

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	Merchandising		
Occupation	Executive		
Job Role	Merchandising Executive/Category Executive/House Brand Executive		
Job Role Description	<p>The Merchandising Executive/Category Executive/House Brand Executive implements the merchandising plans and product category strategies as well as managing partner relationships. He/she also contributes to the development and sourcing of products in accordance to allocated budgets.</p> <p>He works in a dynamic environment where he keeps abreast of the changing consumer behaviour and merchandising trends.</p> <p>He is an energetic, creative, collaborative and adaptable individual. He is able to operate well in a team-based environment under pressure and possesses in-depth insights on consumer consumption trends.</p>		
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
	Drive merchandising strategies	Analyse information on business environment and merchandising landscape	
		Provide inputs to formulate merchandising strategies	
	Drive category management and product assortments	Analyse product sales, stock turnover rate and inventory level	
		Implement product category's private label's and/or house brand's product range and assortment plans, pricing and promotional plans	
		Review private label and/or house brand product quality	
		Analyse customers' feedback on product categories	
	Drive product sourcing	Analyse information on target segment	
		Consolidate information to forecast merchandise demand	
		Analyse cost of merchandise	
		Contribute to merchandise and material sourcing	
	Execute product development	Contribute to development of new products for commercial success	
		Contribute to new product design blueprints or mock-ups	
		Coordinate production of new products	
		Coordinate development of patterns or mock-ups for new product designs	
		Perform intellectual property (IP) processes	
	Manage budget	Monitor costs and adhere to budget allocation	
		Administer purchase orders and payment process	
		Engage in cost-saving efforts	
	Manage partner relationships	Maintain business partnerships	
Provide feedback on quality and effectiveness of partnership			
Organise relevant information for negotiations with partners			
Manage shopper marketing activities	Analyse information on shoppers' profiles		
	Design and guide development of shopper marketing collaterals		
	Measure effectiveness of change in visual merchandising displays		
Champion service innovation	Engage in service innovation initiatives		
Technical Skills & Competencies		Generic Skills & Competencies	
Business Environment Analysis	Level 3	Interpersonal Skills	Intermediate
Business Negotiation	Level 3	Communication	Intermediate
Business Operational Planning	Level 3	Problem Solving	Intermediate
Business Opportunities Development	Level 3	Teamwork	Intermediate

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Skills & Competencies	Business Relationship Building	Level 3	Creative Thinking	Intermediate
	Business Risk Assessment	Level 3		
	Category Management	Level 3		
	Category Marketing	Level 3		
	Compliance with Legal Regulations	Level 3		
	Conflict Management	Level 3		
	Consumer Intelligence Analysis	Level 3		
	Crisis Management	Level 3		
	Customer Behaviour Analysis	Level 3		
	Data Analytics	Level 3		
	Data-Mining and Modelling	Level 3		
	Demand Analysis	Level 3		
	Financial Budget Planning and Management	Level 4		
	House Brand Development	Level 3		
	Idea Generation and Selection	Level 3		
	Innovation Management	Level 3		
	Infographics and Data Visualisation	Level 3		
	Inventory Control	Level 3		
	Intellectual Property Management	Level 3		
	Knowledge Management	Level 3		
	Market Research	Level 3		
	Market Trend Analysis	Level 3		
	Merchandise Buying	Level 3		
	Merchandise Performance Analysis	Level 3		
	Problem Identification	Level 3		
	Process Improvement	Level 3		
	Product Costing and Pricing	Level 3		
	Product Development	Level 3		
	Product Performance Management	Level 3		
	Quality Assurance	Level 3		
Report Writing	Level 3			
Shopper Marketing Campaign Management	Level 3			
Stakeholder Management	Level 3			
Supplier Performance	Level 3			
Supplier Sourcing	Level 3			
Supply Chain Operational Costing	Level 3			
Workplace Communications	Level 3			
Workforce Diversity and Harmony	Level 3			
Programme Listing	For a list of Training Programmes available for the Retail sector, please visit www.skillsfuture.sg/skills-framework/retail			

The information contained in this document serves as a guide.