

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	Retail Operations		
Occupation	Manager		
Job Role	Area Manager/District Manager		
Job Role Description	<p>The Area Manager/District Manager oversees the operations of a group of stores in a given area/district. He/she is responsible for developing business opportunities, managing the area's operational and service excellence plans. In addition, he oversees the order fulfilment processes for customers to ensure seamless customer experience across all channels. He is also responsible for driving the organisation's innovation and productivity aspirations across the group of stores.</p> <p>He operates in a fast-paced environment where he is required to attend to operational and service excellence issues across a group of stores with varied characteristics. He promotes a positive working culture across the stores and drives the achievement of sales results.</p> <p>He is energetic, adaptable, highly-driven and sales-oriented. He also possesses strong people management skills and is able to engage with management and key stakeholders.</p>		
Critical Work Functions and Key Tasks / Performance Expectations	Develop business opportunities	Analyse new market trends, business opportunities and market segments in global and local landscape	
		Facilitate implementation of organisation strategies	
		Operationalise and manage governance, risk and compliance within area/district	
		Drive sales performance within area/district	
		Lead franchise acquisition activities	
		Research and analyse business opportunities	
	Drive service excellence	Develop service operations	
		Optimise workforce for service excellence	
		Manage partnerships for service excellence	
		Develop a service recovery framework	
		Manage service brand	
		Lead with service vision	
	Deliver operations excellence	Manage and review store operations and processes within area/district	
		Maintain and manage store facilities within area/district	
		Integrate business continuity management into retail operations	
		Manage crisis situations	
		Develop or modify systems to ensure compliance with corporate governance and social responsibilities	
		Lead setup of new stores	
		Monitor and analyse sales records	
		Allocate and monitor budget expenditure within area/district	
		Conduct crisis assessment	
	Review historical sales and market trends to forecast sales		
	Drive innovation and productivity aspirations	Lead and motivate team to contribute to productivity improvement and innovation	
		Conduct productivity diagnosis to recommend areas of improvement	
		Develop an action plan to implement productivity and innovation initiatives	

SKILLS FRAMEWORK SKILLS MAP - Job Role					
Sector	Retail				
Track	Retail Operations				
Occupation	Manager				
Job Role	Area Manager/District Manager				
	Drive innovation and productivity aspirations	Facilitate implementation of productivity and innovation initiatives			
		Evaluate potential ideas that may contribute to productivity improvement and innovation			
		Develop new products and/or services			
	Manage teams	Provide direction and guidance to team leaders			
		Develop team leaders' capabilities			
		Promote workforce diversity			
		Influence team's decision making			
	Manage customer order fulfilment	Define and revise order fulfilment policies and procedures			
		Review customer satisfaction			
		Manage order processing, fulfilment and returns of customer orders			
	Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
		Adapt To Change	Level 4	Leadership	Intermediate
Business Continuity Management		Level 4	Communication	Advanced	
Business Continuity Planning		Level 4	Interpersonal Skills	Advanced	
Business Environment Analysis		Level 4	Teamwork	Intermediate	
Business Negotiation		Level 4	Problem Solving	Intermediate	
Business Operational Planning		Level 4			
Business Opportunities Development		Level 4			
Business Performance Management		Level 4			
Business Relationship Building		Level 4			
Business Risk Assessment		Level 4			
Compliance with Legal Regulations		Level 4			
Conflict Management		Level 4			
Corporate Governance		Level 4			
Crisis Management		Level 4			
Customer Experience Innovation		Level 4			
Customer Experience Management		Level 4			
Customer Loyalty		Level 4			
Customer Relationship Management Operations		Level 4			
Data Analytics		Level 4			
Data-Mining and Modelling		Level 3			
Drive Productivity and Innovation		Level 4			
Financial Analysis		Level 4			
Financial Budget Planning and Management		Level 4			
Food and Beverage Safety and Hygiene		Level 4			
Franchise Management		Level 4			
Functional Analysis		Level 4			
Idea Generation and Selection		Level 4			
Infographics and Data Visualisation		Level 3			
Interviewing		Level 4			
Inventory Control		Level 4			
Intellectual Property Management		Level 4			
Knowledge Management		Level 4			
Manage Change	Level 4				
Order Fulfilment and Returns Processing	Level 4				
Organisation Evaluation for Business Excellence	Level 4				

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	Retail Operations		
Occupation	Manager		
Job Role	Area Manager/District Manager		
	Organisational Alignment and Interdependency Analysis	Level 4	
	Organisational Analysis	Level 4	
	Organisational Planning and Target Setting	Level 4	
	Organisational Relationship Building	Level 4	
	Organisational Strategy Formulation	Level 4	
	People and Relationship Management	Level 4	
	People Development	Level 4	
	Personal Effectiveness	Level 4	
	Policy Implementation and Revision	Level 4	
	Problem Identification	Level 4	
	Process Improvement	Level 4	
	Products and Services Promotions	Level 4	
	Productivity Improvement	Level 4	
	Retailing and the Economy	Level 4	
	Service Brand	Level 4	
	Service Challenges	Level 4	
	Service Excellence	Level 4	
	Service Information and Results	Level 4	
	Service Innovation	Level 4	
	Service Innovation Culture	Level 4	
	Service Leadership	Level 4	
	Service Partnerships	Level 4	
	Service Planning and Implementation	Level 4	
	Staff Training Facilitation	Level 5	
	Stakeholder Management	Level 4	
	Store Facilities and Housekeeping	Level 4	
	Store Security Policy	Level 4	
	Systems Thinking Application	Level 4	
Vision Leadership	Level 4		
Workforce Diversity and Harmony	Level 4		
Workplace Communications	Level 4		
Workplace Safety and Health	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.