Unit Sub Level : None
Guided Learning Hours : 17
Unit Credit Value : 2
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: K/502/5803 : Understanding customer service in the retail sector
Understand the effect of customer service on retail business
Assessment Criterion - The learner can:
01.01 Explain the importance of customer loyalty to a retail business
01.02 Explain the relationship between standards of customer service and customer loyalty
Understand how retail businesses ensure customer service standards are met
02.01 Explain how a teams work needs to be organised so as to ensure that customer service standards can be consistently met
02.02 Describe common contingencies which can affect a teams ability to meet customer service standards, and explain how the effects of these contingencies can be minimised
Understand how customer complaints are resolved in a retail business
03.01 Describe the procedures used by retail businesses for resolving a variety of complaints, including how the customer is kept informed of progress
03.02 Describe techniques for negotiating with customers to reach a solution acceptable to both parties
03.03 Explain how resolving complaints can turn the customers dissatisfaction into delight
Understand how customer service is monitored in a retail business
04.01 Explain why it is important to monitor the delivery and effectiveness of customer service in a retail business
04.02 Describe the main methods which are used to monitor customer service in retail businesses
04.03 Explain the techniques used by line managers to monitor the customer service delivered by themselves and their teams

Qualification Framework : RQF
Title : Understanding the management of stock in a retail business
Unit Level : Level 3
Unit Sub Level : None
Guided Learning Hours : 16
Unit Credit Value : 3
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

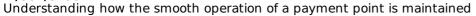| Unit: L/502/5826 : Understanding the management of stock in a retail business |
|---|
| **Understand how the receipt and storage of stock is managed** |
| **Assessment Criterion - The learner can:** |
| 01.01 | Explain the importance of having sufficient resources (staff, equipment and space) to process deliveries of stock |
| 01.02 | State what information is needed by staff receiving a delivery of stock and explain why they need it |
| 01.03 | Describe the procedures for monitoring: the preparation of the delivery area and storage facilities; the quality and quantity of goods received; the movement of goods; the disposal of stock and waste |
| 01.04 | Describe the actions to take in the event of: discrepancies in the goods received; late deliveries |
| 01.05 | Explain the main principles of systems used for recording and controlling stock |
| 01.06 | Explain how to identify and evaluate improvement to stock management using a range of information such as that from suppliers, customers and colleagues |
| **Understand the principles of auditing stock levels** |
| 02.01 | Explain the purpose of auditing stock levels |
| 02.02 | Explain why stock should be audited regularly |
| 02.03 | Explain how to anticipate and prevent situations that make it difficult to carry out an audit |
| 02.04 | Explain the resources needed for auditing stock and the effects on the business of redeploying staff to the audit team |
| 02.05 | State what preventative actions and further investigations can be recommended as a consequence of a stock audit |
| **Understand the legal requirements relating to stock management** |
| 03.01 | Describe the legal requirements for storing different types of products such as food, toxic items and bonded items |
| 03.02 | Describe the legal requirements for keeping records regarding the disposal of stock and the consequences to the business of failing to comply with these requirements |

Qualification Framework : RQF
Title : Understanding how the smooth operation of a payment point is maintained
Unit Level : Level 3
Unit Sub Level : None
Guided Learning Hours : 26
Unit Credit Value : 3
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: M/502/5799 : Understanding how the smooth operation of a payment point is maintained	
Know how a payment point is made ready for trading	
Assessment Criterion - The learner can:	
01.01	Describe typical procedures for opening up a payment point
01.02	Explain the key principles for establishing an effective staffing rota for a payment point
Know how to deal with queries raised at the payment point	
02.01	Describe the types of queries raised at the payment point by staff and customers and explain how these queries are resolved
02.02	Describe procedures for dealing with claims by customers that incorrect change was given
Understand the routine monitoring of a payment point	
03.01	Explain the reasons for monitoring payment point activity
03.02	Describe the routine monitoring procedures of a payment point
03.03	Describe the problems which routine monitoring of a payment point can uncover, and explain how these problems can be resolved
Know what actions should be taken at the payment point when abnormal operating conditions apply	
04.01	Explain what is meant by abnormal operating conditions in relation to the payment point
04.02	Describe the actions to be taken at the payment point when abnormal operating conditions apply
Understand how the accuracy of till operation is monitored	
05.01	Describe the main types of till discrepancy and explain how these occur
05.02	Describe the measures for evaluating the accuracy of till operation
05.03	Describe the measures for dealing with till discrepancies
Know how to implement end-of-shift procedures at a payment point	
06.01	Describe the methods used at the payment point at the end of a shift or close of business

Qualification Framework : RQF
Title : Understanding security and loss prevention in a retail business
Unit Level : Level 3
Unit Sub Level : None
Guided Learning Hours : 15
Unit Credit Value : 3
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: M/502/5818 : Understanding security and loss prevention in a retail business

Know the range of security risks faced by a retail business

Assessment Criterion - The learner can:

01.01	Define the security risks faced by a retail business and distinguish between external and internal threats to security
01.02	Explain how and why losses can occur in a retail business as a result of crime

Understand the effect which crime has on a retail business and its staff

02.01	Explain the implications of criminal loss to retail businesses
02.02	Explain the role of management and other staff in maintaining the security of a retail business

Understand the loss prevention procedures used in a retail business

03.01	Explain the main ways in which retail businesses use technology to prevent loss
03.02	Explain how stock control procedures are used to prevent loss
03.03	Explain how routine stocktaking helps to prevent loss

Know how security incidents should be dealt with

04.01	Explain how to apprehend individuals suspected of fraud in accordance with relevant legislation
04.02	Explain how to apprehend individuals suspected of theft in accordance with relevant legislation
04.03	Explain common procedures for carrying out searches when theft is suspected
04.04	Describe common types of situations where threatening and violent behaviour from customers may occur in a retail business
04.05	Explain the techniques for controlling threatening and violent behaviour and explain why these techniques are effective

Know how to carry out an assessment of security risk

05.01	Explain why it is necessary to assess security risks in a retail business
05.02	Describe the key stages in the risk assessment process
05.03	Explain why it is important to identify breaches in security and deal with them promptly

Qualification Framework : RQF
Title : The principles of food safety for retail
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 9
Unit Credit Value : 1
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.
No additional assessment requirements are specified by a sector or regulatory body

Unit: K/502/0178 : The principles of food safety for retail
Understand how individuals can take personal responsibility for food safety
Assessment Criterion - The learner can:
01.01 Outline the importance of food safety procedures, risk assessment, safe food handling, avoiding unsafe behaviour.
01.02 Describe how to report food safety hazards, infestations and food spoilage.
01.03 Outline the legal responsibilities of food handlers and food business operators
Understand the importance of keeping him/herself clean and hygienic
02.01 Explain the importance of personal hygiene in food safety including their role in reducing the risk of contamination.
02.02 Describe effective personal hygiene practices, for example protective clothing, hand washing, personal illnesses, cuts and wounds.
Understand how to keep the working area clean and hygienic.
03.01 Explain how to keep the work area and equipment clean and tidy to include cleaning methods, safe use of chemicals, storage of cleaning materials.
03.02 State the importance of safe waste disposal.
03.03 Outline the importance of pest control.
Understand the importance of keeping products safe.
04.01 State the risk to food safety from contamination and cross contamination to include microbial, chemical, physical and allergenic hazards, vehicles of contamination.
04.02 State how contamination of food can cause illness or injury.
04.03 Describe safe food handling practices and procedures.
04.04 Explain the importance of temperature controls
04.05 . Describe stock control procedures including deliveries, storage, date marking and stock rotation.
04.06 Explain how to deal with food spoilage to include recognition, reporting and disposal.

Unit Specification
M/602/2234
Underage sales prevention for retail and licensed premises

Qualification Framework : RQF
Title : Underage sales prevention for retail and licensed premises
Unit Level : Level 2
Unit Sub Level : None
Guided Learning Hours : 5
Unit Credit Value : 1
SSAs : 7.1 Retailing and Wholesaling
Unit Grading Structure : Pass
Assessment Guidance : Please refer to the Online iCQ Assessment Guidance.

Unit: M/602/2234 : Underage sales prevention for retail and licensed premises
Know current legislation relating to the sale and purchase of age-restricted products
Assessment Criterion - The learner can:
01.01	describe reasons why the law restricts the sale of certain products
01.02	identify which products are age-restricted by law
01.03	identify the legal age-restrictions which apply to the sale of certain products
01.04	identify the legal penalties for employers, employees and customers which apply to the unlawful sale and purchase of age-restricted products
Know how to prevent unlawful sales of age-restricted products
02.01	describe procedures for challenging for proof of age documentation
02.02	describe how to refuse the sale of age-restricted products to minimise the risk of conflict
02.03	describe how to manage conflict arising out of challenges and refusals
02.04	describe the benefits of recording admission and sales refusals

Barred Units

	Barred Unit	Unit
Description	Source Unit	Target Units
	Understanding customer service in the retail sector (M/502/5821)	Understanding customer service in the retail sector (K/502/5803)
	Understanding the retail selling process (A/502/5806)	Understanding the retail selling process (F/502/5807)
	Understanding how individuals and teams contribute to the effectiveness of a retail business (J/502/5789)	Understanding the development of personal and team effectiveness in a retail business (A/502/5787)
	Understanding how a retail business maintains health and safety on its premises (A/502/5823)	Understanding the management of risks to health and safety on the premises of a retail business (F/502/5824)
	Understanding security and loss prevention in a retail business (K/502/5817)	Understanding security and loss prevention in a retail business (M/502/5818)
	Understanding the control, receipt and storage of stock in a retail business (F/502/5810)	Understanding the management of stock in a retail business (L/502/5826)
	Understanding the handling of customer payments in a retail business (H/502/5797)	Understanding how the smooth operation of a payment point is maintained (M/502/5799)