

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	Merchandising		
Occupation	Manager		
Job Role	Merchandising Manager/Category Manager/Private Label Manager		
Job Role Description	<p>The Merchandising Manager/Category Manager/House Brand Manager oversees the implementation of merchandising strategies as well as the development of the private label or house brand products. He/she is also responsible for developing strategic partnerships, managing product assortment, driving product development and budget management.</p> <p>He works in a dynamic environment where he is expected to regularly review market and industry trends to drive appeal of merchandises to target customers.</p> <p>He is an energetic, creative, collaborative and highly adaptable team leader. He possesses the ability to build strong relationships with partners and is well-informed of consumer, market and industry trends.</p>		
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
	Drive merchandising strategies	Develop overall product category mix and pricing programmes	
		Determine target consumer groups by product categories	
		Analyse customers' insights, market trends and business environment	
		Determine operational implications of merchandising strategies	
		Develop visual merchandising strategy	
	Manage shopper marketing activities	Develop shopper marketing programmes	
		Develop value proposition per shopper cluster and/or product category	
		Develop experimentation plans that focus on highest value opportunities	
		Align shopper marketing programmes with relevant stakeholders	
		Evaluate shopper marketing programmes	
	Drive category management and product assortments	Develop category promotional plans	
		Lead implementation of product pricings and promotion plans	
		Plan product range and product assortment	
		Assess product categories, product assortment and product performance	
		Manage product sourcing	
	Drive product development	Analyse product categories and availability of competing products	
		Set product testing criteria and process	
		Manage product sourcing and costing	
		Manage product formulation and product quality	
		Oversee production of merchandise	
		Review new product quality and sales performance	
	Drive private label and/or house brand	Determine product assortment portfolio mix	
		Translate brand positioning to execute merchandising strategies	
Develop private label and/or house brand pricing and promotional plans			
Assess private label and/or house brand product quality and sales performance			
Manage budget	Align strategies, plans and activities with budget allocated		
	Analyse financial performance of products and/or product categories		
	Prepare financial projections on products and/or product categories		
	Build business partnerships		

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	Foster strategic partnerships	Assess potential partnership prospects		
		Establish trade level agreements with partners		
		Evaluate partnership performance		
	Manage people	Select and hire staff		
		Manage achievement of results		
		Manage staff training and assessment		
		Demonstrate effective communication techniques and behaviours		
		Provide direction and guidance to team leaders		
		Monitor and evaluate impact of change on team leaders		
		Build workplace relationships		
		Promote workforce diversity		
		Manage conflicts		
	Influence team's decision making			
Champion service innovation	Foster service innovation			
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Business Environment Analysis	Level 4	Decision Making	Intermediate
	Business Negotiation	Level 4	Communication	Advanced
	Business Operational Planning	Level 4	Leadership	Intermediate
	Business Opportunities Development	Level 4	Resource Management	Advanced
	Business Performance Management	Level 4	Problem Solving	Advanced
	Business Relationship Building	Level 4		
	Business Risk Assessment	Level 4		
	Category Management	Level 4		
	Category Marketing	Level 4		
	Compliance with Legal Regulations	Level 4		
	Conflict Management	Level 4		
	Consumer Intelligence Analysis	Level 4		
	Crisis Management	Level 4		
	Customer Behaviour Analysis	Level 4		
	Customer Experience Innovation	Level 4		
	Data Analytics	Level 4		
	Demand Analysis	Level 4		
	Financial Analysis	Level 4		
	Financial Budget Planning and Management	Level 4		
	House Brand Development	Level 4		
	Idea Generation and Selection	Level 4		
	Infographics and Data Visualisation	Level 4		
	Innovation Management	Level 4		
	Inventory Control	Level 4		
	Intellectual Property Management	Level 4		
Knowledge Management	Level 4			
Market Research	Level 4			
Market Trend Analysis	Level 4			
Merchandise Buying	Level 4			
Merchandise Performance Analysis	Level 4			

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	Organisational Alignment and Interdependency Analysis	Level 4		
	Organisational Planning and Target Setting	Level 4		
	Organisational Strategy Formulation	Level 4		
	People Development	Level 4		
	Personal Effectiveness	Level 4		
	Problem Identification	Level 4		
	Process Improvement	Level 4		
	Product Costing and Pricing	Level 4		
	Product Development	Level 4		
	Product Performance Management	Level 4		
	Quality Assurance	Level 4		
	Report Writing	Level 4		
	Shopper Marketing Campaign Management	Level 4		
	Stakeholder Management	Level 4		
	Supplier Performance	Level 4		
	Supplier Sourcing	Level 4		
	Supply Chain Operational Costing	Level 4		
	Vision Leadership	Level 4		
	Workplace Communications	Level 4		
Workforce Diversity and Harmony	Level 4			
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.