

No. 748

31 May 2002

**SOUTH AFRICAN QUALIFICATIONS AUTHORITY (SAQA)**

In accordance with regulation 24(c) of the National Standards Bodies Regulations of 28 March 1998, the Standards Generating Body (SGB) for


**Wholesale and Retail Operations Management**

Registered by NSB 11, Services, publishes the following qualifications and unit standard for public comment.

This notice contains the titles, fields, sub-fields, NQF levels, credits, and purpose of the qualification and unit standard upon which qualifications are based. The full qualification and unit standards can be accessed via the SAQA web-site at [www.saga.org.za](http://www.saga.org.za). Copies may also be obtained from the Directorate of Standards Setting and Development at the SAQA offices, 659 Pienaar street, Brooklyn, Pretoria.

Comment on the unit standards should reach SAQA at the address *below and no later than 30 June 2002*. All correspondence should be marked **Standards Setting – SGB for Wholesale and Retail** and addressed to

The Director: Standards Setting and Development  
SAQA  
Attention: Mr. D Mphuthing  
Postnet Suite 248  
Private Bag X06  
Waterkloof  
0145  
or faxed to 012 – 482 0907



Pr **SAMUEL B.A. ISAACS**  
EXECUTIVE OFFICER

**SOUTH AFRICAN QUALIFICATIONS AUTHORITY****NATIONAL CERTIFICATE IN WHOLESALE AND RETAIL OPERATIONS MANAGEMENT  
NQF LEVEL 5**

**NQF-Field** : Services (11)  
**Sub-Field** : Wholesale and Retail  
**NQF-Level** : 5  
**Credits** : 129  
**Issue date** :  
**Review date** :

**Rationale**

The National Certificate in Wholesale and Retail Operations Management at NQF Level 5 is designed to meet the needs of a particular category of learners. The first group is those learners who are already involved in the field of wholesale and retail and who want to move into managerial positions at a higher level. Another group are those learners who want to enter the field of wholesale and retail with no knowledge of this field and who want to develop themselves into managerial positions.

Learners recognise that the management of an operation within a wholesale and retail business is an essential business function necessary for the success of any wholesale and retail business.

There is a need to develop learners' ability to plan, organise lead and control all the available resources in a given wholesale and retail operation in such a manner that will ensure the best productivity and meet the expectations of the relevant stakeholders in the operation.

This qualification also reflects the needs of the wholesale and retail industry both now and in the future. It gives accessibility and flexibility to the learner and to the employer. The level of flexibility is reflected in the multiple job roles and careers opportunities and at the same time it allows the individual to work towards a nationally recognised qualification.

**Purpose of Qualification**

This qualification on NQF level 5 serves as a bridge and foundation qualification for learners' who wants to develop into managerial positions at a higher level than the further education and training level. This will include learners who have qualified from school with a FET qualification on level 4 with no experience in the retail and wholesale field and learners in supervisory positions or who have management potential in the retail and wholesale industry. This qualification prepares the learner with the knowledge, insight and skills needed to be employed as a Trainee Manager in a retail or wholesale business and to develop into a successful manager of an operation within a retail or wholesale business

**NATIONAL CERTIFICATE IN WHOLESALE AND RETAIL OPERATIONS MANAGEMENT  
AT NQF 5**

	LEVEL 2	CR	LEVEL 4	CR	LEVEL 5	CR	TOTAL
<b>Fundamental</b>					<ul style="list-style-type: none"> <li>Influencing stakeholders of retail / wholesale businesses (ID 8732)</li> </ul>	15	
<b>Credits</b>						15	15
<b>Core</b>	<ul style="list-style-type: none"> <li>Understanding industry, structures terms and concepts (ID 8281)</li> <li>Displaying and marking merchandise (ID 8280)</li> </ul>	8  8	<ul style="list-style-type: none"> <li>Processing stock (ID 8261)</li> </ul>	12	<ul style="list-style-type: none"> <li>Managing the operations of retail/wholesale business (ID 8722)</li> <li>Managing cash in a Retail/Wholesale Business (ID 8703)</li> <li>Managing and leading people in a Retail/Wholesale business (ID 8723)</li> </ul>	25  20  25	
<b>Credits</b>		16		12		70	98
<b>Electives</b>			<ul style="list-style-type: none"> <li>Co-ordinating promotional activities (ID 8286) OR</li> <li>Selling goods and services (ID 8284)</li> </ul>	16  16			
<b>Credits</b>				16			16
<b>TOTAL</b>		16		28		85	129

**Access to the Qualification**

As this is a unit standard based qualification, any learner who is competent in the unit standard as required by the core, fundamental and elective components stipulated in the qualification, will have free access to the qualification.

**Learning assumed to be in place**

Learners accessing this qualification will have demonstrated competence against the standards in the National Certificate in Retail and Wholesale Sales and Services Technology or equivalent at NQF Level 4.

**International comparability**

Benchmarking was done by comparison to Unit Standards / Outcomes of learning against:

- New Zealand Qualifications
- Australian Qualification
- NVQ Qualifications from Britain

**Recognition of prior learning**

The structure of this unit standard based qualification makes the recognition of prior learning possible. This qualification may be achieved in part or as a whole through the recognition of prior learning according to the requirements of the standards.

This recognition of Prior Learning may allow:

- For accelerated access to further learning
- Gaining of credits towards a unit standard

All recognition of prior learning is subject to quality assurance by a relevant accredited ETQA and is conducted by an accredited assessor.

**Moderation**

- All learners are assessed by qualified assessors and moderated by qualified moderators.
- Accrediting of assessors and moderators shall be at the discretion of the relevant ETQA and must comply with SAQA requirements
- Institutions offering learning that will enable achievement of these unit standards or assess these unit standards must be accredited as a provider with the relevant ETQA

**Articulation possibilities**

On completion of this qualification learners may progress to the National Diploma in Retail and Wholesale as well as the National Diploma in Product and Service Management Technology, They may also follow a career in:

- Retail / Wholesale Operations Managers
- Trainee branch managers
- Sales
- Advertising and promotions
- Merchandising

- Stock handling
- Cash management
- Supervision

Note:

1. The above is an indication rather than an exhaustive listing
2. In addition learners can specialise in different field of the industry eg. Food, Furniture, FMCG, Specialty, etc

### **Integrated Assessment**

An integrated assessment approach is incorporated into the qualification. This integrated assessment provides an opportunity for the learner to show that they are able to integrate the concepts, ideas and actions across unit standards to achieve competence that is grounded and coherent in relation to the purpose of this qualification. As it is a unit standard based qualification, both formative and summative assessment processes are accounted for. For award of the qualification, a candidate must achieve each unit standard of this qualification and the candidates must demonstrate ability to integrate the different functions in a retail / wholesale operation. The integrated summative assessment takes the form of projects in which the learner applies the contents to an existing retail / wholesale operation and to evaluate how effectively it contributes to the success of such a retail / wholesale operation.

The assessment practices should be conducted in line with all the nationally recognized assessment principles.

Assessors shall have the technical competence and must hold a qualification one level above or equivalent, and should demonstrate evaluative ability in relation to the outcomes of the qualification. Assessment expertise must be evidenced through registered assessor unit standards.

### **Exit Level Outcomes**

This qualification covers all the critical cross-field outcomes. On achieving this qualification, the learner will be able to:

- ☐ Identify problems in a retail / wholesale operation and creatively make responsible decisions to solve problems so as to benefit the retail / wholesale business and community as a whole.
- ☐ Work effectively with the other personnel in a retail / wholesale business as a team leader as well as a member of a team.
- ☐ Effectively plan, organise, lead and control him/herself as well as the personnel in a retail / wholesale operation.
- ☐ Collect, analyse, organise and critically evaluate information on stakeholders expectations, personnel issues, cash handling, customer needs and product specifications.
- ☐ Integrate all the functions in a retail / wholesale operation.
- ☐ Communicate effectively with the customers, communities, suppliers and personnel of a retail / wholesale operation, using language skills in oral and written presentations.
- ☐ Understand and be able to demonstrate the use of management principles effectively, while maintaining a responsibility towards the environment and the community.

## Unit Standard Titles

NATIONAL CERTIFICATE IN WHOLESALE AND RETAIL OPERATIONS MANAGEMENT		
FUNDAMENTAL	CORE	ELECTIVES
<u>RW/F/COMM/5 (Level 5)</u> Influencing stakeholders of retail / wholesale businesses (15 Credits)	<u>RW/C/IND/2 (Level 2)</u> Understanding industry, structures terms and concepts ( 8 Credits)	<u>RW/C/PROM/4 (Level 4)</u> Co-ordinating promotional activities (16 Credits)
	<u>RW/C/DISP/2 (Level 2)</u> Displaying and marking merchandise (8 Credits)	<u>RW/C/PROD/4 (level 4)</u> Selling goods and services (16 Credits)
	<u>RW/C/STOCK/4 (Level 4)</u> Processing stock (12 Credits)	
	<u>RW/C/OPS/5 (Level 5)</u> Managing the operations of retail / wholesale business (25 Credits)	
	<u>RW/C/CASH/5 (Level 5)</u> Managing cash in a retail / wholesale Business (20 credits)	
	<u>RW/C/PEOP/5 (Level 5)</u> Managing and leading people in a retail / wholesale business (25 Credits)	
15	98	16

**Unit Standard Titles and Specific Outcomes****UNIT STANDARDS AND SPECIFIC OUTCOMES IN THE NATIONAL CERTIFICATE IN  
WHOLESALE AND RETAIL OPERATIONS MANAGEMENT****UNIT STANDARDS ON LEVEL 2****CORE:****1. Title: Understanding industry, structures terms and concepts (8 Credits)****Specific Outcomes:**

- 1.1 Identifying stakeholders and associated roles to contextualise the retail/wholesale industry in the economy
- 1.2 Relating processes and support functions to different sub-sectors making up retail/wholesale industry
- 1.3 Understanding general terms and concepts used in retail/wholesale environments
- 1.4 Recognising the roles of large and small retailers/wholesalers in the retail/wholesale industry

**2. Title : Displaying and marking merchandise (8 Credits)****Specific Outcomes:**

- 2.1 Displaying merchandise using a range of techniques for arranging merchandise on display units in retail/wholesale outlets
- 2.2 Marking merchandise using a range of techniques for indicating prices on merchandise and display units in retail/wholesale outlets
- 2.3 Performing a range of housekeeping activities for maintaining quantity, quality and presentation of merchandise displays in retail/wholesale outlets

**UNIT STANDARDS AND SPECIFIC OUTCOMES IN THE NATIONAL CERTIFICATE IN  
WHOLESALE AND RETAIL OPERATIONS MANAGEMENT****UNIT STANDARDS ON LEVEL 4****CORE:****3. Title: Processing stock (12 Credits)****Specific Outcomes:**

- 3.1 Checking a range of source document information and verifying quantity and quality of merchandise received into stock by retail/wholesale outlets
- 3.2 Grouping source documents and recording appropriate details using manual/electronic processes for capturing and generating a range of information outputs relating to stocks of merchandise in retail/wholesale outlets
- 3.3 Evaluating a range of criteria and determining stock replenishment requirements or stock returns to merchandise suppliers
- 3.4 Planning and allocating packing areas for categories of merchandise according to floor layout plans
- 3.5 Monitoring quantity, quality and movement of stockholdings within the holistic requirements of merchandising strategy

**ELECTIVES:****4. Title: Co-ordinating promotional activities (16 Credits)****Specific Outcomes:**

- 4.1 Informing sales people of concepts and objectives for promoting ranges of merchandise in retail/wholesale outlets
- 4.2 Mobilising activities around assembling and arranging displays in accordance with layout plans for merchandise promotions in retail/wholesale outlets
- 4.3 Relating product information to sales people for merchandise promotions in retail/wholesale outlets
- 4.4 Setting a range of goals, targets and incentives to motivate sales activities during merchandise promotions in retail/wholesale outlets
- 4.5 Monitoring ranges of merchandise to ensure stock availability during merchandise promotions in retail/wholesale outlets



---

**UNIT STANDARDS AND SPECIFIC OUTCOMES IN THE NATIONAL CERTIFICATE IN  
WHOLESALE AND RETAIL OPERATIONS MANAGEMENT**

**UNIT STANDARDS ON LEVEL 4**

**5. Title: Selling goods and services (16 Credits)**

**Specific Outcomes:**

- 5.1 Implementing goals and targets towards achieving professional excellence in sales of goods and services
- 5.2 Identifying and responding to a range of customer needs and requests for goods and services offered by retail/wholesale outlets
- 5.3 Stimulating customer interest by demonstrating applications and features for a range of goods and services offered by retail/wholesale outlets
- 5.4 Extending customer service delivery by informing customers of supplementary applications and complementary features adding value to goods and services offered by retail/wholesale outlets
- 5.5 Acknowledging customer needs and requests by recommending alternative goods and services offered in retail/wholesale outlets
- 5.6 Maintaining customer service by responding objectively to customer complaints or queries relating to goods and services offered by retail/wholesale outlets

**UNIT STANDARDS AND SPECIFIC OUTCOMES IN THE NATIONAL CERTIFICATE IN  
WHOLESALE AND RETAIL OPERATIONS MANAGEMENT****UNIT STANDARDS ON LEVEL 5****FUNDAMENTAL:****6. Title: Influencing stakeholders of retail / wholesale businesses - 15 Credits****Specific Outcomes:**

- 6.1 Identifying the roles and interests of a range of stakeholders and the impact of these relationships on business practices.
- 6.2 Applying a range of techniques for building, maintaining and influencing positive stakeholder relationships in Retail / Wholesale business practices
- 6.3 Developing and implementing a strategic plans for a retail / wholesale business that will ensure the required long term relations with all stakeholders
- 6.4 Developing and implementing effective annual management plan for a retail / wholesale business that will ensure continued successful relations with all stakeholders
- 6.5 Managing activities and conditions in a retail / wholesale business to meet all stakeholders requirements
- 6.6 Developing and maintaining specifications and practices for corporate identity of a retail / wholesale business hat will ensure the required image is created and sustained

**CORE:****7. Title: Managing the operations of retail/wholesale business (25 Credits)****Specific Outcomes:**

- 7.1 Planning and controlling the operations of a retail / wholesale business
- 7.2 Evaluating systems, policies and procedures and recommending and implementing changes to improve the business
- 7.3 Developing and implementing a maintenance and housekeeping program in a wholesale and retail operation
- 7.4 Planning and implementing effectively the closing down a retail / wholesale business with both internal and external support functions
- 7.5 Developing and implementing retail security management processes and procedures in a wholesale retail operation

---

**UNIT STANDARDS AND SPECIFIC OUTCOMES IN THE NATIONAL CERTIFICATE IN  
WHOLESALE AND RETAIL OPERATIONS MANAGEMENT**

**UNIT STANDARDS ON LEVEL 5**

**8. Title: Managing cash in a Retail/Wholesale Business - 20 credits**

**Specific Outcomes:**

- 8.1 Developing and monitoring daily cash handling procedures and controls in retail/wholesale business
- 8.2 Plan and control the banking of cash in retail/wholesale outlets
- 8.3 Auditing cash reconciliation processes for transactions recorded at points of sale in retail/wholesale outlets
- 8.4 Solve variances in reconciliation of cash receipts and cash payments with bank statements
- 8.5 Designing and implementing a policy regarding the acceptance of the various forms of payment based on the requirements of the target market
- 8.6 Managing the cash flow of a RW business

**9. Title: Managing and leading people in a Retail/Wholesale business  
- 25 Credits**

**Specific Outcomes:**

- 9.1 Planning, organising and delegating work activities to ensure the best possible achievement of operational objectives
- 9.2 Applying appropriate leadership styles to influence others to achieve organisational objectives in a manner consistent with the vision, values and purpose of the organization.
- 9.3 Setting goals and evaluating the employees performance in retail / wholesale business
- 9.4 Arranging training and development interventions in accordance with training and development needs of individuals, teams and the organisation
- 9.5 Performing HR practices in accordance with systems, policies, procedures and legal requirements
- 9.6 Creating a positive working environment in a retail / whole-sale operation by using a range of motivational techniques
- 9.7 Chairing meetings between management and staff in a retail / wholesale operation