

SKILLS FRAMEWORK SKILLS MAP - Job Role			
Sector	Retail		
Track	Retail Operations		
Occupation	Manager		
Job Role	Store Manager/Outlet Manager		
Job Role Description	<p>The Store Manager/Outlet Manager oversees the end-to-end operations of a store. He/she is responsible for driving the store's sales performance and service performance. He also engages in innovation and productivity initiatives for the store. In order to drive seamless customer experience across channels, he oversees the order fulfilment processes for customers in store.</p> <p>He operates in a fast-paced, diverse and customer-centric store environment. He is responsible for cascading and operationalising headquarters' directives to the store.</p> <p>He is a resourceful, driven and a service-oriented leader who is able to multi-task and manage store operations effectively.</p>		
Critical Work Functions and Key Tasks / Performance Expectations	Critical Work Functions	Key Tasks	Performance Expectations (For legislated / regulated occupations)
	Achieve sales	Manage store's/outlet's sales performance	
		Facilitate implementation of organisation strategies	
		Interpret information on sales goals and targets	
		Communicate scheduled sales reports in accordance with organisational standards	
		Facilitate implementation of organisation strategies	
	Deliver service excellence	Lead with service vision	
		Develop service operations	
		Manage resources to ensure smooth running of store operations	
		Manage in-store service performance	
		Optimise workforce for service excellence	
		Manage partnerships for service excellence	
		Develop a service recovery framework	
		Manage service brand	
		Analyse service quality and customer satisfaction	
		Establish rapport and cultivate relationship with customers	
	Foster service innovation		
	Deliver operations excellence	Manage retail administration	
		Define and allocate staff duties in accordance with operational requirements	
		Control inventory	
Manage and maintain store facilities			
Develop store security policies and procedures			
Manage compliance with food and beverage hygiene policies and procedures			
Manage workplace safety and health systems			
Coordinate crisis response and recovery activities in accordance with business continuity policies			
Monitor merchandising presentation and visual display			
Maximise utilisation of retail space			
Promote compliance with corporate governance requirements			
	Lead and motivate team to contribute to productivity improvement and innovation		

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Engage in innovation and productivity initiatives	Conduct productivity diagnosis to recommend areas of improvement			
	Develop an action plan to implement productivity and innovation initiatives			
	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 people	Provide direction and guidance to team leaders		
		Develop team leaders' capabilities		
		Promote workforce diversity		
		Influence team's decision making		
		Contribute to recognition of team performance		
		Facilitate learning opportunities among team leaders		
		Coach team leaders		
	Manage customer order fulfilment	Review customer satisfaction		
		Manage order processing, fulfilment and returns of customer orders		
Skills & Competencies	Technical Skills & Competencies		Generic Skills & Competencies	
	Adapt To Change	Level 3	Leadership	Advanced
	Business Continuity Management	Level 3	Decision Making	Advanced
	Business Environment Analysis	Level 2	Communication	Advanced
	Business Operational Planning	Level 3	Problem Solving	Advanced
	Business Opportunities Development	Level 3	Developing People	Advanced
	Business Risk Assessment	Level 3		
	Compliance with Legal Regulations	Level 3		
	Conflict Management	Level 3		
	Corporate Governance	Level 3		
	Crisis Management	Level 3		
	Customer Experience Innovation	Level 3		
	Customer Experience Management	Level 4		
	Customer Loyalty	Level 4		
	Customer Relationship Management Operations	Level 3		
	Data Analytics	Level 3		
	Data-Mining and Modelling	Level 2		
	Drive Productivity and Innovation	Level 3		
	Financial Analysis	Level 3		
	Financial Budget Planning and Management	Level 4		
	Food and Beverage Safety and Hygiene	Level 4		
	Functional Analysis	Level 3		
	Idea Generation and Selection	Level 3		
	Interviewing	Level 4		
	Inventory Control	Level 4		
	Intellectual Property Management	Level 3		
	Manage Change	Level 3		
Order Fulfilment and Returns Processing	Level 2			
Organisation Evaluation for Business Excellence	Level 3			
Organisational Alignment and Interdependency Analysis	Level 3			

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	Organisational Relationship Building	Level 3		
	People and Relationship Management	Level 4		
	People Development	Level 4		
	Personal Effectiveness	Level 3		
	Policy Implementation and Revision	Level 3		
	Problem Identification	Level 3		
	Process Improvement	Level 3		
	Products and Services Promotions	Level 3		
	Productivity Improvement	Level 3		
	Report Writing	Level 3		
	Retail Administration	Level 4		
	Retailing and the Economy	Level 3		
	Sales Target Management	Level 4		
	Service Challenges	Level 4		
	Service Excellence	Level 3		
	Service Information and Results	Level 4		
	Service Innovation	Level 4		
	Service Leadership	Level 4		
	Service Planning and Implementation	Level 4		
	Staff Training Facilitation	Level 4		
	Stakeholder Management	Level 3		
	Store Facilities and Housekeeping	Level 3		
	Store Security Policy	Level 3		
	Systems Thinking Application	Level 3		
	Vision Leadership	Level 3		
	Workforce Diversity and Harmony	Level 4		
	Workplace Communications	Level 3		
	Workplace First-Aid	Level 3		
	Workplace Safety and Health	Level 4		
<b>Programme Listing</b>	For a list of Training Programmes available for the Retail sector, please visit <a href="http://www.skillsfuture.sg/skills-framework/retail">www.skillsfuture.sg/skills-framework/retail</a>			

The information contained in this document serves as a guide.